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EXHIBITOR



*Here's The Combination
That'll Click for You!*



A Bert E. Friedlob Production · Released by 20th Century-Fox

49 Number 1 NOVEMBER 5, 1952
Two Sections: Section One

REGISTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

Featuring THE SERVICESECTION

Branch Managers' Testimonial Sept. 28—Dec. 27



**"What have I got that
nobody else has?"**

(Exhibitors know the answer—on next page)

HERE'S WHAT YOU'VE GOT, LEO!"

You've got "IVANHOE" (Tech.)
The Picture of the Century!

You've got "THE MERRY WIDOW" (Tech.)
The saucy musical that gets the gravy!

You've got "BECAUSE YOU'RE MINE" (Tech.)
The show for which they stand on line!

You've got "PLYMOUTH ADVENTURE" (Tech.)
The Thanksgiving spectacle for a holiday clean-up!

and "MILLION DOLLAR MERMAID" (Tech.)
The Miracle Musical to celebrate New Years!

You've got "THE PRISONER OF ZENDA" (Tech.)
Another Action-Attraction from the "Ivanhoe" company!

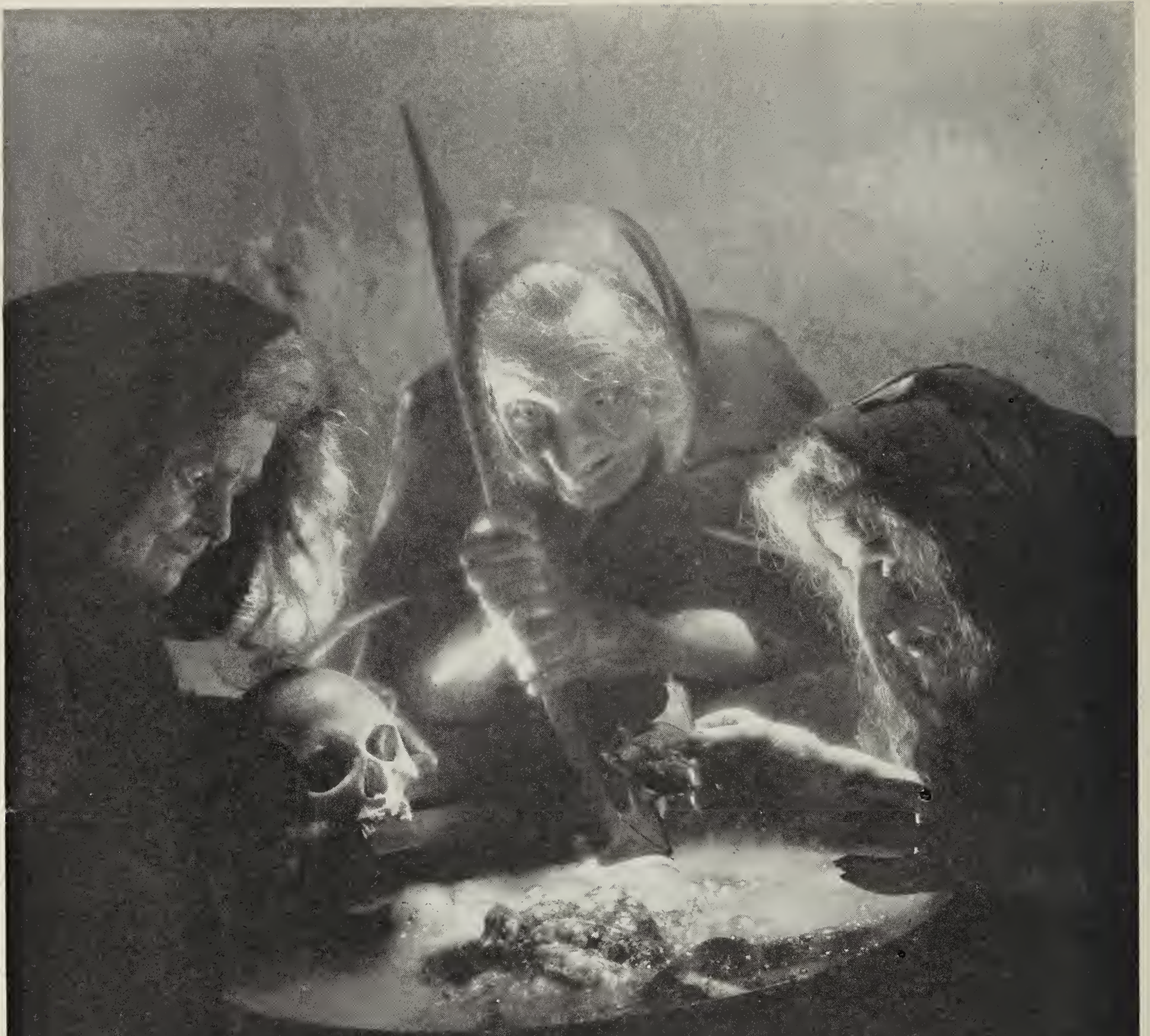
and "THE BAD AND THE BEAUTIFUL"
The All-Star Triumph headed for the 10-Best list!

You've got "LILI" (Tech.)
The Picture of Enchantment!

You've got "ABOVE AND BEYOND"
The love story behind The Billion Dollar Secret!

You've got "THE NAKED SPUR" and "THE STORY OF THREE LOVES" and "SOMBRERO"
and "NEVER LET ME GO" and more BIG ONES than there's space for.

YES LEO, YOU'VE GOT WHAT IT TAKES!



Cauldron boil . . . and kettle bubble . . .

Difficult though they may be, situations like these do come off; thanks to the care with which film and chemicals are keyed to specific photographic situation and production methods; thanks, also, to the rigid control of processing solution strength and temperature.

In this area—in production, distribution, and exhibition, too—representatives of the Eastman Technical Service for Motion Picture Film are proud to serve the industry.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry from all members of the industry. Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. *East Coast Division*, 342 Madison Avenue, New York 17, N. Y. *Midwest Division*, 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division*, 6706 Santa Monica Blvd., Hollywood 38, California.

In The FIRST PLACE

A WESTERN exhibitor, tired of being a baby sitter, now charges 14 cents for children when accompanied by parents, and 25 cents when the kids come in alone.



AN EASTERN CIRCUIT has made a tieup with a local bank whereby the latter honors theatre admission charges at their houses in that town. The patrons show their charge card and sign a charge slip, and the bank credits the cash value of the slips, less a minor service charge. The bank does the collecting.



A NEW problem arose in an eastern theatre when a man set up a one-man picket line because he said the manager wouldn't allow him to visit an usher at the theatre. He not only placed placards on his car but also parked outside the theatre. The placards charged that the house was unfair to its ushers, that the patrons were victims, that both patrons and ushers suffered, and that general unfairness was the rule. Just what he had wanted to tell the usher wasn't revealed but we're curious.



AN EASTERN theatre has been leased by a bank for a couple of years while the latter's new quarters are being completed. At the end of that time the bank will again be a theatre. This reverts a trend apparent in the 30's when banks were closing and became cinema palaces.



THE EARLY advent of snow in many eastern communities was not, as some believed, a tieup for "The Snows of Kilimanjaro".

—H. M. M.

I N D E X

VOL. 49, No. 1		NOVEMBER 5, 1952	
SECTION ONE			
EDITORIAL	5		
FEATURE ARTICLE—"THE TOA HOLDS ITS ANNUAL CONVENTION"	6.7		
NEW YORK NEWS LETTER	8		
THE INTERNATIONAL SCENE	12		
THIS WAS THE WEEK WHEN	13		
PEOPLE	16		
BETTER MANAGEMENT	17		
IN THE NEWSREELS	20		
THE SCORE BOARD	20		
SECTION TWO			
THE SERVICESECTION	SS-1—SS-3		

THE COVER PHOTO

Alfred Starr, president, Bijou Amusement Company, Nashville, Tenn., large independent circuit, is the new Theatre Owners of America head.

EXHIBITOR

VOL. 49, No. 1



NOVEMBER 5, 1952

No Time To Leave

THE LETTER written by Colonel H. A. Cole, National Allied director and chairman, Allied Theatre Owners of Texas board, recommending that top Allied leaders withdraw from leadership posts in various industry matters because "I think the time has come that we in Allied must recognize the fact that we stand almost alone in an unselfish attempt to do an all-industry job, and that in doing this we have sacrificed the interests of thousands of exhibitors because other elements in our industry have taken advantage of our preoccupation, and, through one means or another, are shortsightedly doing the industry a great disservice" should focus attention on the forthcoming convention of Allied States Association in Chicago.

WHILE Colonel Cole has taken pains to emphasize that exhibitors should continue with the federal tax campaign, he points out that he believes that the Allied chieftains loaned to COMPO and the industry at large to do special jobs should be freed from their obligation to complete those assignments.

IT IS TRUE that the growth of competitive bidding, higher admission price pictures and other practices has made the lot of the exhibitor harder, but we fail to see how Allied has lost its ability to fight any injustices to be found within the business by cooperating in all-important matters. If these offensive practices are to be checked or eliminated, this can still be done. We don't think that Allied has abandoned what it calls its "traditional militant leadership". Allied men have constantly been occupying trade headlines pointing out what the problems are, and inferring that they do their utmost to find remedies.

THIS is not the time to abandon the spirit of cooperation. We trust that when the convention is held in Chicago, the rank and file will vote to continue the current Allied policy as regards working with other segments of the business for the common good. Allied can still fight discrimination, exorbitant film rentals, oppressive tactics, forced increased admissions, man-made print shortages, legal evasions, absence of national or even territorial policies, unfair bidding, unjust clearances, and everything else that exhibitors are protesting against without sacrificing its independence.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 8113 1/2 West Fourth Street, Los Angeles 48, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibson, circulation manager; George Nonamaker and Mel Konec-off, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address all correspondence to the Philadelphia office.



DRESSED AS SOUTHERN BELLES, WIVES OF WASHINGTON, D. C., TOA MEMBERS ARE ATTRACTIVE HOSTESSES AT THE TOA NATIONAL CONVENTION.

The TOA Holds Its Annual Convention

Under The Guidance Of New President Alfred Starr A Progressive Future Is Contemplated



Walter Reade, Jr., left, new executive vice-president and executive committee chairman, and newly elected President Alfred Starr, Nashville, Tenn., welcome the TOA convention.

COMES the fall season, and with it the annual conventions of the industry's two national exhibitor organizations.

The Allied States Association confab is set for Nov. 15-19 while the Theatre Owners of America met in September.

The Theatre Owners of America convention at the Shoreham Hotel, Washington, D. C., knuckled down to the task of finding answers to some of the major problems facing exhibitors today.

From the opening address by President Mitchell Wolfson and the keynote talk by Elmer C. Rhoden to the time convention general chairman A. Julian Brylawski rapped the gavel for adjournment, a tightly packed schedule of luncheons and business sessions kept the delegates on their toes. For interim relaxation, a round of diverting social activities was held.

The convention turned the presidential reins over to Alfred Starr, Nashville,

Tenn., and elected New Jersey exhibitor Walter Reade, Jr., executive vice-president and executive committee chairman. Starr pledged his full efforts during the coming months to elimination of the federal admission tax, setting the wheels of industry arbitration in motion, and opposing the 16mm. suit.

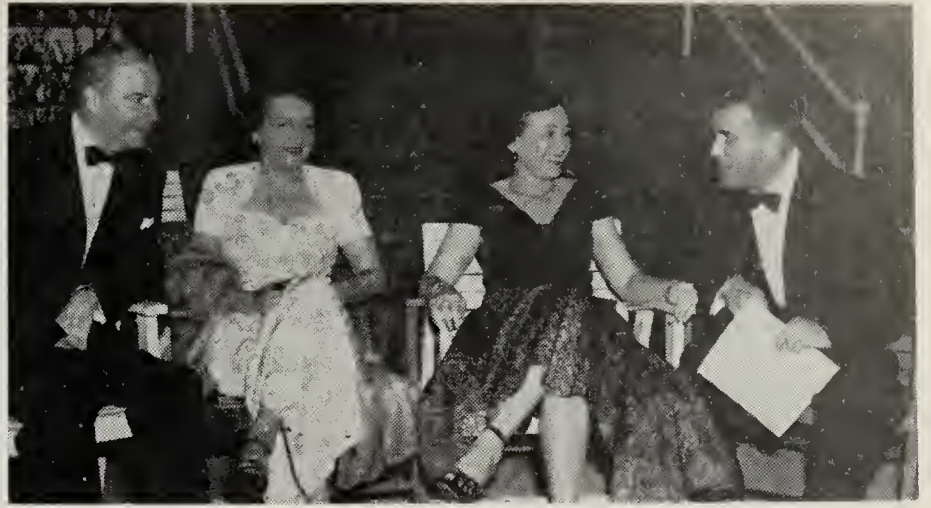
With an agenda tailored to permit the greatest participation of all exhibitors in discussion of virtually every major problem confronting the trade, the meeting accomplished much toward finding workable solutions.

The general feeling was one of optimism. Said retiring President Wolfson: "The silver lining is already showing on some of our clouds . . . if we can solve our public and governmental problems, we are on our way to a new era of prosperity and greater service to the public."

Shown on this page and the next are a few of the TOA convention highlights.



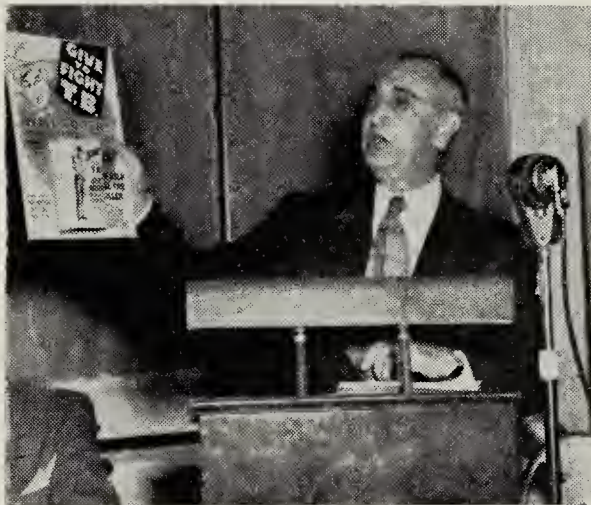
Shown at the President's Banquet are President and Mrs. Starr, Mr. and Mrs. Eric Johnston, Mr. and Mrs. Mitchell Wolfson and son, and Mr. and Mrs. A. Julian Brylawski. The affair was attended by other industry notables.



A. W. Schwalberg, left, president, Paramount Film Distributing Corporation, and Paramount executive Howard Minsky chat with two charming ladies at one of the many social events at the four-day conclave in Washington.



Elmer C. Rhoden delivers the keynote address at the opening session of the TOA convention.



Abe Montague, Columbia sales head and Will Rogers Memorial Hospital head, is a speaker.



John Rowley, Jr., addresses a luncheon meeting on the subject of effective merchandising.



George Kerasotes, Springfield, Ill., presents a resolution at a business session of the convention.



Robert O'Brien, television committee chairman, reports on the progress of theatre TV.



C. E. "Doc" Cook presides at one of the convention's productive luncheon meetings.



Si Fabian, left, confabs with Leon Bamberger, RKO sales promotion manager, at the meeting.



Herman M. Levy, TOA general counsel, talks on "What About ASCAP?" at the opening session.



Morton Thalhimer, right, presents a gift on behalf of the TOA to Brylawski, convention head.

New York News Letter

— By Mel Konecoff —

THE INDEPENDENT THEATRE OWNERS ASSOCIATION OF NEW YORK last week honored the new management of RKO with a luncheon in honor of Arnold Picker, executive vice-president; Charles Boasberg, general sales manager, and Walter Branson, assistant general sales manager. Some 400 exhibitors and distributor representatives were present.



KONECOFF

Harry Brandt, ITOA president, lauded the past records of the trio, and expressed high hopes for the future of the company, stating that its reins were in competent hands. He presented the three with an album filled with congratulatory messages from all over the country as well as with photos and other mementos of the occasion. Brandt also proposed that once product starts flowing to theatres, a Charles Boasberg sales drive be in order, and this was heartily seconded by all present.

Emanuel Frisch, president, Metropolitan Theatres Association of New York, also paid tribute both personally and on behalf of the organization he represents, recalling that he has known or done business with the men over the years, and always found them of high purpose.

Arnold Grant, chairman, RKO board, thanked the exhibitors for their vote of confidence, and added his own tribute to the trio. He also set aside an unanswered question of exhibitors by again stating that there are no plans for the sale of company product to TV either at present or in the foreseeable future.

Others aboard the dais were: William Namenson, J. Joshua Goldberg, Bert M. Stearn, Morey Goldstein, Sidney Lust, Sol Strausberg, Charles Skouras, William German, William H. Clark, Wilbur Snaper, Harry M. Kalmine, Dick Walsh, Herman Robbins, Fred Schwartz, Sam Pinanski, Charles Feldman, Joseph Vogel, Al Schwalberg, Sol Schwartz, Milton Weisman, David Weinstock, Richard Condon, Walter Reade, Jr., Maury Miller, Sam Rinzler, Leo Brecher, J. J. O'Leary, Theodore Black, Leon Rosenblatt, Julius Sanders, Harry Arthur, Spyros Skouras, Jr., Gordon Youngman, Bernie Kranze, and Ted O'Shea.

REPORT DEPT.: At a luncheon meeting of the amusement division of the National Conference of Christians and Jews presided over by J. Robert Rubin, it was announced that Sol A. Schwartz, president, RKO Theatres, would head the



Charles P. Skouras, center, president, National Theatres Amusement Company, receives a gold card from AFL International Teamsters Union officials Dan Tobin, left, and Dave Beck at the recent union convention in Los Angeles in recognition of his labor-management cooperation.

division for 1952-53, and that committees would be named shortly both for "Brotherhood Week" in February, and to mark the celebration of the 25th anniversary of the organization via an extra-special dinner in 1953.

Max E. Youngstein, subbing for 1952 chairman George Skouras, read a report on last year's campaign to the assembled industryites, which stated that the campaign did not come up to the mark set in 1951 financially, which was \$104,100, compared to \$81,198 for 1952. Collections generally, with the exception of Hollywood were below, and the biggest loss sustained was in the field of exhibition, where only 458 theatres responded.

Rubin paid tribute to the job done by the newsreels and the trade press, and asked that the high level be continued stating that if the financial returns had kept pace with the publicity, many problems would have been solved. Dr. Everett Clinchy, head, NCCJ, reported on other aspects of the campaign, and noted, too, that 20th-Fox prexy Spyros Skouras, on his present tour of the Far East and Middle East, was acting as a goodwill ambassador for NCCJ, and reported that as a result of meetings, a chapter had been organized in Japan and in Manila. He planned further activities in Australia and in India on behalf of Brotherhood.

Dr. Clinchy hopes that this year will see at least 2500 theatres joining the campaign, with contributions of at least \$100 each in honor of the silver jubilee celebration. Ned Depinet, after urging exhibitors to join, presented an award to Charles Reagan for his efforts on behalf of NCCJ as 1951 amusement division chairman. Clinchy presented an award to Monty Salmon, managing director, Rivoli, for his fine work in amassing an average of \$1000 annually for seven years as his contribution to the NCCJ.

Wald Joins Columbia As Production Vice-President

NEW YORK—Harry Cohn, president, Columbia, announced last week that, under a long-term contract, Jerry Wald becomes a vice-president of Columbia Pictures Corporation and the executive producer of Columbia Productions, commencing immediately.

Business Average In Broadway Area

NEW YORK—It was still average business in the Broadway first-runs the past weekend. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"SPRINGFIELD RIFLE" (WB). Paramount, with stage show, claimed that the second week would tally \$55,000.

"THE THIEF" (UA). Roxy, with stage show, reported \$40,000 for Wednesday through Sunday, with the last six days of the last week expected to hit \$44,000.

"THE HAPPY TIME" (Col.). Radio City Music Hall, with stage show, opened to \$80,000 for Thursday through Sunday, with the first week sure to go above \$129,000.

"THE LUSTY MEN" (RKO). Criterion claimed \$20,000 for the second session.

"THE SNOWS OF KILIMANJARO" (20th-Fox). Rivoli reported \$32,000 for the seventh week.

"CAIRO ROAD" (Realart). Globe was heading toward \$12,000 on the opening week.

"THE WORLD IN HIS ARMS" (U-I). Mayfair remained steady and sure to hit \$15,000 on the fourth week.

"LIMELIGHT" (UA). Astor anticipated the second week as \$34,000.

"EVERYTHING I HAVE IS YOURS" (MGM). Loew's State opened to \$25,000 on the first week.

"JUST FOR YOU" (Para.). Capitol claimed \$20,000 for the fourth, and last, week.

"THE FOUR POSTER" (Col.). Victoria was sure to go above \$10,000 on the third week.

Among those who spoke were Ed Lachman, Herman Robbins, Fred Schwartz, Sam Rinzler, Bill Gehring, Bill German, Gil Golden, Si Seadler, Jerry Pickman, Walter Amen, Reagan, Salmon, and Sol Schwartz.

INFORMATION MART: RKO execs held another luncheon with trade press, financial writers, and reporters to acquaint them with company policies and functions, and also to introduce almost the entire RKO executive cabinet. Dick Condon, advertising-publicity head, introduced Arnold Grant, chairman of the board, who, in turn, introduced the others on the dais, Jay Bonafield, Garret Van Wagner, Bill Zimmerman, Robert Hawkinson, Alfred Crown, William Clark, Charles Boasberg, Walter Branson, and Harry Pimstein.

Grant reported that this group was charged with the sales and distribution of RKO pictures both here and abroad, and said that he expected a job that should be outstanding in the industry. He expected board vacancies to be filled shortly, and a new president would then be considered by the entire board. He didn't expect a chief officer to be chosen for some time unless an interim appointment were made. An executive producer would probably be selected when he arrived on the coast.

He compared RKO with a sick patient with a variety of ailments, and expected that proper diagnosis and treatment would soon have the patient on the road to

(Continued on page 16)

"Don't Deride Cole Suggestion" - Myers

Ben Grimm Upped To RKO Ad. Manager

NEW YORK—Further changes and announcement of some forthcoming product highlighted the situation at RKO last week.

Announcing election of Arnold Grant to the executive committee of the board of directors of the Motion Picture Association of America, Eric Johnston, MPAA president and board chairman, said last week:

"It is a pleasure to welcome Mr. Grant to our executive committee, and I know that a man of his ability and integrity will make constructive contributions to the advancement of the entire motion picture industry. Mr. Grant has an intimate and expert knowledge of the motion picture business and its problems gained through his long association with various phases of the industry in addition to his service on the board of directors of Columbia Pictures.

"This experience will stand him in good stead as the directing head of RKO, one of the leading companies in the business. In his new task, he is bringing to the company a group of young, talented executives who are determined to advance the best interests not only of RKO but of the industry as a whole."

Meanwhile, Charles Boasberg, general sales manager, announced that nine important pictures have been set for release or pre-release engagements starting in October, and continuing through February.

"Androcles And The Lion" went into national release on Oct. 28; "Montana Belle" is set for national release on Nov. 11; "Face To Face" will be released on Nov. 14; "Blackbeard The Pirate", Technicolor drama is for release on Christmas, and Samuel Goldwyn's Technicolor production, "Hans Christian Andersen", will have several pre-release engagements during Christmas. "Never Wave At A WAC" will be released nationally on Jan. 16; "The Bystander" is announced for release on Jan. 23; Walt Disney's "Peter Pan", Technicolor all-cartoon feature, will be pre-released in several key situations on Feb. 13, and "Beautiful But Dangerous" is set for release on Feb. 27.

Ben H. Grimm has been promoted to advertising manager of RKO it was announced by Richard Condon, national advertising, publicity, and exploitation director. He succeeds S. Barrett McCormick. Grimm had been assistant to McCormick for several years. He entered the motion picture industry as a unit publicist for MGM after several years with The New York Journal. Grimm has held the post of advertising manager for David Selznick and Universal.

In Hollywood, Sherill C. Corwin, RKO vice-president, and David Tannenbaum, president, Wald-Krasna Productions, reached an agreement whereby their production-distribution agreement was terminated on mutually beneficial terms. Harriet Parsons' contract with Wald-Krasna is taken over by RKO. Miss Parsons will



Arnold Grant, standing, RKO chairman of the board, discusses future plans with members of the press at a recent luncheon in New York, and seen, left to right, are: Kay Norton, publicity manager; Harry Pimstein, assistant to Grant, and Richard Condon, advertising-publicity chief.

Mochrie To Goldwyn In Executive Post

HOLLYWOOD—Samuel Goldwyn last week announced that he had named Robert Mochrie as vice-president of Samuel Goldwyn Productions, Inc. Mochrie, a former vice-president in charge of domestic distribution for RKO, will assume his new duties immediately upon his return from the coast following meetings with Goldwyn and James A. Mulvey, president of the company.

Considered one of the leading distribution executives in the industry, Mochrie started his sales career with Producers Distributors Corporation in 1925. He then was associated with Warners and United Artists, and joined RKO in 1939. In 1946, he was named vice-president and a member of the board of directors.

produce two features for RKO, "High Heels" and "Size 12", and Wald has agreed to serve in an advisory capacity on these films.

"Sit Down And Talk," Tax Workers Urged

NEW YORK—Colonel H. A. Cole and Pat McGee, co-chairmen, COMPO National Tax Repeal Campaign Committee, emphasized last week that there is only one safe rule to follow in seeking commitments from Congressmen to vote for repeal of the federal 20 per cent admission tax.

This, said Cole and McGee, is for several exhibitors, properly armed with facts and figures, to sit down with the Congressman from their district, and present their case. Experience in the campaign has shown such procedure to be invariably productive of results, they said. It also prevents future misunderstandings, either by the Congressman or the exhibitors. They urge all Congressional district campaign committees to follow this procedure in the future.

Allied Board Chairman Says Drastic Measures Have Been Mentioned; To Be Considered At Chicago Board Meeting

WASHINGTON—Abram F. Myers, general counsel and board chairman, Allied States Association, last week warned "our friends in New York" not to "shrug off Colonel Cole's sincere warning, and don't attempt to deride him or others who are trying to impress you with the gravity of the situation."

The warning came as part of a discussion on trade reaction to Colonel H. A. Cole's suggestion that top Allied men drop their posts on all-industry committees because of the increase of unfair distributor tactics.

Myers continued:

"The prevalent belief among exhibitors is that while their leaders, in a sincere effort to aid the whole industry, were engaged in constructive cooperative activities, the film companies, like weasels, have been getting into the exhibitors' chicken coops, and now have grown so bold that it will require a strenuous concerted effort to save the remaining chickens, that is, unless the companies heed the colonel's warning, and voluntarily mend their ways.

"With grosses in another tailspin following last summer's encouraging recovery, one might expect to find all industry elements united in a supreme effort to pull the movie business out of the current depression, intact. Yet there never were so many pre-release pictures sold on terms which require increased admission prices, never so many "must" percentage pictures or so many demands for extended playing time or preferred playdates, never so much all-around gouging.

"It is a very serious matter when exhibitors report that they are not benefiting, and cannot benefit, from the current crop of good pictures, and must deny their patrons the privilege of seeing them, because they cannot possibly afford to exhibit them on the terms demanded, serious for the exhibitor, serious for the distributor, and serious for the public.

"And it is extremely unpleasant to consider the harsh measures which exhibitors advocate in order to remedy the situation. Placing the facts before the Small Business Committees of the House and the Senate is the one most often urged, but even more drastic measures have been mentioned."

Added to the Chicago convention board meeting agenda are the Cole recommendation and the distributors' draft of an arbitration plan.

Morton Downey will entertain at the banquet. Downey will appear through the courtesy of the Coca-Cola Company, which is providing the entertainment at the banquet in the Morrison Hotel on Nov. 19.

Myers paid a tribute to Fred Harrington, who recently resigned, after 40 years, as secretary, Allied Motion Picture Theatre Owners of Western Pennsylvania.

20th DELIVERS A DOUBLE-BAR TO HELP YOU SELL A GREAT

NATIONAL MAGAZINE ADS!

20th lists your theatre
and your town in power-
ful two-page spreads in

Look

and

Collier's

on "THE THIEF OF VENICE"
to pre-sell every reader of
these multi-million circu-
lation magazines in your
entire territory — at no
cost to you!

ALL YOU HAVE TO DO:

Set your booking of "THIEF OF
VENICE" to play before Mar. 1, 1953.
(Deadline for listing your engagement
in our national ads is Dec. 20, 1952).

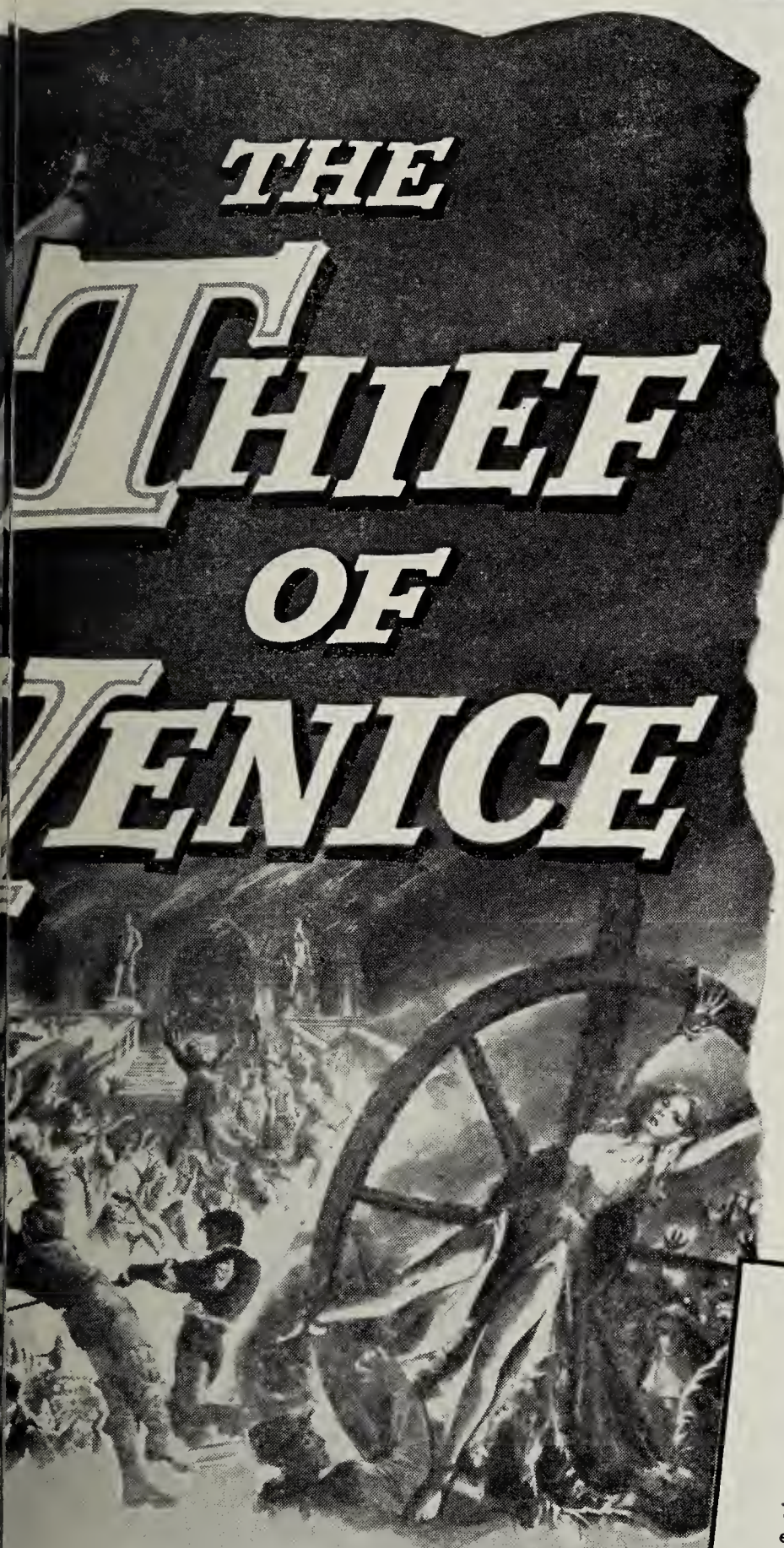
Any First Run Theatre in the United States is
Eligible to Participate in these Pre-Selling Ads



ROBERT HAGGIAG presents "THE THIEF OF VENICE" starring MARIA MONTEZ • PAUL CHRISTIAN • FAYE MARLO
HAGGIAG • Directed by JOHN BRAHM • Screenplay by JESSE L. LASKY, JR. • From original story by MICHAEL PERTWEE • Music by ALESSA

There's No Showmanship Like 20th Century-Fo

PRELIMINARY SHOWMANSHIP PUNCH SHOWMANSHIP PICTURE!



ASSIMO SERATO • Produced by ROBERT
COGNINI • Released thru 20th Century-Fox

Showmanship!



FREE 10-DAY, ALL-EXPENSE TRIP FOR TWO - TO ITALY!

for the best and most
productive advertising,
publicity and exploitation
campaign on "THE THIEF
OF VENICE."



You'll be flown to Venice via Italian
Airlines! Live like a king! See the
celebrated Bridge of Sighs . . . re-
lax on a gondola on the famous
canals of this romantic city!



This contest is open to all theatres playing
"THIEF OF VENICE" before June 1, 1953.

START PLANNING YOUR PRIZE- WINNING SHOWMANSHIP CAMPAIGN IMMEDIATELY!

In the event of ties, duplicate prizes will be awarded.

SEND YOUR COMPLETE CAMPAIGN TO "THIEF OF VENICE" SHOW-
MANSHIP CONTEST COMMITTEE, 444 W. 56 ST., NEW YORK 19, N. Y.

RULES:

ENTRY DATE: All entries must be postmarked on or before midnight of July 5, 1953.

THE JUDGING: Judging will be based upon the best and most productive advertising, exploitation and publicity campaigns for "THE THIEF OF VENICE". In judging winners, consideration will be given to the nature of the run, the class of house, its location and business produced, in order to permit equal competition between small town theatres, neighborhood houses and downtown de luxe theatres.

HOW TO ENTER: 1. Submit a written summary of the campaign documented with newspaper tear sheets, photos and other specimens. This summary may be in any form you elect. Judging will be done solely on the basis of the factors outlined in these Rules. Elaborateness of campaign books or of presentations will have no bearing whatever on the decision of the judges.

The committee of judges will select the best entries. Their decision will be final and the winners will be notified by telephone or telegraph. Entrants agree that all summaries submitted in the contest are the property of Twentieth Century-Fox Film Corporation and that the same material and, or ideas therein contained may be freely copied or otherwise used by or through said corporation. This contest is subject to federal, state and local regulations.

Canada

Famous Pl. Canad. Holds First Meeting

NIAGARA FALLS, ONT.—With three other conventions scheduled in western Canada, Famous Players Canadian Corporation closed its eastern division conference of associates, managers and executives at the General Brock Hotel on Oct. 20, 21, and 22. The other three sessions are marked in for Nov. 12 and 13 at Vancouver, Nov. 17 and 18 at Calgary, and Nov. 20 and 21 at Winnipeg.

The three-day session at the Falls was under the guidance of Morris Stein, eastern division manager, and arrangements at the hotel were under Dan Krendal, supervisor for Ontario District B.

Purpose of the convention, in the words of President John J. Fitzgibbons, was "to try and get a two-way talk" with the managers. In his opening speech, Fitzgibbons made it clear that "the reason we are here more than any one thing is to take up and think up ways of selling tickets in our theatres. There is no intention to criticize what you have done or failed to do, but we want to try and get a two-way talk from you." He reminded the managers theatres should provide a service to patrons.

During the meetings, one of the major subjects to come under discussion was Telemeter, for which Famous Players has the Canadian franchise. It was the subject of a talk given by Fitzgibbons during his closing address at a dinner of managers, associates, and invited guests from the industry, and again during the closed meeting of associates and the company's head office executives.

But coincident with the last meeting of the conference, that with the associates, a brief on Telemeter was tabled at Toronto's City Council, in the form of a letter from Fitzgibbons to the mayor of the city, "anticipating a meeting" with him. The letter said that the company sought permission to build a community antenna television system. Fitzgibbons described in outline the plan of Telemeter, and pointed out it removed "the hazard created by the erection of private antenna which has caused the municipal building authorities grave concern."

Speaking of Telemeter to the convention, Fitzgibbons said it should reach that audience, often referred to as the "Lost Audience", that doesn't go to motion pictures.

He said he welcomed television because "I think this business would have died of dry rot" as it had no incentive to drive it forward. He described the new medium as "the greatest advance in communication of thought today."

He made it clear that the motion picture industry, and, more particularly, Famous Players, was not going to give up the fight for control in the television field, a field in which the electronic industries are particularly interested. In Telemeter, Fitzgibbons said "he saw the boxoffice that will make the motion picture industry a greater business. It is not going to fade into the hands of other people."

The International Scene



This float featuring a large scale cut-out of a dramatic scene from Warners' "The Miracle of Our Lady of Fatima" toured Manila during the recent engagement of the production in the Lyric.

The convention's deliberations were held in a room whose entrance was in bright circus colors, a la "Greatest Show On Earth." The interior of room was decorated in 40 by 60's from the various film distributors and forming a backdrop was a large wallboard designed by Tiff Cook, with pictures of Fitzgibbons and Rube W. Bolstad, vice-president.

The first day's sessions opened with an address of welcome being given by His Worship, the mayor of Niagara Falls, Ernie Hawkins. From there, the convention got down to business with an address by Fitzgibbons.

He reminded the managers their theatres should provide a service to the patrons. "Are you giving the people who buy tickets value, by seeing that the service is worth the price of admission so that the people have not squandered not just their time but their money too?"

The afternoon session was devoted in the main to a talk on theatre ticket book sales by Bert Brown, head office publicity department, preceded by a short address by Walter Brooks, and followed by a talk from Jules Wolfe, head, maintenance department, Famous Players.

Topping the day's sessions was a cock-

Co-Production Possible Between Italy and U. S.

NEW YORK—There exists a definite possibility for the negotiation of co-production agreements between the United States and Italian motion picture industries, it was indicated by Nicola De Pirro, director, Italian government's entertainment industry, on the eve of the Italian film delegation's departure for Rome last week.

The group of government and industry officials were here for two days following a week of exploratory discussions and visits to the major studios in Hollywood and a weekend in Washington, D. C.

For the past two years, there has been a formal co-production agreement, approved by both governments, under which an equal number of pictures are being jointly made in France and in Italy.

tail party of the Pepsi-Cola Company, arranged through the auspices of Jack Fitzgibbons, Jr., president, Theatre Confections Limited, attended by executives from the Pepsi people, including D. M. Chenoweth, president, Pepsi-Cola Company of Canada.

The second day's sessions got underway with a bang on the doors of all the managers at 7.30 a.m., as coffee was served in bed, courtesy of Theatre Confections Limited, whose president, Jack Fitzgibbons, Jr., led the discussions for the first half of that day. During his talks and discussions, a special replate of The Toronto Globe and Mail was handed around with the headline: "Theatre Confections Welcomes Famous Players and Associates."

During the lunch period, the TCL head brought up the sales of Borden's new ice cream confection, Bon Bons, a chocolate covered ice cream, to be introduced first in Famous theatres. These had been sampled by the boys. In addition, he explained the trip to Hawaii for which every manager is eligible, providing he meets or exceeds his quota during the contest's four-week duration. A gimmick with Pepsi-Cola was discussed, but this will be reserved until it has been tried in a couple of houses.

The afternoon was devoted to an advertising and promotion session made into a production by Jimmy Nairn, the company's director of advertising and public relations, as he interspersed his talk with slides and short talks by various managers on what they had done, and how they had done it. He used Barnum as his central figure, building his description of various campaigns around the man "whose presence we can still feel."

That talk was preceded by one from Chester Friedman. Following the day's sessions, a dinner and cocktail party was given by the company for the managers, associates, and invited guests from the industry. Addressing the dinner were O. J. Silverthorne, chairman, Ontario Board of Censors; Harvey Harnick, president, Canadian Motion Picture Distributors Association, as well as Fitzgibbons and Bolstad. Chairman was Stein.

CANADIAN COMMENT: Leading speaker at the banquet of the Canadian Picture Pioneers at the Royal York Hotel, Toronto, on Nov. 5 was the Honorable Walter E. Harris, Minister of Immigration and Citizenship of the federal government. Highlight of the banquet was the presentation to six men who have advanced the motion picture as entertainment and contributed to the development of the industry beginning 1910 or earlier. These include L. Ernest Ouimet and George Ganetakos, Montreal; Jule Allen, Toronto; A. J. Mason, Springhill, Nova Scotia; John A. Schuberg, Vancouver, and the late Fred G. Spencer, St. John, N.B. Spencer died recently, and symbol made for presentation to those honored was placed in the hands of his son, F. Gordon Spencer. Among the many guests was Jack Cohn,

(Continued on page 16)

Texans Come To Indiana For Advice, It Says Here

INDIANAPOLIS—Indiana exhibitors last week had their dander up over Texan claims that their status as showmen is amateur. The latest blast from the banks of the Wabash asks the proud but disputed wearers of the prized showmanship crown from the Lone Star State present a pertinent question.

Trueman T. Rembusch, Allied Theatre Owners of Indiana, Inc., wants to know why Texans come to Indiana exhibitors for showmanship advice if the Hoosiers are nothing more than amateurs. He supplies as evidence letters from Texas exhibitors asking for details of promotional plans that have been proven successful in Indiana. Do professionals come to amateurs for advice? Certainly not, Rembusch reasons.

Rembusch says that the crown belongs in Indiana, and he threatens, unless satisfaction is obtained, to make public the names of the Texans who wrote for advice to Indiana. Such a move would obviously put these poor individuals in danger of loss of life and limb at the hands of their fellow Texas showmen, who resent outside interference in Lone Star affairs.

20th-Fox Elevates Ad.-Ex.-Pub. Aides

NEW YORK—Several changes in the 20th-Fox advertising, publicity, and exploitation department were announced last week.

Leo Pillot has been elevated to the post of assistant exploitation manager, it was announced by Rodney Bush, exploitation manager. Pillot has been with 20th-Fox for the past year and one-half.

Announcement of the elevation of Ira Tulipan to newspaper publicity contact was made by Edward E. Sullivan, publicity manager. A member of the publicity and advertising staffs of the company since 1942, Tulipan was previously with Warners. Tulipan's most recent post was trade press publicity contact.

Harold Rand has been named 20th Century-Fox trade paper contact, it was announced by Edward E. Sullivan, publicity manager. Rand, functioning as the assistant trade paper contact for the past 13 months, joined the company in May, 1950, shortly before graduating from college.

Abe Goodman, advertising manager 20th-Fox, announced that Edward Solomon had been appointed assistant advertising manager. Solomon has been with 20th-Fox since 1940, and has a background in theatre operation and management as well as advertising, publicity, and exploitation.

Lewin Reports On Arabs

HOLLYWOOD—American-made films are more popular than ever in the Arab-speaking countries, in the opinion of MGM producer Albert Lewin, who returned from abroad last fortnight.

"Hollywood films have a huge potential future market throughout the entire Arab-speaking world," he reported.

This Was The Week When . . .

U-I set an augmented national exploitation force to help promote "Because Of You." . . . RKO held the world premiere of "Androcles And The Lion" at the Four Star, Los Angeles. . . . Cooperation with more than 200 Audubon Societies was effected by 20th-Fox for "Something For The Birds."

Al Lichtman, 20th-Fox director of distribution, announced that a major schedule of releases for the first nine months of 1953 will be revealed at a special divisional managers' meeting in New York on Nov. 12-13. . . . Allied Artists prepared for the world premiere of "Flat Top" aboard the aircraft carrier Princeton in San Diego, Cal., on Nov. 11. . . . UA revealed that "Moulin Rouge" will premiere on Dec. 26 at the Wilshire, Hollywood, to qualify for Academy Awards consideration.

UA held the world premiere of "Kansas City Confidential" at the Woods, Chicago, with John Payne and Coleen Gray on hand. . . . Los Angeles, Cleveland, and New Haven took first prize money in the third six-week lap of the company's "Bill Heineman Drive", which ends on Dec. 6. . . . Ed Sullivan revealed that his TV "Toast of the Town" show would feature "The Goldwyn Story" on Dec. 14 and 21. . . . Stirling Silliphant, producer of "The Joe Louis Story", scheduled a 14-city swing from coast to coast to find an unknown to play the role of Joe Louis' wife in the film. . . . The Princeton Film Center, Inc., Princeton, N. J., offered a new brochure, "Selected Films", listing all its 16mm. sound films, including 11 free-loan subjects.

Konecuff

(Continued from page 8)

recovery, with good pictures at the studio stepping up circulation. He expected the patient to live for many years. Grant reiterated some of his previous statements on losses by the company, and steps taken to put the company in the black.

He denied discussing the presidency of the company with Robert O'Donnell, and also stated that he was not aware of the background of former company officials who resigned recently.

STAR DEPT.: Jose Ferrer, star of the forthcoming United Artists' release, "Moulin Rouge", which John Huston is directing and producing, arrived from abroad, where shooting on the film was completed, and paid tribute to Huston for his work on the film, which included what he said is something new in Technicolor color work. Most of the film was shot in London, with exteriors in Paris, with some four months being spent on the film to date. He expected that a print would be ready for a theatre showing before the end of the year, to qualify for Academy Award consideration. The general re-



Spyros P. Skouros, 20th-Fox president, right, recently visited the Second U. S. Division front in Korea with General James A. Von Fleet, commander, Eighth Army, where he spoke with hundreds of American soldiers as well as members of the Greek battalion of the UN forces.

lease would probably be in the spring of 1953. Ferrer has a piece of the film, and expects to go out on tour with it, seeing exhibitors, press, and public, stimulating attendance and bookings wherever possible. He believed that stars should go out on tour properly briefed, and prepared.

His next film, also a joint venture with Huston, will be "Matador", the story of a bullfighter, to be filmed in Spain in May, 1953, in Technicolor, and it, too, may be released via UA.

THE METROPOLITAN SCENE: Life and Newsweek magazines are out with layouts on "Hans Christian Andersen" and Frank Loesser, who did the music on the film. . . . Paramount invited City Hall reporters to a special screening of "The Turning Point." . . . More changes at 20th Century-Fox: Ira Tulipan, trade press contact, becomes newspaper contact while his assistant, Hal Rand, moves up to the trade spot. Ed Solomon was named assistant advertising director, transferred from the exploitation department, and Leo Pillot transfers from the publicity department to become assistant exploitation manager. All are good men. . . . Bob Kaufman, formerly promotion manager at Paramount, was off to head the coast office of Endorsements, Inc. . . . A big cocktail party was held at the Hotel Warwick for Huntz Hall, one of the "Bowery Boys", prior to his appearance on the Milton Berle show. . . . Okeh pressbooks are out on "Hangman's Knot", "Something For The Birds", "The Thief", and "Night Without Sleep."

Pidgeon To Head SAG

HOLLYWOOD—Ronald Reagan will retire on Nov. 9 after having served for five years as president of the Screen Actors Guild, and Walter Pidgeon will be elected by acclamation.

Others to be elected without opposition are Leon Ames, first vice-president; John Lund, second vice-president; William Holden, third vice-president; Paul Harvey, recording secretary, and George Chandler, treasurer.

RODGERS AND

Richard Rodgers

Columbia Pictures,
Hollywood, Cal.

Gentlemen:

Rarely have I had as exciting a time seeing a picture as I did the other night when I was taken to see a preview of THE HAPPY TIME at Loew's 72nd Street Theatre. Here was a picture made with utmost good taste and rare judgment in casting. There wasn't anyone who wasn't wonderful in his own part. This particular audience was hysterical with joy, but what I found most heartening was the feeling of warmth and goodness that came through the whole experience. I suppose that by the rules, this is too subtle a thing for a mass entertainment medium but I think you have only proved once again that nothing is "too" anything for any audience if it's good enough of its kind.

I congratulate you and thank you, not only for a fine time but for making me proud that I once had something to do with THE HAPPY TIME.

Yours sincerely,

Richard Rodgers



Now **IT'S "THE HAPPY TIME"**
AT RADIO CITY MUSIC HALL

HAMMERSTEIN

had a
happy
time!

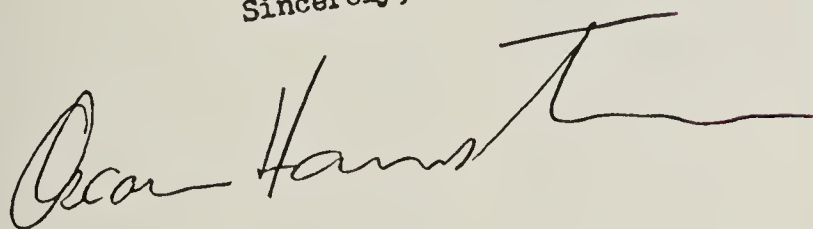
OSCAR HAMMERSTEIN, 2ND

la Pictures,
ood, Cal.

men:

"Happy Time" is a delightful picture, produced with great sensitivity to the human values and comedy aspects of the original story. This enchanting group of people are portrayed by an enchanting cast. The picture has given us a warm, touching and amusing evening with my family and I loved every minute of it, as will many other families all over the world. We were grateful for the chance to see it.

Sincerely,



**FOR YOUR
BEST TIME
BOOK**

Stanley Kramer's production of

THE

HAPPY TIME

From Rodgers & Hammerstein's Frank & Funny Broadway Hit!

Starring **CHARLES BOYER · LOUIS JOURDAN** with Marsha HUNT · Kurt KASZNAR · Linda CHRISTIAN · Marcel DALIO · Richard ERDMAN

and **BOBBY DRISCOLL** · Screen Play by EARL FELTON · Based on the Play by SAMUEL A. TAYLOR and the Book by ROBERT FONTAINE · Produced on the stage by RICHARD RODGERS and OSCAR HAMMERSTEIN · Music Composed and Directed by DIMITRI TIOMKIN · Associate Producer EARL FELTON

Directed by RICHARD FLEISCHER

from Columbia



PEOPLE

NEW YORK—Charles L. Franke was last week appointed trade press contact for Paramount Pictures, it was announced by Jerry Pickman, Paramount vice-president in charge of advertising, publicity, and exploitation. Franke is replacing Maurice Segal, resigned.

LEXINGTON, KY.—Bob Cox, Schine city manager, last week replaced H. F. Sliter as zone manager for Kentucky. Sliter takes over as manager of the 26 Schine theatres in Ohio, with headquarters in Tiffin. Cox will continue as city manager, but give up the personal management of the Kentucky.

NEW YORK—Silas F. Seadler, MGM director of advertising, last week was named the new chairman of MPAA's advertising and publicity directors committee. He succeeds Charles Simonelli, U-I eastern advertising-publicity manager and national exploitation chief.

HOLLYWOOD—Max Melincoff, for 22 years with Warner Brothers in Massachusetts, has joined the Allied Artists publicity staff it was announced last week by John C. Flinn, director of advertising and publicity.

NEW YORK—Election of Hubert J. Schlafly, Jr., as vice-president in charge of engineering, TelePrompter Corporation, was announced last week by Irving B. Kahn, executive vice-president.

NEW YORK—George T. Shupert last fortnight announced his resignation from Peerless Television Productions as vice-president.

Theatre TV Presentation Ends

WASHINGTON—The industry ended its presentation of evidence to the FCC in the cause of theatre television last week, and the hearings were recessed until Jan. 12, at which time the Commission will hear AT and T and others explain how they will provide the service the industry requires. The commission probably will not hand down a decision in the matter for at least a year.

At the January hearings, Manfred Toepen, MPAA and NETTC cost analyst, will give estimates worked out for a theatre television circuit of nine cities from New York to Washington.

A nation-wide theatre TV system may run to \$50,000,000 or \$60,000,000, it was estimated.

NYC Theatre Sues

NEW YORK—An anti-trust action was filed in federal court last week by present and former owners of the Elmwood, Queens County, seeking trebled damages totalling \$2,730,000. Copark Theatres, Inc., operator of the house from 1946 to 1949, is asking \$1,650,000, and Sogmore Realties, Inc., present operator, is seeking \$1,080,000. The action alleges conspiracy to divide releases among larger circuits, and claims that RKO and Loew's split the product as part of the conspiracy. Defendants in the suit are the eight majors, Metropolitan Playhouses, Skouras Theatres, Randforce Amusement Company, and United Artists Theatres.



One of the seven recent winners in MGM's "When in Rome" promotion prizes contest was H. S. "Doc" Twedt, Chief, Britt, Ia., center, receiving his check from Gerald E. McGlynn, resident manager, MGM Des Moines office, as Al Golin, MGM field press representative, looked on.

International Scene

(Continued from page 12)

president, Motion Picture Pioneers, who also addressed the banquet. . . . Oscar Hanson has been elected vice-president Canadian Picture Pioneers, by the board of directors. He is a past president. . . . David E. Daniel, formerly district manager for Dominion Sound in Winnipeg, has been appointed district manager in Toronto, replacing C. C. Curran, transferred to Halifax. Richard R. Huston, formerly of the sales department of the company's branch in Regina, takes over as district manager in Winnipeg. . . . Mrs. Archie Mason, Jr., wife of the son of Archie Mason, prominent Canadian Maritimes exhibitor, died at 22. She was the mother of two small children. . . . Rule for marquees on Toronto's main street, Yonge Street, will be illumination only, eliminating of advertising wordage, following a brief by Joseph Singer, counsel, Motion Picture Theatres of Ontario, to City Council. He said theatre operators preferred to remove the advertising to doing away with marquees. . . . A midnight show at the Roxy, Yorkton, netted \$300 for a kiddies' park. This followed celebration of a special night honoring Nat Rothstein on the occasion of the 25th anniversary of the house, marked by gifts to the staff from the founder and the staff to the founder. . . . William Hartnett, Jr., has returned to his

Texas Drought Trailer Brings Civic Praise

DALLAS—Appreciative remarks and laudatory thanks have come voluntarily from audiences, ministers, civic leaders, and state, county, and city officials for the prayer for rain which has been running on theatre screens the past fortnight in Texas, it was announced last week.

Kyle Rorex, executive director, Texas COMPO, stated that the prayer included in a short subject designed and produced by Paul Short, is being furnished by Texas COMPO to all theatres in the drought-stricken state.

Members of various ministerial alliances, councils of churches, and pastors' organizations in Texas are appreciative of the action taken by managers.

home in Ottawa to be assistant to manager W. A. Cullum, Regent, following a short stay as assistant manager to Archie Laurie, Seville, Montreal. . . . Captain the Reverend Norman Rawson, Hamilton, was the guest speaker at the annual luncheon meeting of Motion Picture Theatres Association of Ontario. . . . Leonard W. Brockington, president, Odeon Theatres of Canada Limited, was guest speaker at the 70th anniversary dinner of The Salvation Army. . . . Morris Manoff, manager, Park, Toronto, is the proud father of a girl.

In Ottawa, the National Committee of the Motion Picture Theatre Exhibitors Associations of Canada reelected Morris Stein, Famous Players, Toronto, as president at the fourth annual convention. Twenty-five delegates met to discuss television competition, musical copyright protection, revision of the Ontario Theatres Act, and the admission of 16mm. exhibitors to the Associations. Guests included Ben Norrish, president, Associated Screen News, Montreal; L. W. Brockington, president, Odeon Theatres, Toronto, and Nat Taylor, president, Twentieth Century Theatres, Toronto. Vice-presidents reelected were F. Gordon Spencer, St. John, New Brunswick, and Kenneth H. Leach, Calgary. The secretary-treasurer is H. C. D. Main, Sutto, Ontario, and the executive secretary is Arch H. Jolley, Toronto.

Japan

A tentative agreement on the split-up of import licenses which have been allocated for the second half of the current fiscal year by the Japanese government was reached by Motion Picture Export Association member companies' presidents and foreign managers. The companies agreed to take one less license each than they had for the first half when the overall allocation was 63, with 59 permits to share in the second half, the companies are sharing 53. Six licenses are being held in abeyance until a decision can be made concerning their distribution. The licenses are shared as follows: MGM, eight; 20th-Fox, seven; Paramount, six; Warners, six; Columbia, five; RKO, five; U-I, five; Republic, four; UA, four, and Allied Artists, three. The MPEA will continue to press the Japanese government for an allocation at least equal to that for the first half.

In Tokyo, American film distributors reached an agreement with the Japanese government concerning the technique of reviewing pictures to be shown there. The MPEA board of directors accepted a plan, upon the recommendation of Irving Maas, special Japanese representative, that calls for a non-industry advisory board of five Japanese nationals to be established with the authority to hire as many reviewers as are necessary to screen all films. The reviewers' decisions are subject to appeal before a three-person board. American acceptance of the plan is on a trial basis.

Mexico

Both houses of the Mexican legislature passed the cinematograph quota bill. President Aleman has openly favored the bill. The measure will cut by about 50 per cent the screening time of American-made pictures in Mexican theatres.

BETTER MANAGEMENT

Exploitation Keys To Profitable Merchandising

Alliance Circuit Holds Annual Meeting

INDIANAPOLIS—Showmanship highlighted the 17th annual fall meeting of Alliance Theatres in the Skyline Terrace Room of the Hotel Severin, Indianapolis, with all managers, assistant managers, and home office personnel in attendance. The purpose was to distribute awards in the circuit's annual 16-week drive.

S. J. Gregory, executive vice-president and general manager, addressed the gathering of 100 persons, and distributed cash awards totalling \$15,000 to the winning managers.

The overall drive winner was Robert Lee, city manager in Peru, Ind., who received \$400. Second prize, \$200, went to Howard Tilley, city manager in Logansport, Ind. Sam Greisman, city manager in Fort Wayne, Ind., received third prize, \$150. All others who exceeded their quota received cash awards.

Winners of showmanship contests were Ed Brown, State, Anderson, Ind.; Ed Kennelly, Fond Du Lac, Fond Du Lac, Wis.; Lee; Lester Lucas, Vincennes, Ind.; Ray Nelson, Ottawa, Ill.; Arthur Arveson, Paramount, Anderson, Ind.; Stan Goodman, Indiana, Terre Haute, Ind., and Henry Davidsen, Wabash, Terre Haute.

Special vending awards went to Ed Bey, city manager, Syracuse, Ind.; Frank Mills-paugh, State, Chicago, and Ben Batchfield, Times, Anderson. Regular vending awards were presented to Ken Boles, Kokomo, Ind., Drive-In; Morris Kahn, Indiana, Kokomo, and Tom Harmeson, Anderson.

Extra revenue awards, covering promotional activities, were divided into three groups. Winners in the large town group were Terre Haute and Fond Du Lac. Small town and sub-run winners were Syracuse and Delphi, Ind. Drive-in winners were Frankfort, Ind., and LaSalle, Ill.

The theme of this year's meeting was showmanship and economy. Gregory emphasized Alliance's faith in the industry, and spoke on the strides being made through research to overcome new forms of amusement in direct opposition to the theatres. He pointed out that pleasing surroundings and theatre upkeep invite the public into the houses and that Alliance, during 1952, completed a program of modernization that has extended over a three-year period and had cost approximately \$1,500,000. He named 16 members of the organization with the company from 10-25 years. Gregory then announced the promotion of Arthur Arveson, former manager, Paramount, Anderson, to district supervisor.

Gregory also announced the acquisition of the Embassy, Fort Wayne, one of the largest theatres in the state. It will open after extensive remodeling. Sam Greisman, city manager at Fort Wayne,



Highlights of the recent Alliance Theatres 17th annual fall meeting in Indianapolis included, upper left, left to right, L. Harris, construction engineer; Sam Neall, associate; Pete Panagos, assistant to S. J. Gregory; S. J. Gregory, executive vice-president and general manager; P. J. Dee, president; John Doerr, film buyer, and Russell Brandt, comptroller; upper right, company heads posing with many of their district representatives before a photo of the Embassy, recently purchased Fort Wayne, Ind., theatre; left to right, Irving Long, Fourth Avenue Amusement Company, Louisville, Ky.; Tom Harmeson, Anderson Drive-In Theatres; Matt Welsh, Vincennes, Ind.; Sam Neall, Kokomo, Ind.; Dee Long, Fourth Avenue Amusement Company; Gregory; William Welsh, Vincennes; Dee; J. B. LaPlante, associate in Vincennes, and Robert George, associate in Logansport, Ind.; lower left, Gregory, right, presenting Warner awards to Ed Kennelly, left, manager in Fond Du Lac, Wis., and Stan Goodman, manager in Terre Haute, Ind., for their work on "The Winning Team," and, lower right, some of those at the meet.

Venice Trip Reward For Best Campaign

NEW YORK—A double-barreled merchandising plan embracing top-level national magazine advertising and a special exhibitor vacation contest is being launched by 20th Century-Fox for "The Thief Of Venice", it was announced last week.

The campaign, highlighted by spreads in Collier's and Look Magazine, will be keyed to effect maximum audience penetration. The national insertions will offer a local, point-of-sale tack, with exhibitors playing the picture before March 1, 1953, having their theatre and playdate featured in the ad spreads. For personal participation, showmen must notify 20th Century-Fox of their engagement before

will manage the Embassy, which will become the flagship of the Alliance Circuit.

Warners gave special awards to Stan Goodman, Terre Haute, and Kennelly for their exploitation campaigns on "The Winning Team."

this Dec. 20, publication deadline for ad insertions.

Backing up the Collier's and Look two-page spreads will be local level exploitation activities in which the field representatives of the two magazines will join with exhibitors to initiate playdate events and joint promotions.

Part two of "The Thief Of Venice" showmanship campaign will be a free, air round-trip, 10-day, all expense vacation for two at Venice, Italy. The trip will be awarded to the exhibitor organizing the most energetic and productive campaign before June 6, 1953. Entries go to "The Thief Of Venice" showmanship contest committee, 444 West 56th Street, New York, N. Y., and must be postmarked on or before midnight of July 5 of next year. Consideration will be given to the nature of the runs, the class of the house, its location and business produced.

Cinerama Spread Seen

NEW YORK—Lee Shubert, legit producer and theatre operator, is interested in a plan to make a Cinerama treatment of Broadway shows available for Shubert houses all over the country, it was reported last week.

**PARAMOUNT
OPENS A NEW
BOX-OFFICE 'ROAD'
FOR 1953
WITH THE HIT
FOR THE HOLIDAYS
THAT WILL GIVE
YOU HOLIDAY-HIT
BUSINESS
WHENEVER YOU
PLAY IT!**



Produced by **HARRY TUGEND** • Directed by **HAL WALKER** • Screenplay by **FRANK BUTLER, HAL WALKER**

**SONG
HITS!**

THE MARRY-GO-RUNAROUND

CHICAGO STYLE

MOON

ing, Bob and Dottie are
ittin' the road again...in
their latest, greatest road
show of all... and their
first in TECHNICOLOR!



**BING
CROSBY**

**BOB
HOPE**

**DOROTHY
LAMOUR**

in

**ROAD
TO BALI**

Color by

TECHNICOLOR

ER and WILLIAM MORROW • New Songs—Lyrics by JOHNNY BURKE • Music by JAMES VAN HEUSEN

WERS  THE ROAD TO BALI  TO SEE YOU  HOOT MON  

Miscellaneous

In the Newsreels

MOVIETONE NEWS (Vol. 35, No. 88) Detroit: Eisenhower. Boston: Stevenson. Korea: Battles rage. Off Yugoslavia: Tito visits carrier. England: Heiress weds Lord Ogilvy (except Los Angeles, San Francisco, and Boston). Taunton, Mass.: Myles Standish School dedicated (only Boston). Hollywood: Premiere of "The Snows Of Kilimanjaro" (Los Angeles and San Francisco only). Gridiron thrills: USC trounces California; Michigan topples Minnesota.

NEWS OF THE DAY (Vol. XXIV, No. 218) New York: Acheson tells UN Reds block peace. California: World's biggest helicopter. Off Yugoslavia: Tito visits carrier. England: Heiress weds Lord Ogilvy. France: Fashions. Gridiron thrills: USC trounces California; Michigan topples Minnesota (except Charlotte and Washington); Duke trounces Virginia (Charlotte and Washington only).

PARAMOUNT NEWS (No. 21) California: World's biggest helicopter. England: Heiress weds Lord Ogilvy. Off Yugoslavia: Tito visits carrier. New Jersey: Biologist wins Nobel prize. Yonkers Raceway, N. Y.: Harness champion attends farewell luncheon. Gridiron thrills: USC trounces California; Duke trounces Virginia.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 408) New York: Acheson tells UN Reds block peace. California: World's biggest helicopter. Cuba: Hurricane. California: President's award. California: Flower fantasia. Gridiron thrills: USC trounces California; Wisconsin's Badgers bow to UCLA; South Carolina defeats Clemson (Charlotte only).

WARNER PATHE NEWS (Vol. 24, No. 23) New Jersey and Pennsylvania: President Truman. New York: Eisenhower. Washington: Lewis orders miners back to work. Off Yugoslavia: Tito visits carrier. California: World's biggest helicopter. New York: Navy fire fighters. Gridiron thrills: USC trounces California; Michigan State swamps Penn State; Duke trounces Virginia.

TELENEWS DIGEST (Vol. VI, No. 44-A) Texas: Heavy equipment dropped by chute. New Jersey: Biologist wins Nobel prize. New York: Election day draws near. England: Heiress weds Lord Ogilvy. Korea: UN film unit makes first film since war began. Football: Duke spills Virginia.

MOVIETONE NEWS (Vol. 35, No. 87) USA: Last lap of Presidential campaign. Atlantic Seaboard: Storm warnings. Across the Pacific. Krakatau threatens to explode. Hollywood: Ava Gardner honored. Los Angeles: Charles Skouras made honorary member of teamsters' union (only Los Angeles). Cypress Gardens, Fla.: How to swim but not sink. Germany: Heroic hound hinders hood (except Los Angeles).

NEWS OF THE DAY (Vol. XXIV, No. 217) USA: Last lap of Presidential campaign. Korea: War's toll mounts. New York:

Christmas "Salute" Officially Launched

NEW YORK—The Variety Clubs International-Will Rogers Memorial Hospital's annual Christmas "Salute" was officially launched on Nov. 1 by Abe Montague, Columbia, president of the hospital.

Cooperating with Montague are Charles Feldman, U-I, who heads the national distribution committee, and Sam J. Switow, Louisville, Ky., who sparks the exhibitors unit.

During the "Salute", everyone in the amusement industry, or allied to it, will be asked to sign the five-mile-long Christmas greeting to patients at the hospital, and to contribute "a dime, a dollar, or an endowment." As in previous years, these greetings will be extended to the patients at the Christmas party which brightens their lives, and brings them hope, as is evidenced by the results of the Christmas "Salute" campaign.

The goal of the 1952 Christmas "Salute" is 150,000 signers of the scrolls, which, it is hoped, will produce more than \$200,000.

Subway crash. Japan: National Safety Corps (except Philadelphia). New York: Fashion caravan from Pennsylvania (Philadelphia only). Switzerland: Mechanical marvels.

PARAMOUNT NEWS (No. 20) New York: Sugar Ray Robinson in dancing debut. Japan: United States jets arrive. Japan: Emperor leads homage to war dead. Japan: National Safety Corps. New York: UN debate on truce deadlock. Korea: War's toll mounts.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 407) Korea: War's toll mounts. Japan: Emperor leads homage to war dead. California: Parcar. California: Winter migration of geese. Switzerland: Mechanical marvels.

WARNER PATHE NEWS (Vol. 24, No. 22) USA: Last lap of Presidential campaign. Japan: National Safety Corps. Germany: Ambassador Kennan in Heidelberg. Spain: Ferdinand and Isabella honored. Cypress Gardens, Fla.: How to swim but not sink. Toluca Lake, Cal.: Cool weather fashions. New York: Cards beat Giants.

TELENEWS DIGEST (Vol. VI, No. 43-B) USA: Last lap of Presidential campaign. Yugoslavia: Marshall Tito sees demonstration of American naval power. Spain: Ferdinand and Isabella honored in Granada. New York: Santa's pack.

National Board of Review

Oct. 18, 1952

SELECTED FEATURES: "The Thief" (UA); "Eight Iron Men" (Col.); "Springfield Rifle" (WB).

UPT Execs In W. Va. Meeting

WHITE SULPHUR SPRINGS, W. VA.—Home office executives and heads of subsidiary companies of United Paramount Theatres participated last week in the third annual meeting.

Attending from the home office were Leonard H. Goldenson, Robert M. Weitman, Edward L. Hyman, Robert O'Brien, Walter Gross, Sidney M. Markley, Simon

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

COLUMBIA

"Hangman's Knot"—Okeh outdoor show.

MGM

"Sky Full Of Moon"—For the duellers. "Plymouth Adventure"—Meritorious film.

20TH-FOX

"My Pal Gus"—Pleasing family comedy. "Pony Soldier"—Good outdoor show. "Bloodhounds Of Broadway"—Pleasing musical.

RKO

"Androcles And The Lion"—Best for the art and class spots.

"Montana Belle"—Name draw may help usual outdoor film.

PARAMOUNT

"Thunder In The East"—Names will have to make the difference.

Joseph Leaves MGM Post

NEW YORK—John Joseph, MGM eastern publicity manager, last week announced his resignation. He will relinquish his post at the end of the year but will probably leave the MGM home office before that time for a vacation.

Joseph has been with MGM for almost four years, coming to the organization from U-I, where he had been national director of advertising and publicity for 12 years.

Howard Dictz, MGM vice-president in charge of advertising, publicity, and promotion, in commenting upon Joseph's resignation, said: "It is with considerable regret that we have accepted Joseph's resignation. He has always been a valuable asset to our organization."

Third U-I Group To Coast

NEW YORK—The third and final of a series of visits of U-I's 32 branch managers to the studios for conferences with executives on current conditions in their territories and for a first-hand view of the company's new product and production activities was held last fortnight as 11 branch managers participated.

Attending were Joseph Leon, Philadelphia; Dave Miller, Buffalo; Ben Robins, Detroit; Samuel Oshry, Indianapolis; William Blum, Cincinnati; Charles Hudgens, Oklahoma City; David Goldman, Milwaukee; Leroy J. Miller, Minneapolis; Abe Swerdlow, Los Angeles; Arthur Greenfield, Seattle, and Ernest J. Piro, Portland.

B. Siegel, Herbert Lazarus, and Harry Levine. From the field were Karl Hoblitzelle, Robert O'Donnell, Robert Wilby, H. F. Kinsey, John Balaban, Dave Wallerstein, A. H. Blank, Kermit Carr, Martin J. Mullin, Earl J. Hudson, Harry B. French, Leon Netter, Louis Finske, Gaston Dureau, James Redd, Henry Pitt, Jack Katz, John Adams, William O'Donnell, Raymond Willie, Jerry Zigmond, James Harrison, Eugene Street, Emil Bernstecker, Ben Rosenberg, Roy Smart, Ray Hendry, Selig Seligman, George Aurelius, and Arthur Krolick.

OUTDOOR REFRESHMENT SERVICE from Coast to Coast over 1/4 Century

Refreshment Service for DRIVE-IN THEATRES

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NEWS OF THE

Territory

BRANCHES Atlanta

Fire which broke out in the Alma, Alma, Ga., a unit of the Stein Theatre Circuit, destroyed both the Alma building and the Beacon Masonic Lodge building. . . . Ben Butler, sales representative, MGM, was due to be back on the road after being laid up for several weeks.

Julius Chapman, United Artists home office special representative, was in. . . . Carl Cavallo, Capitol, St. Petersburg, Fla., and Pauline Piazzo were married. . . . The City Commission of Panama City, Fla., was planning to impose a one cent tax on all amusement tickets.

The old love bug was again on the Row, this time for Carolyn Barnes, Realart, and Jimmy Rogers.

Martin Theatres, with headquarters in Columbus, Ga., opened its 126th unit, the Edgewood Drive-In, Columbus, Ga., with Jimmy Smith as manager. Smith was manager, Phenix City Drive-In. O. R. Hughes, his successor, was transferred from the drive-in at Marietta, Ga.

Key West, Fla., will have a new \$100,000 theatre with 500 seats to open about Jan. 1. . . . The new Rainbow Drive-In, Gadsden, Ala., opened. . . . L. H. Howell and Edward and Joe Little opened a new 300-car drive-in at Anniston, Ala.

Wilder S. Funk and James E. Bethuno opened the East Main Drive-In, Florence, S. C., and a drive-in at Charleston, S. C.

Wilby-Kincey opened the new Palace, Athens, Ga., with Dan Hill as city manager. . . . Another Martin drive-in has been opened at Washington, Ga., with Jimmy Lyle as manager.

At-Co Theatres opened the new Toccoa Drive-In, Toccoa, Ga., with room for 400 cars.

D. L. Buzbee, owner, Ritz, Dadeville, Ala., has been appointed chairman, international committee on achievement, Kiwanis Club. . . . Capital Enterprises, Inc., St. Petersburg, Fla., has been granted a charter by the state to operate several theatres in Florida. Incorporators are Carl Carullo, John Dewey, and Samuel Harris.

In Guntersville, Ala., as the result of a tax placed on adult theatre admissions, the theatres have been forced to increase prices. The tax levied by the city commission is five per cent.

Mike Bogich was appointed manager, Roxy, St. Petersburg, Fla. He replaces D. L. Breault who comes from the Florida and Palace, Tampa, Fla. The



Martin Street, manager, Center, Winston-Salem, N. C., is seen with Charlotte Austin, star, Columbia's "Rainbow 'Round My Shoulder," when she made a personal appearance recently.

Roxy is a part of the Claughton Theatres Circuit.

Merle F. Hallford, former city manager, Martin, Eufaula, Ala., and later on Uncle Sam's payroll, returned there. . . . Roth Hook, owner, Hook theatres, Alabama, and radio station owner, was elected mayor of Aliceville, Ala.

The Monteagle Drive-In, Monteagle, Tenn., for 306 cars, opened. . . . The Avon and Norwood, Birmingham, Ala., reopened with new owners. Bob Dillon, Birmingham, is the new owner, Avon, and Walter W. Harewicz took over the Norwood.

Foy Ingram was appointed manager, Brundidge, Brundidge, Ala., Fred McLendon Circuit. . . . William Rodman, Detroit, was appointed projectionist, Deland Drive-In, Deland, Fla.

Will Partee, Forrest Park, Forrest Park, Ga., was in. . . . Mrs. Mary Dale was added to the accounting department at Monogram Southern Exchange.

Robert Newhook, formerly with Loew's Theatres, Boston, has been appointed director of publicity for the Dade County Community Chest of Florida, with headquarters in Miami. . . . In booking were: C. P. Clay, Clay's Theatres, Georgia; P. L. Taylor and A. L. Bishop, Bishop Theatres, Georgia;



Charlotte Austin, star of Columbia's "Rainbow 'Round My Shoulder," recently displayed her ticket selling form at the Center, Greensboro, N. C., when she was there for a personal appearance.

Mrs. Wallace Smith, Gem, Barnesville, Ga.; Ebb Duncan, Duncan Theatres, Georgia; L. J. Duncan, West Point Amusement Company, West Point, Ga.; P. J. Gaston, Griffin, Ga., and W. M. Green, Palmetto, Palmetto, Ga.

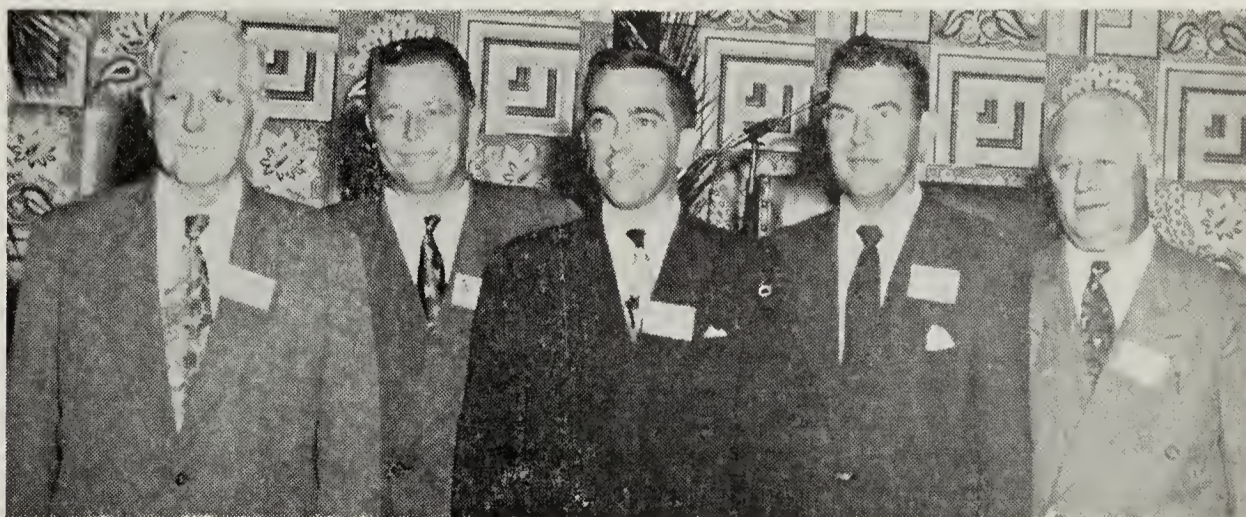
Wil-Kin Theatre Supply sold to Martin Theatres, Columbus, Ga., an ice cream vending machine. . . . Elrod Sims, city manager, Georgia Theatres, Athens, Ga., was in for a visit. . . . Harold Alexander, Franklin and Grantsville, Ga., will also open another theatre in Clio, Ala.

A. C. Saunders said that he would soon open a drive-in at Bonifay, Fla., for 300 cars. . . . Rudy Lehmann, formerly with Kay as sales representative, resigned to go with Realart as sales manager. . . . Bonnie Bowling, Columbus, is back after illness, and Ethel Hartman is back after leave. . . . Sadie Beachem left Columbia to go with Southern Bell.

Mrs. Mary Smith, formerly with Columbia, is now with Lippert. . . . In booking was Mrs. Wallace Smith, Gem, Barnesville, Ga.

Singing star of Film Row, Miss Frances Hopkins, Republic, was in Highland, N. C., on a singing tour.

WB Notes—Doris Homea is back after a vacation. . . . Sharon Neely is the new



The Motion Picture Exhibitors of Florida elected a new slate of officers at the recent annual convention in Jacksonville. They are, left to right: Hugh Martin, Sr., Clermont, regional TOA director; Horace Denning, Jacksonville, first vice-president; Bill P. Cumbaa, Leesburg, president; Maurice Hensler, Auburndale, chairman of the board, and B. B. Garner, Lakeland, treasurer. Not in picture are Mitchell Wolfson, Miami, Florida TOA director; Pete Lucas, Kissimmee, secretary, and Bob Cannon, Live Oak, second vice-president.

booker's secretary. . . . Harry Hardman, Community, Trion, Ga., was in booking. . . . Geneva Williams was added to the U-I billing department. . . . J. L. McDaniel and E. C. Shreve, Manley, were back from Florida.

Allen Rainwater, United Artists, is back after illness. . . . Howard Schuesler, formerly booker with Lam Amusement Company, Rome, Ga., is head booker-office manager at Realart. . . . New at United Artists are Barbara Barrister and Eugene Stewart.

On the Row booking was Mrs. Margaret Story, Knox, Warrenton, Ga. . . . Mrs. Yvette Enyeart, secretary, Realart, resigned to become secretary to Arthur C. Bromberg, president, Monogram Southern Exchanges. Mrs. Betty Chatham resigned to await a blessed event.

Charlotte

Walter Thomas, MGM booker, was in New York City on vacation. . . . William B. Zoellner, head, MGM short subjects and newsreel sales, was in.

R. M. Savini, president, Astor, will be in to attend the 40th anniversary convention of the Theatre Owners of North and South Carolina, Inc. He will visit with Bob Pinson, Charlotte franchise distributor, while here.

Memphis

Among the exhibitors registered for the Tri-States convention last week were: Leon Roundtree, Holly Springs, Miss.; C. R. Calax, Carutherville, Mo.; Al Sunshine, Cleveland; Leroy Roberts, Chester, Wis.; Nathan Flexer, Waverly, Tenn.; Mrs. J. P. Morris, Tiptonville, Tenn.; J. W. Garrett, Birmingham, Ala.; W. B. Mingus, Nashville, Tenn.; Max Connett, Newton, Miss.; Robert A. Lowery, Jonesboro, Ark.; Mrs. H. A. Fitch, Erin, Tenn.; L. F. Haven, Forrest City, Ark.; Mrs. L. F. Haven, Forrest City; Lyle Richmond, Senath, Mo.; Cliff Hewell, Atlanta; W. P. Franklin, Atlanta; Mrs. J. R. Penell, Starkville, Miss.; Charles Revell, and Mr. and Mrs. C. H. Farmer, all of Starkville, Miss.; Louise Mask, Bolivar, Tenn.; W. E. Elkin, Aberdeen, Miss.; A. J. Elkin, Aberdeen; Roy King, Colorado Springs, Col.; Norman Fair, Somerville, Tenn.; Lawrence Landers, Batesville, Ark.; T. M. Jourdan, Iuka, Miss.; Mrs. T. M. Jourdan, Iuka, Miss.; Jessie Courtney, Mabelvale, Ark.; J. Gaston Culpepper, Little Rock, Ark.; Johnny Musser, Chicago; Frank Potts, Jackson, Miss.; Ed Turner, Asheville, N. C.; W. F. Ruffin, Sr., and W. F. Ruffin, Jr., Covington, Tenn.; Herod Jimerson, North Little Rock, Ark., and Mrs. Thelma Jimerson, North Little Rock.

New Orleans

It's a new car for Don Kay, and what a humdinger. . . . E. W. Jones, manager, St. Bernard Drive-In, and the missus were in Dallas.

Mississippians seen about were: Frank Glick, Morton and Utica; H. Hargroder, Beverly Drive-In, Hattiesburg; A. W.



Charlotte Austin, star of Columbia's "Rainbow 'Round My Shoulder," recently visited manager Carl Dobbins, and made a personal appearance at the Carolina, Wilmington, N. C., accompanied by Columbia Charlotte branch manager Bob Williamson.

Orkin, Amite, Jackson; Tom Watson, Sr., Lyric and Varsity, Ellisville; C. H. Crossley, Ritz, Royal, and Starlite Drive-In, Laurel; Robert DeGruy, W. S. Taylor's Theatres, Laurel; Frank Corbitt, Dixie Drive-In, Columbia; George Chadwick, 35 Drive-In, Carthage; Ed Delaney, Pike, Magnolia; Arthur Lehman, Alamo and Booker T, Jackson, and L. E. "Jack" Downing, Haven, Brookhaven.

Gordon Findlay, Manley home office representative, visited. . . . John Elzey, King's, New Roads, La., and son, John Patrick, Pat's Drive-In, Vidalia, La., stopped by. . . . The Morris Twins, scholars at St. Joseph's Academy, Bay St. Louis, Miss., spent the weekend with their grandmother, Mrs. Bertha Foster, Violet, La. . . . Spencer Steinhern, RKO publicity director, was here to consult with the press and RKO manager Roger Lamantia in the interest of "Hans Christian Andersen." . . . John L. Guidry, Galliano, La., died on Oct. 14. He was associated with his son, State Representative Richard, in the Star.

L. J. "Lefty" Cheramie, Rebstock, Golden Meadows, La., stopped briefly to renew his subscription to EXHIBITOR. . . . City and suburban exhibitors making the rounds were: Lawrence and Bernard



Mark Dupree, left, manager, Daytona, and Thomas Sawyer, manager, Empire, both in Daytona Beach, Fla., recently donned gridiron togs in preparation for the Florida State Theatres 1952 "Fall Championship Football Drive" for better boxoffice receipts and more concessions sales.

Woolner, Bertrand Kiern, Happy Hour; Mr. and Mrs. William Castay, Arrow and LaPlace Drive-In Movies; J. A. Parker, Westwego; Ed Thomasie, Royal, Marrero; Mike Pisciotta, Peacock; E. W. Jones, St. Bernard Drive-In; Bernard Fonseca, Ashron; Paul Brunet, Dixie; Renet Brunet, Imperial; William Sedy, Patio; D. J. Olistar, Abalon, Algiers, La., and John and Ernest Richard, Slidell Theatre Corporation.

Don Kay is back after a trek in Louisiana and Mississippi. . . . T. L. Harris, H and H Drive-In, Newton, Miss., made the rounds. His buying and booking are handled by A. L. Royal.

James deNeve, Jackson and Vicksburg, Miss., drive in owner, visited with buying and booking representative Sammy Wright, M. A. Connett's exchange. . . . Bill Lighter, Pass Christian, Miss., owner, Southeastern Theatres, stopped over. . . . M. A. Connett spent the greatest portion of the week at his headquarters.

It's news when Bernard Fonseca, Ashton, pays a visit. . . . Louis Dufour, who, for the past months, had the public "Uncle Tom's Cabin" conscious, is at the Tudor with his newest production "Citizen Saint."

Jimmy Gillespie was in from Dallas for "The Snows Of Kilimanjaro," Loew's State. . . . T. M. Miller, Elizabeth, Elizabeth, La., sent word that because workers in the only industry in town were on strike, he was forced to suspend operations. . . . Mr. and Mrs. Gilbert Romero, Lafayette, La., were to open their Booker-T.

Ed MacKenna, manager, Joy, staged a spud peeling contest in front of the theatre in connection with "Willie and Joe In Back At The Front." MacKenna recruited the ex-serviceman through ads inserted in The Times Picayune and New Orleans States.

J. G. Broggi was out calling on his customers. . . . We stopped to help L. B. Baggett, Bonita, La., theatre owner, who is practically a newcomer on the Row, round up salesman friends. . . . Lucas Conner, manager, Warners, checked in after a trip in western Florida.

Out-of-town Louisiana exhibitors booking and visiting were: E. W. Ansardi, Buras; Richard Guidry, Galliano; Robert Molzon, Norco; Ernest Delahaye, Maringuoin; O. Gaude, Port Allen; F. G. Prat, Jr., and Harold Dacey, Prat's Theatres, Vacherie; Mr. and Mrs. Gilbert Romero, Lafayette; E. R. Sellers, Yam Drive-In, Opelousas; L. J. "Lefty" Cheramie, Golden Meadows; Mrs. O. J. Barre, Luling; J. P. Guitreau, Gonzales; Pat Elzey, Vidalia; John Elzey, New Roads; Joseph Hatty, Jr., LaFitte, and Robert Long, Rebel Drive-In, Baton Rouge.

Joy N. Houck flew in from Shreveport, La. . . . George Pabst was a Miami, Fla., caller. . . . Robert Long, manager, Rebel Drive-In, continues as a reader of



Columbia division manager Bob Ingham, Charlotte Austin, star of Columbia's "Rainbow 'Round My Shoulder," and Columbia branch manager Bob Williamson are seen on a recent visit with manager Ernest Stellings at the Manor, Charlotte.

EXHIBITOR, while Mrs. O. J. Barre, Luling, La., is a newcomer on EXHIBITOR's bandwagon. . . . The remodeled fronts of the Globe and Tudor stand out as symbols of attractiveness.

Lin Barker's assistant at Manley, Inc., Virginia Landry, became engaged. The happy event is dated for April 4.

Shizu Moriya, touring the country in a promotion campaign for U-I's "Willie and Joe In Back At The Front," was in at the Joy.

Sincerity, dependability, thoughtfulness, and efficiency personify the personnel of MGM. The staff includes: manager C. J. "Jimmy" Briant, H. A. Arata, office manager; V. H. "Slim" Bridges, H. P. Mosely, and R. F. Hogan, salesmen; Mary Becker, cashier's clerk; Jacqueline Brothers, stenographer-typist; Ruth Buchmann, office manager's secretary; Mrs. Yvonne Cancienne, cashier's clerk; Gertrude Davis, booker's clerk; Mrs. Fay Glover, contract clerk; Mrs. Gloria Gonzales, biller; Mrs. Louis Harper, head booker; Mrs. Bernadette LaBiche, booker's clerk; Cora Lee Landry, contract clerk; Joan Major, booker's clerk; Mrs. Dorothy Muth, head contract clerk; Mrs. Nathalee Odom, and Armand P. Portie, bookers; Vernon Rhodes, cashier's clerk; James Rosenberg, cashier; Martha Jane Seale, billing-stenographer; Mrs. Helga Watson, book-keeping machine operator; Mrs. Grace Wiegand, assistant cashier; Augusta Woolverton, branch manager's secretary; Thomas Beckwith, cashier's clerk; William J. Roscher, head shipper; Roy J. Hirstius, shipper; Valmont J. Webre, assistant shipper; Mrs. Marie Saucier, head inspectress; Mrs. Corinne Bouche, Mrs. Josie Debelo, Mrs. Georgia Pfeiffer, F. Cecile Picone, Claire Rita Stone, Mrs. Inez Tauzin, Mrs. Lea Vadell, and Gladys Villare, inspectresses, and Ivory Burgess, porter.

Florida Jacksonville

Horace Denning, Arv Rothschild, Bob Anderson, Clint Ezell, C. H. Deaver, and Bill Beck did a fine job staging the Motion Picture Exhibitors of Florida

convention. . . . Irving Sochin, U-I New York office, was here. . . . M. C. Moore, Lake Shore, visited the booking offices. . . . UA's Bryon Adams was in from Atlanta. . . . J. W. Meredith, Warner office manager, was on vacation.

Ransom Taft is a new apprentice booker at Warners. . . . Jack Fitzwater, city manager, Florida State Theatres, and Robert Heekin, Florida, manager, arranged 36 consecutive Saturday morning kid matinees at Heekin's theatre under the sponsorship of Foremost Dairies. . . . The Edgewood, Capitol, and Brentwood staged pre-Hallowe'en parties. . . . Phil Lentz, Palace manager, played "Bela Lugosi Meets the Brooklyn Gorilla" at a midnight horror show. . . . John Thomas, Imperial manager, is back from his Tennessee vacation. . . . Charlie Toy, local stagehand and maintenance man, is back after illness. . . . Although no high winds reached the city during the recent "hurricane season," squally rain storms had an effect on drive-in operations. . . . Mr. and Mrs. Jim Cartwright were in from Daytona Beach, Fla.

Iggy Carbonell had to travel farther than any other exhibitor to reach the MPEOF convention. He came up from Key West. . . . Bill McCraw flew from Texas to give an hour's entertaining talk at the convention banquet. . . . Eva Papadopanks came here from the Rex at Carrabelle. . . . Nearly all of Atlanta's Film Row looked in at the convention, and took away realization of how Jacksonville has mushroomed into a booking and exchange center. . . . Attending the convention were: Esther Rosenberg, Sam Wolfson, Roy A. Benjamin, Arvin K. Rothschild, and Clint Ezell, National Theatre Enterprises; Louis J. Finske, Mr. and Mrs. Harry Botwick, Mr. and Mrs. Guy A. Kenimer, LaMar Sarra, Jack Fitzwater, and Mr. and Mrs. Howard Pettengill, Florida State Theatres; Harry Richard, Paul Hargette, and John F. Flood, Columbia; O. G. Gryder and Ann Kelly, Talgar; Mr. and Mrs. Fred Hull; Mr. and Mrs. Charles Turner; Mr. and Mrs. John Allen, MGM; C. W. Scott, Altec Service; E. G. Chumley, Dick Regan, Mr. and Mrs. Abner Camp, and Fred Mathis, Paramount; Sheldon Mandell, St. Johns; Roy Smith and Wayne Spiering, Jacksonville Popcorn and Candy Company; Mr. and Mrs. Louis Leffler, Stein Theatres; Eddie Atkinson, Buying and Booking Agency; A. Balboni, Coca-Cola; Bob Anderson, Main Street Drive-In; Mr. and Mrs. Jack Barrett, Monogram; Walt Woodward, Wil-Kin Theatre Supply; Mr. and Mrs. Byron P. Turner, Air Base Drive-In; Mr. and Mrs. W. L. Beck, Five Points; Mr. and Mrs. C. Hart, and Mr. and Mrs. Joseph Hackol, Ritz-Ribault; Mr. and Mrs. Horace Denning, Dixie Drive-In; Mr. and Mrs. C. H. Deaver, Normandy Outdoor; Mr. and Mrs. Buford Styles, Mr. and Mrs. W. K. Laird, and Mr. and Mrs. Mike Klein, U-I; Charlie Jordan and Johnny B. Tomlinson, Warners; Mr. and Mrs. Thomas P. Tidwell and Marvin Skinner, 20th-Fox; Mr. and Mrs. F. E. Benton, L. E. Benton, and W. A. Wallace, Benton Brothers Film Express; Mr. and

Mrs. Hank D. Hearn and Charlie King, Exhibitors Service, and H. W. Small, Morton Joel, and Gerald J. Guy, South-eastern Theatre Equipment.

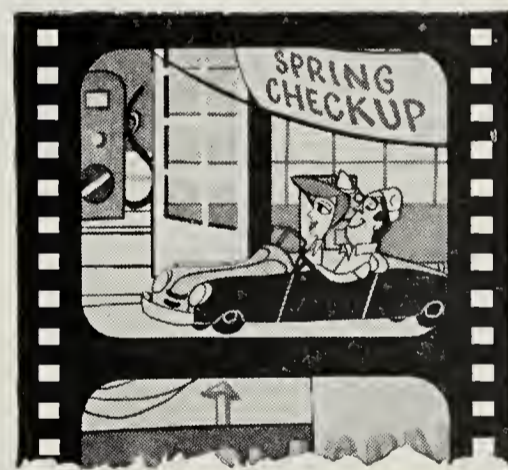
Miami

Wometco's Capitol was converted into a complete television plant for WTVJ-TV. Mitchell Wolfson, TOA former president, is president and coowner of the station. Opening ceremonies are being held on Nov. 15.

Mississippi Jackson

Exhibitor delegations of 10 or more members pressed Mississippi Congressmen and Senators to state their positions on repeal of the 20 per cent federal amusement tax. Members of Congress were asked to answer two questions by the exhibitor delegates who visited them at their homes. "If a bill to eliminate the tax is introduced, and brought to the floor, will you vote for it, and work for its passage?", and "Will you use any influence you may have to get the bill reported favorably out of the Ways and Means Committee and on the floor?" The Mississippi Theatre Owners decided on the program at a meeting called by Lloyd Royal, president, and attended by Duke Clark, COMPO representative, working on the campaign with Colonel H. A. Cole. Others attending were Teddy Solomon, B. V. Sheffield, T. E. Williams, Arthur Lehman, Stan Taylor, Cleo

(Continued on next page)



At your age!

If you are over 21 (or under 101) it's none too soon for you to follow the example of our hero, Ed Parmalee (above) and face the life-saving facts about cancer, as presented in our new film "Man Alive!"

You and Ed will learn that cancer, like serious engine trouble, usually gives you a warning and can usually be cured *if treated early*.

For information on where you can see this film, call us or write to "Cancer" in care of your local Post Office.

American Cancer Society



Tri-States Exhibs Hold Convention

MEMPHIS—The Theatre Owners of Tennessee, Mississippi, and Arkansas endorsed TOA's arbitration plan participation in the 16mm. suit, and the fight on the federal amusement tax at the convention last week.

The Tennessee group passed a resolution approving the arbitration plan, and asked the national organization to put it into effect. It also asked the board to act on the 16mm. suit. Jack Bomar, president, Arkansas Independent Theatre Owners, also disclosed that his organization was on record as supporting the TOA arbitration plan and the 16mm. suit. M. A. Lightman, Jr., president, Tri-State board, said the board had not

yet discussed these issues, but he was sure it would endorse the TOA stand.

TOA President Alfred Starr told the session, "We need organization to protect us from people who attack us for their own selfish interests. It takes tremendous organization to do that, and that requires money. We are the target of every taxing agency in the country." Other speakers included Governor-elect Frank Clement and Congressman Cliff Davis. Davis reaffirmed his faith in the industry, and promised to fight "the discriminatory tax on movie tickets."

M. A. Lightman, Jr., and Kermit Stengel were named co-chairmen of a committee to ask exhibitors in every Congressional district to open their books to district representatives to show the effect of the tax, and persuade legislators of the need for more tax removal. Tri-States officers elected included

Leon Roundtree, Holly Springs, Miss., president, succeeding Lightman, now chairman of the board; Roy Cochran, North Little Rock, Ark.; R. B. Cox, Batesville, Miss., and Nathan Flexer, Waverly, Tenn., vice-presidents. National representatives are Jack Bomar, Little Rock; Max Connett, Miss., and M. A. Lightman, Sr., Memphis.

Elected to the board were K. K. King, Bill Sockwell, Mrs. Jesse Howe, Louis Haven, Gordon Hutchins, Miss Nona White, Orris Collins, Bert Haus, E. W. Clinton, Charles Eudy, Ben Jackson, Earl Elkins, R. X. Williams, T. M. Jourdan, Norman Fair, Mrs. H. A. Fitch, W. F. Ruffin, Jr., Mrs. Louise Mask, Lipe Henslee, Jack Marshall, and Edward Sapinsley.

Jim Carberry is secretary-treasurer. Leon Bamberger, RKO, stated that exhibitors must work to eradicate premium rates which newspapers charge them for advertising.

"Movie advertisements have three or four times the readership of any other ads of comparable size in newspapers," he said.

"There is no reason why we should be required to spend one cent more than any other business."

The meeting opened with registration, followed by a cocktail party.

Preceding the two days of activities by the Tri-States TOA, the Tennessee Theatre Owners, holding a joint convention, elected a new slate of officers.

Heading the group as president is W. F. Ruffin, Jr., Covington. The three vice-presidents are J. A. West, Memphis; Earl Henbren, and Cowan Oldham. Charles A. Simpson is treasurer, and J. Solomon, Chattanooga, former president, is now national TOA representative for the group.

The new board consists of Kermit Stengel, Ed Sapinsley, Mrs. H. A. Fitch, Walter Morris, R. B. Willy, George Gughan, Nathan Flexer, L. F. Pepper, Robert Neal, Stacy Wilhite, Solomon, Ed Martin, and Evan Sproutt.

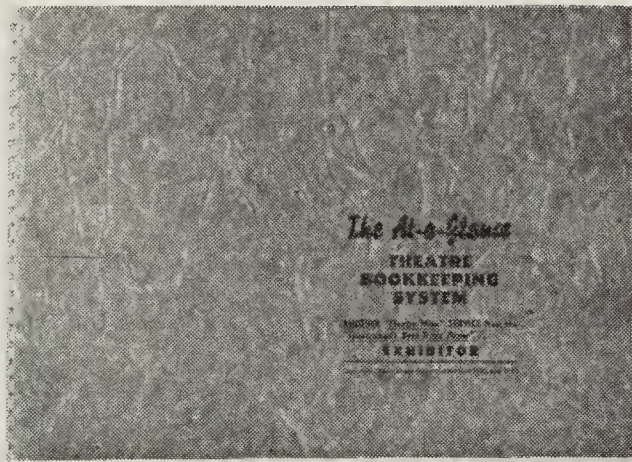
Speaking at the luncheon session of the Tennessee group were Colonel H. A. Cole, Dallas; Pat McGee, Denver, and Duke Clark, Dallas.

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- This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cost, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual of monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.



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2nd—Weekly PAYROLL FORMS . . . for use whenever employees are paid in cash for Salary or Overtime

THEATRE PAYROLL		Approved and approved by: <i>[Signature]</i> Date: <i>6/1/52</i>	
Name: <i>Starline</i>		Company or location: <i>Center Square, Va.</i>	
Week ending: <i>6/1/52</i>		Audited (prints) from file at end of 1952 for accuracy checked 7/1/52. Audited only from report payroll and 1/1 from 1952. Check amount after 7/1/52.	
EMPLOYEE	NAME	Total Salary	OT
1	ANDREWS, J. BENNETT	78-01-3114	12
2	ANDREWS, J. BENNETT	78-01-3114	12
3	ANDREWS, J. BENNETT	78-01-3114	12
4	ANDREWS, J. BENNETT	78-01-3114	12
5	ANDREWS, J. BENNETT	78-01-3114	12
6	ANDREWS, J. BENNETT	78-01-3114	12
7	ANDREWS, J. BENNETT	78-01-3114	12
8	ANDREWS, J. BENNETT	78-01-3114	12
9	ANDREWS, J. BENNETT	78-01-3114	12
10	ANDREWS, J. BENNETT	78-01-3114	12
11	ANDREWS, J. BENNETT	78-01-3114	12
12	ANDREWS, J. BENNETT	78-01-3114	12
13	ANDREWS, J. BENNETT	78-01-3114	12
14	ANDREWS, J. BENNETT	78-01-3114	12
15	ANDREWS, J. BENNETT	78-01-3114	12
16	ANDREWS, J. BENNETT	78-01-3114	12
17	ANDREWS, J. BENNETT	78-01-3114	12
18	ANDREWS, J. BENNETT	78-01-3114	12
19	ANDREWS, J. BENNETT	78-01-3114	12
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41	ANDREWS, J. BENNETT	78-01-3114	12
42	ANDREWS, J. BENNETT	78-01-3114	12
43	ANDREWS, J. BENNETT	78-01-3114	12
44	ANDREWS, J. BENNETT	78-01-3114	12
45	ANDREWS, J. BENNETT	78-01-3114	12
46	ANDREWS, J. BENNETT	78-01-3114	12
47	ANDREWS, J. BENNETT	78-01-3114	12
48	ANDREWS, J. BENNETT	78-01-3114	12
49	ANDREWS, J. BENNETT	78-01-3114	12
50	ANDREWS, J. BENNETT	78-01-3114	12
51	ANDREWS, J. BENNETT	78-01-3114	12
52	ANDREWS, J. BENNETT	78-01-3114	12

Price: 52 sheets (1 year) for \$1.25

- This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.
- Designed to be filed in the ordinary letterhead size cabinet (8½ x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc. One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

Mississippi

(Continued from preceding page)

Boutwell, Ad Orkin, Charles Eudy, John Williams, and George French.

Leland

A fire that destroyed 18 homes, two cafes, and the Harlem was termed the worst in Leland's history by firemen.

Natchez

Lewis William Mercer, 42, engineer, Star Theatres, died. He leaves his wife, a son, a mother, stepfather, sister, and a half brother.

"The Tax Fight Is Your Job"

North Carolina Winston-Salem

The 25th annual toy matinee was held at the Carolina to raise toys from hundreds of school children. There will be reconditioned and given to the needy at Christmas. Urey Rice is the Carolina manager.

ASK FOR A SAMPLE SHEET! **EXHIBITOR BOOK SHOP** 246-48 N. Clarion Street, Philadelphia 7, Pa. SOLD ONLY TO SUBSCRIBING THEATRES!

NEWS OF THE

Territory

Chicago

Albert Dezel concluded distribution arrangements with Harry Thomas, representing Souvaine Selective, whereby Dezel will handle this product here and in Detroit and Milwaukee.

B and K, Paramount, and RKO were ordered dropped from anti-trust suits filed by Sullivan and Dupee for the Avenue and Alex since the statute of limitations has expired in these cases. Federal Judge Walter Labuy ordered the move. Federal Judge Michael Igoe ordered the same action in the Bell and California cases, but attorneys Sullivan and Dupee filed notice of appeal.

The Will Rogers Memorial Hospital collection-can-on-candy-stand project was given a big push when the committee received word from David Wallerstein that Chicago theatres had endorsed the plan. Jack Rose was named chairman of the project for the area. The first groups of Chicago theatres to send in an official list to the New York committee was the Balaban and Katz Circuit and the Great States Circuit.

Mrs. Mervyn LeRoy, wife of the Hollywood director and widow of the late Eddie Speigal, was a witness in the suit of the Speigal estate, which is endeavoring to collect \$600,000 additional from the sale of stock in the Essaness Corporation to Edwin Silverman, president. . . . Variety Club is considering moving its club rooms to the Congress Hotel, where it was located several years ago.

Russell Gates bought the Sun, Stanton, Mich., from L. D. Rederstorff. . . . Jack Beresin, Variety Clubs International Chief Barker, was feted by the Variety Club.

Under instructions from George Oshrin, announced from the stage, 1,000 patrons filed out orderly from the Blackstone during a minor fire in the basement. . . . Andy Nichols, Windsor manager, was off on a Florida vacation. . . . Morris Nooner bought the Plymouth, Plymouth, Ill.

Vandals damaged the restaurant of the Bel Air Drive-In, near Versailles, Ind. . . . Thomas Burke, president, theatre janitors union, was hurt in an auto accident.

Sam Meyers leased his Stadium, suburban Evanston, to Hope Sommers. She changed the name to the Showcase, and was soon beset by union difficulties as she started to put on stage plays. . . . William McGovern, Oden, Oden, Ind., and the Ritz, Loogootee, Ind., set free 200 young quail for the state in his area.



When Frank Loesser told the story of the words and music he composed for Samuel Goldwyn's "Hans Christian Andersen" at a recent informal recital in Chicago, among the guests were, left to right, Mr. and Mrs. David Wallerstein, Balaban and Katz; Marty Hogan, WCFL; R. E. Stolkin, then RKO head; Mr. and Mrs. Herb Greenblatt, RKO district manager, and Mrs. Marty Hogan.

Federal Judge Barnes denied the petition filed by the defendant majors to have the supplementary anti-trust case of the Towne, Milwaukee, transferred from Chicago to that city. The suit, filed by attorney Thomas C. McConnell, asks additional damages from July, 1948, to January of this year.

C. J. Bulliet, The Daily News veteran film critic, passed on. . . . The Midtown anti-trust case against majors and Schoenstadt Theatres was postponed by Federal Judge Igoe to Dec. 8. . . . Wilfred J. Charboneau took over the Grantland, Lancaster, Wis.

John Balaban, head, B and K, is proposing American film festivals similar to those presented in Cannes, Venice, and South America. His idea is to gather under one roof the finest pictures produced during the year as well as exhibits showing how movies are made, the technical skills and traditions of the industry and its future. He would "dress up" the festivals with personal appearances of stars.

Frank Smith, RKO veteran executive, aided in getting entertainers for a large political rally. . . . The Rialto was reopened, after five months closing at Coal City, Ill. . . . 20th-Fox salesmen are

honoring Tom Gilliam, exchange head, with a drive ending on Dec. 21, aimed to break records.

The National Amusement Company is constructing a 638-car drive-in at Fort Atkinson, Wis. . . . Federal Judge Igoe was asked by attorney Aaron Stein to grant an extended run for "Peter Pan" beyond the two-week Loop limit.

Jimmy Henschell, orchestra conductor, State-Lake, several years ago, is now operating a luggage shop in Los Angeles. . . . Reuben L. Chambers bought the interest of his partner, Gene R. Miller, in the Jewel, Jamestown, Ind. . . . The Castle, Bloomington, Ind., is receiving \$40,000 remodeling.

The Women's Variety club gave a Hallowe'en party at the clubrooms. Mrs. Meyer Gold, president, Mrs. Al Simon, Mrs. Louis Reinheimer, and Chief Barker Joe Berenson were on the committee.

Robert Rebh was named assistant manager, Woods, Grosse Point, Mich. . . . Marian Shannon, United Artists cashier for 25 years, retired. . . . Nat Blank was named district manager for Indiana-Illinois Theatres, with headquarters at Michigan City, Ind. . . . George K. Spoor, old Essanay studios head, observed his 83rd birthday.

Arthur Samoore, Illinois College business manager, Jacksonville, Ill., is the new owner, Ashland, Ashland, Ill. . . . Bernard Temborious, Avon owner, Breese, Ill., is set to build a \$75,000 outdoor.

Mrs. Mary Passalacqua, Rockne, Palmyra, Ill., rested in a Springfield, Ill., hospital after major surgery.

"Help Eliminate the 20 Per Cent Tax"

Dallas

Joan Crawford was honored at a social event at Brook Hollow Golf Club. Texas COMPO was host for the testimonial dinner because of her outstanding contribution to the 1952 Texas Theatres Crippled Children's Fund for the Gonzales Warm Springs Foundation. Miss Crawford appealed to theatre patrons for funds for the treatment center in a Hollywood-produced trailer shown in August. The "Oscar" is a handsome



Key sales personnel of Paramount's Los Angeles, Salt Lake City, and Denver branches were recently hosted at the local studio by Don Hartman, front row, second from left, in charge of production. Also in the group are George A. Smith, western division manager, front row, center; A. R. Taylor, branch manager, Los Angeles; Frank L. Smith, branch manager, Salt Lake City, and Jim Ricketts, branch manager, Denver.

memorial, a gold-plated shoe and brace formerly worn by a tiny polio patient, mounted in black, and suitably inscribed. Also sharing in the honors was David Miller, who directed the film.

Real life drama followed patrons into the Big D Drive-In, stated Joe Noble, manager. Two men robbed V. G. Asbrook, operator of a filling station. A carpenter witnessed the hold-up from a distance. When the car left, he cautiously followed it to the Big D, a few blocks away, and telephoned the police. It was not long before 50 detectives and officers in 31 squad cars began converging on the theatre. The detectives and officers placed themselves at regular intervals throughout the drive-in with pistols and shotguns ready for use. The radio announcement to squad cars had been picked up by many citizens of Dallas who decided they wanted to see some real action, and the evening's business flourished. It was not until 10:30 p.m., that five detectives and a police officer descended on the suspect's car. Without a struggle, the two men submitted, and were taken away.

Edwin Stanhope Olsmith, former branch manager for U-I, and his wife were proud to hear Representative J. Frank Wilson, Dallas, announce the appointment of their son, Edwin Stanhope, Jr., to attend the U. S. Military Academy.

Charlie Stark, son of J. W. Stark, Wichita, Kans., was using theatre exploitation technique in the race for the presidency of the Southern Methodist University junior class. He placed 200 posters on the campus, used a sound truck and three-foot aerial balloons, and arranged for star appearances. He had a freshman with a small drum and sign, "I'm drumming up votes for Stark," and another freshman with a small broom, "I'm sweeping the election for Stark."

Kyle Rorex, executive director, Texas COMPO, announced that specially designed trailers and accessories announcing the Texas COMPO star tour which will start on Nov. 17 will be available to exhibitors in the territory. Phil Isley, chairman, star tour committee, has been in conference with Lou Smith in California.

The Variety Club will hold its election on Nov. 10 at the club quarters in the Adolphus Hotel. Eleven board members will be elected.

Rowley United Theatres, Inc., had its semi-annual convention for partners and managers at the Adolphus Hotel. The following accepted invitations to address the convention: William Brumberg, Warners; Max Youngstein, United Artists; Jerome Pickman, Paramount; Jefferson Livingston, U-I, and Stirling Silliphant, 20th-Fox. Executives from other circuits invited as guests were: From Interstate Circuit, Inc., R. J. O'Donnell, Raymond Willie, William O'Donnell, and Frank Starz; from Theatre Enterprises, Inc., H. J. Griffith, R. I. Payne, Eddie Forrester, F. L. Stocker,



William K. Hollender, Balaban and Katz, recently used the above lobby display in advance of Republic's "The Quiet Man" at the Chicago, Chicago. During the playdate, the display was moved to the front of the theatre.

Harold Harris, and Arlie Crites, and from Jefferson Amusement Company, Julius Gordon, Sam Landrum, and Fred Minton.

Seen around were: Cranville Cox, Jr., Crystal, Gilmer, Tex.; W. E. Phillips, Hi-Vue Drive-In, Sulphur Springs, Tex.; C. E. Campbell, Majestic, Bowie, Tex.; W. W. Spurlock, Elk, Italy, Tex.; Harry Barnhill, Gem, Turkey, Tex.; W. O. Beardon, Arcadia, Lubbock, Tex., and J. G. Chatmas, Ferris, Ferris, Tex. . . . Louis Charninsky is the new manager, Major. . . James R. Grainger, Republic, was in. . . Walter Kreh, special representative, Republic, was in for an audit.

Des Moines

Carl Schwanebeck has been named city manager at Perry, Ia., for Pioneer Theatres, succeeding Art Farrell, resigned. Schwanebeck was assistant manager of the Perry theatres for three years prior to serving as manager of the two Pioneer houses at Sac City, Ia. . . Officials of the Commonwealth Theatre Corporation met recently with a group of citizens from Creston, Ia., to discuss the petition protesting the construction of a drive-in at the old fairgrounds. The citizens contend that the theatre would create a traffic hazard. . . The Iris, Webster City, Ia., closed during the summer on Sunday, Monday, and Tuesday, is now operating seven days a week.

Monogram has now been officially changed to Allied Artists. . . The Thompson, Thompson, Ia., has been reopened by its new owners, Robert W. Johnson and Wayne Bravick. . . The businessmen at Marcus, Ia., decided to have a theatre in the town again to replace the house destroyed by fire last fall. The men agreed to raise \$15,000 to build a structure, and shares in the enterprise will be sold in the community. . . W. S. Wilkerson has been named manager, Palace, Muscatine, Ia.

"Have You Held Your Tax Meeting?"

Kansas City

Among those announced as making preliminary reservations for the forthcoming Allied convention in Chicago were Jay Wooten, Harold Lux, Mr. and

Mrs. Wade Renick, Mr. and Mrs. Robert Woodson, Marty Landau, Mr. and Mrs. Fred Munson, Mr. and Mrs. Louis Stein, Mr. and Mrs. Jack Hastings, Mr. and Mrs. Dan Blair, Mr. and Mrs. Joe Stark, Mr. and Mrs. Don Phillips, Mr. and Mrs. V. C. Anderson, and Mr. and Mrs. Glen Cooper.

A permit to build a drive-in on the south side of U. S. Highway 40 cut-off, west of the Blue River, was asked for the second time by the Winoko Corporation. The first application was denied because the tract extended 120 feet into a buffer zone required by ordinance between a drive-in and residential areas. This has been remedied by the corporation, leasing from the city enough added ground to make an entrance to the drive-in without infringing on a buffer zone, it was said.

"Help Eliminate the 20 Per Cent Tax"

Los Angeles

Recuperating from major surgery was Duke Douglyn, MGM salesman. . . Bill Srere planed to Manhattan with his wife on vacation. . . A pinto pony was being offered by Bob Strong, Canoga Park, Cal., as the prize on his "Keeno" giveaway night. . . Lankershim has been acquired by Saul Mohi. . . Mo Kerman, president, Mutual and Favorite, arrived. . . Iris Ross, Metro, is back after suffering from a virus infection. . . Herb Turpie, Manley salesman, left for Seattle. . . Les Abbott, B. F. Shearer representative, checked in. . . Jerry Logue, former booker for Monogram, is planning to join a large insurance organization.

Out-of-town exhibitors in were: Jack Feder, Milt Smith, Mrs. Phillip Kassin, Judge Pawley, Lloyd Katz, and Ben Bronstein.

Cecil B. DeMille's "The Greatest Show On Earth" is the most successful small town attraction in Paramount's history, George A. Smith, western division manager, told 21 representatives of the Denver, Salt Lake City, and Los Angeles branches at a three-day sales meeting. He then flew to San Francisco to conduct another sales meeting with his Portland, Seattle, and San Francisco branches.

Paramount's expanded first-run releasing plan for the Los Angeles area, will be continued for an additional six pictures. Availabilities for the six productions offered in competitive negotiation for day-and-date engagements in the seven areas range from late in November through early February. The pictures and the scheduled opening dates are: "The Savage," and "The Blazing Forest," Nov. 26; "Cleopatra," Dec. 3; "The Turning Point," Dec. 10; "Road to Bali," Dec. 25, and "The Stooge," Feb. 4. "The Stooge" will be available for special New Year's eve engagements.

Milwaukee

Peter Stathis, Sparta, Sparta, Wis., was in. . . The following state drive-ins closed: Twin 41 and Victory, here;

Badger Outdoor, Madison; 61-15 Drive-In, Portage, and the Hiathwatha Drive-In, Chassell, Mich.

Jasper Gallagher, Gallagher Film Service, Green Bay, Wis., was visiting. . . . Nora Horn, with Gallagher Film Service resigned to accept a position with Community Theatres. . . . The State and Riviera closed. . . . Jerry Goderski, Greendale, Wis., closed the theatre.

The Juno, Juneau, Wis., reopened. . . . Judge Ben Koenig, a former Milwaukeean, was visiting with the Trampe boys before going east on vacation. Koenig served as counsel, Film Board of Trade. He moved to California in 1935, and was associated with Mascot, which later merged with Republic, after which he came to Universal Studios as an executive producer.

The Glarus, New Glarus, Wis., has been redecorated. So has the Grand, New London, Wis.

Sam Levisohn, formerly in used chairs here and recently owner of one of the largest seating companies in the country, was honored by being elected president of the Cinema Lodge, B'nai B'rith, Chicago.

"The Tax Fight Is Your Job"

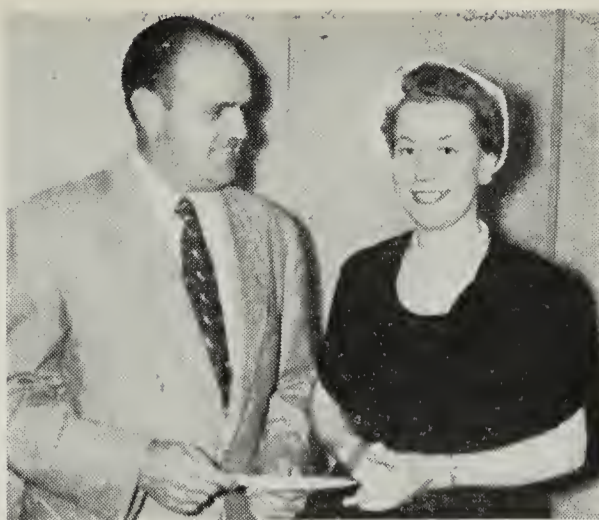
Minneapolis

Mrs. William Cammeron, wife of Gem, Waterville, Minn., operator, passed away. . . . Delores Sornson, district manager's secretary, MGM, was married to Jack Deger. She will continue working. . . . Dick Dynes, city salesman, RKO, attended the Minnesota-Michigan football game at Ann Arbor, Mich., and vacationed in Chicago. . . . Irving Sochin, U-I short subjects sales manager, was in.

Free coffee is being served to patrons of the World, art house, as the result of a tieup. The coffee firm gets free advertising in the newspapers and on the screen. . . . About 200 publishers' books were donated by The Minneapolis Star and Tribune to the Variety Club Heart Hospital on the University of Minnesota campus through the efforts of Mrs. Eleanor Bloom, wife of Al Bloom, manager, 7-Hi Drive-In. . . . Clem Jaunich, Delano and Austin, Minn., was operated on at University Hospital. . . . Gertrude Guimont, office manager, Warners, vacationed.

LeRoy Miller, branch manager, U-I, was in Hollywood for a trip through the studios. . . . Jean Gillfillan is the new U-I availability clerk. . . . Chick Evans 20th-Fox midwest exploiter, was in for "The Snows Of Kilimanjaro," Lyric. . . . M. A. Levy, 20th-Fox midwest district manager, was in. . . . L. E. Goldhammer, Monogram eastern sales manager; Ben Marcus, Columbia midwest district manager; Art Anderson, Warner district manager, and Roy Haines, Warner western sales manager, were in.

Frank Campbell, booking clerk, Paramount, is the father of a boy. His wife formerly worked at U-I. . . . The sales staff, head booker, and branch manager of Paramount attended a regional sales



Edward Arthur, general manager, Fanchon and Marco-St. Louis Amusement Company Theatres, St. Louis, recently presented to Edith Bryant checks totalling \$3,775 for being the winner of the "Know Your Movies" quiz jackpot, sponsored by the circuit.

meeting in Chicago. . . . Paul Ayotte is the new owner, Pem, Wabash, Minn.

Don Potter is the new assistant, RKO Pan, replacing Leland Davis, transferred to the RKO Iowa, Cedar Rapids, Ia. . . . Recent out-of-town exhibitors seen on Film Row were Fred Renali, Keewatin, Minn.; Roy McMinn, Superior, Wis.; Art Bean, Riverdale, N. D.; Leo Molitor, Superior, Wis.; Mrs. Van Tassel, Watertown, Minn., and Paul Ayotte, Wabasha, Minn. . . . Art Anderson, district manager, Warners, was in. . . . The Variety Club of the Northwest sponsored an all-industry homecoming dance at its club-rooms. At its monthly meeting, Carl Rowan, Tribune reporter, spoke.

M. A. Levy, 20th-Fox midwest district manager out of Minneapolis, was in St. Louis, Kansas City, and Des Moines. . . . Chick Evans, 20th-Fox midwest exploiter, was in for "The Snows of Kilimanjaro," Lyric. . . . Sidney Volk, suburban Terrace, says, "There's no use crying about show business. It's going to come back." . . . Rex Allen was the headline attraction at the Hallowe'en festival sponsored by Anoka, Minn. . . . In a tieup with Colgate-Palmolive Peet



Three of Columbia's sales executives, each with a record of 25 years of service to the company, were honored recently at a luncheon in New York. The guests of honor, left to right, holding the silver cups given them to commemorate the occasion, are B. C. Marcus, midwest division manager; H. E. Weiner, division manager, Southern New Jersey and Eastern Pennsylvania, and Lester Wurtele, Philadelphia branch manager.

Company, the RKO Orpheum gave away jars of shampoo to the first 200 patrons attending "The Lusty Men."

Oklahoma City

Mrs. Avece Waldron, Waldron, Blue Moon, and Hillcrest Drive-In, Lindsey, Okla., sent special invitations to a recital in the Waldron. It featured an hour of music on the Baldwin organ by three organists.

The Colosseum selected delegates to the national convention in Atlanta. Tom McKean, salesman, Paramount, was elected national treasurer; C. A. Blakley, salesman, RKO, assistant treasurer, and Bill Maddox, salesman, U-I, and Sam Brunk, salesman were elected to be alternates. Executive officers are Sam Brunk, Paramount, president; Connie Carpou, MGM, vice-president; George Fridel, 20th-Fox, secretary-treasurer; Eddie Greggs, WB, sergeant-at-arms, and Grady James, 20th-Fox; Glen Alt, Republic, and Paul Rice, Paramount, comprise the executive board.

Visitors on the Row: Henry Simpson, Bristow, Okla.; Walsie Campbell, Deal, Wynnewood, Okla.; Clint Applewhite, and H. D. Cox, Binger and Carnegie, Okla.; Cliff Lance, Palace, Canadian, Texas, and El Rancho, Ringling, Okla., and Frank Nordean, Arcadia, Maud, Okla. . . . Mrs. Laura Stewart, Ritz, Rush Springs, Okla., sold her theatre to Husted Burns, Opera House, Apache, Okla. Burns assumed ownership after the theatre closed on Oct. 10.

Ed Thorne, manager, Cooper Foundation Theatres completed remodeling the refreshment bar in the Criterion.

Seen around were: Mr. and Mrs. Frank Gillespie, and daughter, Spring, Roaring Springs, Tex.; Mrs. E. V. Weaver, Osage, Shidler, Okla.; Joe Turner, Lawton, Dome, Palace, and Austin Drive-In, Lawton, Okla.; V. R. Lilly, Love, Okmulgee, Okla.; E. B. Anderson, Riverside Drive-In, Norman, Okla., and Skyview Drive-In, Ardmore, Okla.; Jack Hankins, Hankins Drive-In, Lawton, Okla.; Henry Simpson, Princess, and Walmur, Bristow, Okla.; J. Randolph Smith, Royal, Mount View, Okla.; Mrs. Elizabeth Tucker, Cimmarron, Guthrie, Okla., Irwin Tucker, Sun, Pauls Valley, Okla., and Mrs. Bess M. Wilkie, State, Harrah, Okla.

Duke Clark now associated with COMPO, was in.

Omaha

Wally Snyder, Hastings, Neb., projectionist, was named fourth vice-president at the Norfolk convention of the Nebraska Federation of Labor. . . . Charles Lorenz, MGM shipper, has been released from the hospital. . . . Mr. and Mrs. A. A. Renfro, Theatre Booking Service, motored to Kansas.

Lewis Cole, called to service two years ago, returned to his position as U-I booker. . . . Clyde Cooley, secretary, IATSE, has been elected secretary, Nebraska State Association of IATSE locals.

Stanley Blackburn resigned as manager, Orpheum, to take a position with an insurance firm. Tri-States moved Don Shane from the Omaha to the Orpheum, and brought Carl Hoffman from the Strand, Des Moines, to the Omaha. Shane also will manage the Paramount.

In for a meeting with branch manager Frank Hannon and Warner salesmen was Hall Walsh, district manager, from St. Louis. . . . All film exchanges and film equipment supply houses are stocked with tickets for the Variety Club's Armistice Eve dinner-dance at the Blackstone Hotel. Tent 16 also has scheduled an all-industry Christmas Party on Dec. 13. More outstate exhibitors have joined the matinee benefit program for the tent's Children's Hospital project.

Omaha's drive-ins still were operating. The Town-and-Country closed at Correctionville, Ia.

Bernie Bornbaum, RKO salesman in Des Moines and formerly with the Omaha exchange, resigned, and returned to Omaha. . . . Dean Wattonville, MGM shipper, and Irene Kosiut, Paramount clerk, now Mrs. Wattonville, were honeymooning in the Ozarks. Dode Kosiut, former MGM cashier, was one of the four sisters who served as attendants at the wedding. Another sister, Frances, left 20th-Fox to become a nun near St. Louis.

Mr. and Mrs. Waldo Waybill, former exhibitors at North Bend, Neb., have taken over again from Ray Keiser. . . . Phil Lannon, building a new drive-in at West Point, Neb., said ideal weather was speeding construction. . . . The Orpheum was the convention site for teachers attending the district meeting.

Ray Watkins, manager, Crest, Superior, Neb., announced that the benefit show for the town's Brodstone Memorial Hospital grossed \$2,300. No admission was charged but the audience was asked to donate. Proceeds from the day were enough to pay the operating deficit. . . . The Plains Drive-In, Sidney, Neb., closed for the year.

Portland

Pendleton, home of the "Pendleton Round-up," was selected for the north-west premiere of RKO's "The Lusty Men" at the Rivoli on Nov. 12. Much of the rodeo film was made in and around Pendleton. Acclaim was unanimously voted by representatives from the Chamber of Commerce, the Pendleton Round-up Association, and city officials, following a special preview screening by John Matlock, Rivoli.

In Salem, Ore., a measure that would outlaw the showing of motion pictures in the state on Sundays was filed with the state election bureau by employees of the Portland Meadows Race Track, who, it is said, resented the action of theatre operators supporting a measure on the November ballot to repeal pari-mutual wagering in Oregon.

St. Louis

In the James Connolly Air Force Base chapel, Waco, Tex., Miss Emma Marie



Edward Muhl, vice-president and general manager, U-I studios, and Mrs. Margaret Teeter, U-I commissary, both of whom are marking 25 years with the company, were honored recently at a reception at the coast studio. Left to right are seen William Goetz, in charge of production; Mrs. Teeter; N. J. Blumberg, chairman, U-I board of directors, and Muhl.

Giachetto, daughter of Mr. and Mrs. John B. Giachetto, Elms, Lake Springfield, Ill., became the bride of Second Lieutenant Charles Marvin Clough, Army Air Force, son of Mr. and Mrs. Charles M. Clough, Avalon Park, Chicago. The bride was given in marriage by her father, executive secretary and managing director, Frisina Amusement Company, Springfield, Ill.

Scenes from five newsreel films of the dedication of the new Cathedral of St. Sophia in Los Angeles were shown to about 200 members of the St. Nicholas Greek Orthodox Church of St. Louis at the Columbia. The films were shown by Mrs. Bess Schuller, who operates the theatre, through an arrangement with Charles Skouras, president, National Theatres Corporation.

Lester Bona, Warner manager, was busy, along with his numerous other duties, readying things for the "Salute" to the Will Rogers Memorial Hospital that opened on Oct. 27 with a meeting of all branch managers to acquaint them with the details, including the participa-



Admiral Ross T. McIntyre, head, President's Committee for Employment of the Physically Handicapped recently presented a special citation on the coast to U-I for "Bright Victory." Julia Adams, in the film, accepted on behalf of the company, and seen, left to right, are William Goetz, in charge of U-I production; Milton R. Rackmil, president; N. J. Blumberg, chairman of the board, and Steve Broidy, president, Motion Picture Industry Council.

tion of their salesmen in the placing of the scrolls.

In Monroe City, Mo., the Dickinson Operating Company, Inc., with headquarters in Mission, Kans., operator of the 400-seat Monroe and the 350-seat Southside, completed plans for the construction and operation of a drive-in.

In Alsey, Ill., the 350-car drive-in south of here on State Route 106 has been opened for business owned by Paul Stehman and Tom Danner, Winchester, Ill. Stehman operates the Lyric, Winchester, Ill.

Eight sources of additional revenue for the City of St. Louis are under consideration by the revenue section of the so-called Citizens' Finance Committee, Charles E. Caspari, section chairman, has announced. Among the suggested impositions on the people in the way of increased taxation is a five per cent special tax on admissions to motion picture theatres and other places of amusement, expected to raise \$500,000 per year.

In Benton, Ill., Dale Thornhill arrived to become city manager for Fox Midwest, including the Capitol and the Star. He replaces Earl Mitchell, resigned.

In Chrisman, Ill., Mrs. Carroll Calhoun became manager, Empire, succeeding Robert T. Campbell. Both the Empire here and the Gem, Villa Grove, Ill., are owned by George Barber, who also owns the Strand, Tuscola, Ill.

In Hillsboro, Ill., the Orpheum's door glass was decorated for the Hallowe'en season by the junior high school art students through an arrangement with Ed Fellis, manager.

At a meeting in the Paramount screening room on Nov. 12, it is expected the final steps shall be taken to set up a permanent welfare fund to aid needy persons in the local industry.

In Jefferson City, Mo., the Secretary of State's office granted incorporation papers to the Washington-Union Drive-In Theatre Corporation, Washington, Mo. Incorporators were listed as R. M. Shelton, F. L. Moore, and R. P. Lyons. Shelton is vice-president and general manager, Commonwealth Amusement Corporation, Kansas City, and Francis L. Moore is secretary-treasurer. A 400-car drive-in will be built on State Route 47 between Washington and Union, Mo., to be operated jointly by Commonwealth and Bill Williams, Williams, Union, Mo.

Herman Ferguson, Malden Amusement Company, owner, Gem and Liberty, Malden, Mo., was critically injured in an automobile accident near Hayti, Mo. He was rushed to the Campbell Clinic, Memphis.

Out-of-town film folk seen along Film Row included: Rani Pedrucci, feature booker, and Johnny Giachetto, short subjects booker, Frisina Amusement Company, Springfield, Ill.; Lee Norton, Sullivan, Ill.; Loren Cluster, Salem, Ill.; Tom Bloomer, Belleville, Ill.; Charley Beninati, Carlyle, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Mrs. Regina Steinberg, Madison, Ill.; John Rees,

Wellsville, Mo.; Russell Armentrout, Louisiana, Mo.; Joe Goldfarb, Alton, Ill.; W. J. Eichhorn, Mounds, Ill.; Bernard Tembörus, Breeze, Ill.; A. P. Meier, Cuba, Mo.; Izzy Wienshienk, district manager, Publix Great States, Alton, Ill., and A. C. Wooten, Vita Theatre and Moto-Vue Drive-In, Warrenton, Mo.

All exchange managers attended a meeting in the Paramount screening room, called by Lester Bona, Warner manager, to work out details for the Will Rogers Memorial Hospital fund raising campaign in this trade territory.

Mattoon, Ill., officers are still looking for the burglars who broke into the Skyway Drive-In escaping with about \$100 in cash.

Arch Hoiser, St. Louis Theatre Supply Company, contemplates taking his family to Chicago for the TESMA-TEDA-Allied gatherings.

"Have You Held Your Tax Meeting?"

San Antonio

One good toy was the price of admission to a special motion picture program sponsored by the Christmas Clearing Bureau. This was made possible by Eric Brendler, manager, Broadway, and Tom Summers, manager, Laurel, who are donating the films, theatre, and time. . . . Eph Charninsky, head, Southern Theatres Company, has been elected president, Jewish Community Center. . . . A girl, Doborah Helen, is the latest arrival at the home of J. Herman Sollock, manager, Art.

The Broadway, Interstate neighborhood, is being remodeled. . . . Lillian K. Mumme, Interstate Circuit, became the bride of Curtis Peavy.

Among the visitors were: Hap Eaton, RKO field representative, Dallas; William Menn, Vic, Karnes City, Tex.; Humberto Gonzales, Rex, Zapata, Tex.; Genaro Trevino, Alta Vista, Beeville, Tex., and M. P. Pena, Tropical, Premont, Tex. . . . William McCraw was the principal speaker at a recent Stevenson rally. . . . J. Silva, manager, Teatro Nacional, returned following a vacation.

Gustav Lavenant closed the Gavilan Pollero, Jourdanton, Tex. . . . The Rice, Eagle Lake, Tex., was temporarily closed while repairs were being made as the result of a recent fire. . . . George Pattillo, manager, Alabama, Houston, Tex., reported to police that a lone gunman approached the boxoffice, and robbed Mary Jane Menelaides, an aide, of about \$138.43.

Jerry B. Stout and Jake Lutzer opened the new Coed Drive-In, Denton, Tex. The drive-in has a 500-car capacity. An auditorium in the central building seats 500 patrons, and there is a patio which will also seat 500 persons. Stout will move from Nocona, Tex., to Denton, to manage. . . . Video Independent Theatres opened the Kermit Drive-In, Kermit, Tex. Bill Turk, division manager, with headquarters at Oklahoma City, was in. . . . T. Gould purchased the River Oaks,



Rosalind Russell, star of Independent Artists' "Never Wave at a WAC," to be released by RKO, waves at three WACS on her recent arrival in New York for promotion and publicity.

Fort Worth, Tex., from Interstate Circuit.

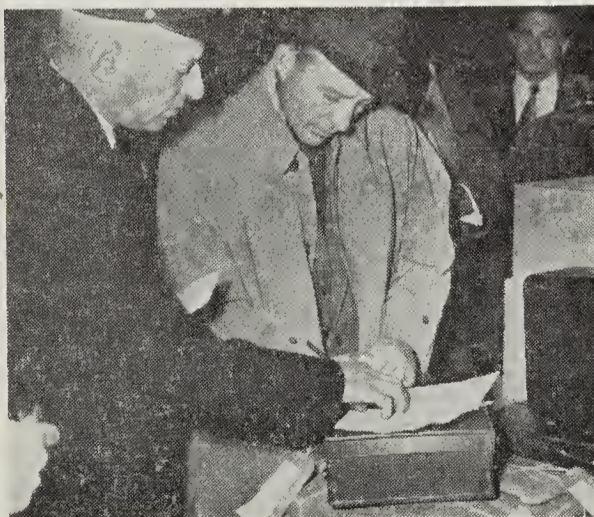
Corpus Christi Theatres, Inc., Corpus Christi, Tex., observed its 27th anniversary. The circuit operates the Osage Drive-In, Centre, Ritz, Tower, Amusu, Ayers, Beach, Grande, Port, Melba, Harlem, and Palace. . . . C. L. Lance purchased the Palace, Canadian, Tex., and also started construction on a new drive-in. His son, Leo, is part owner and manager, Palace. . . . C. O. Simmons sold the Plaza, Denton, Tex., to F. M. Autry. . . . John Huebel is the new owner-operator, Lake, Lake Jackson, Tex., purchasing the house from Ruby Gibson.

Construction has been completed on a new concession stand at the Worth, Fort Worth, Tex. The lobby was also re-decorated. Ray Jones, manager, stated that new seats will be installed. . . . Remodeling has been completed at the Midlo, Midlothian, Tex., according to M. G. Barclay, owner.

Salt Lake City

Ed Pegram, Bozeman, Bozeman, Mont., was in. . . . There are two new theatres in Irwin, Idaho, where the new Palisades Dam is being built. Opening between now and New Year's will be one owned by M. Kaufman and one by Ross B. Euyr, neither of whom are theatre men. . . . Dick Hazen was home on furlough from the air corps.

Columbia are proud of winning first place in the "Round the World" con-



Bing Crosby is seen checking in at customs following his recent arrival in New York from France, where a portion of "Little Boy Lost," his latest Paramount picture, was filmed.

test. Harold Green earned a trip. . . . A marriage of interest is that of Margaret McKellar, Columbia, to salesman Don McMurdie, U-I. They are honeymooning on the coast.

Tom Grady, New York, master booker, and Harry Simons, auditor, were visiting. . . . New at MGM are Dorothy Bogedahl, receptionist, and Eleanor Wheadon, booking clerk.

The Tower has been leased by the Tower Corporation, L. Howard Marcus, president. It is the intention to operate the Tower as an art theatre. Marcus is the son of the late Louis Marcus, former Salt Lake City mayor and operator of the theatres throughout the Inter-mountain states, and a Stanford University graduate.

"Warden Overman" is the title bestowed by the 'teen agers on the Camark manager, which reopened. The neighborhoods have faced the problem of the Saturday and Sunday matinees, and Overman is attempting to meet conditions that arise in a kindly, sensible manner. His title comes through his habit of carrying his flashlight down the aisle like a policeman's night stick. He met quite a problem when he reopened in the disturbance of teen age boys. When he tried to talk to them they became defiant, made loud disturbing noises, and in other ways made a nuisance of themselves. Overman found his best method was to call in the officers, and let them take care of the situation. Soon the youths learned that they had

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Paul N. Lazarus, Jr., Columbia executive, and George Glass, Stanley Kramer Company executive, recently congratulated stars Rex Harrison and Lilli Palmer in New York upon the occasion of their 10th wedding anniversary and the New York City opening of their latest starring vehicle, Columbia's Kramer production, "The Four Poster."

to behave, and he has little trouble now. However, he did become a baby sitter, and, in self-defense, posted a sign in his window and advertised in the newspapers that children accompanied by their parents will be admitted for 14 cents. Without them, it is 25 cents.

Bus Campbell, Associated, who also runs the Marlow, refuses admittance to children under six unless their parent is with them. Campbell who charges 10 cents admission up to 12, 30 cents from 12 to 17, and 50 cents for adults, believes 10 cents is not enough to shepherd 25 to 30 infants for an afternoon. He found that certain mothers were sending four and six-year-olds in with instructions to wait until called for, while they spent the afternoon shopping. In fact, one mother sent her children in the Marlow while she and her husband went downtown to another theatre.

"Help Eliminate the 20 Per Cent Tax"

San Francisco

The 1500-seat Curran has been bought by Louis R. Lurie at a cost of \$800,000. . . . Local 162 took a strike vote against Fox West Coast Theatres, and it was unanimously decided to strike the five San Francisco houses, the Fox, Cinema, El Capitan, Noe, and Parkside. The union set a final meeting with FWC. The strike was decided on because the theatres allegedly refused to go along with the other theatres in agreeing to the inclusion of a health and welfare plan in the master agreement. . . . The Rio, Monte Rio, Cal., booked by Ed Rowden, closed. . . . John Norcop has been assigned to 20th-Fox, and will cover the Seattle and Portland territory in addition to San Francisco with Eddie Yarbrough. . . . Mrs. Luke Strager, wife of the visiting U-I auditor, is recuperating at her home following surgery. . . . B. R. Wolf, western division manager, National Screen Service, visited. . . . Ed Mix, MGM salesman, was vacationing in Los Angeles. . . . Sammy Siegle, Columbia exploiter in Seattle, paid a visit. . . . The street was saddened by the death of Thomas J. Kearney, president, Local 162, who died while at

work in the projection room of the Esquire. He was 47, and had been a member of the local since 1941. Surviving are his wife and two sons. The local's executive board appointed Otto Roush, New Mission projectionist, temporary chairman.

Seattle

Paramount branch manager Henry Houstein; Walt Thayer, booker; John Kent, salesman; Dave Dunkle, Eastern Washington representative, and Walter Hoffman, publicity director, attended the Paramount meeting in San Francisco. . . . T. Bidwell McCormick was transferred from St. Louis to replace Allen Wieder as exploitation representative for RKO.

Arthur Greenfield, U-I manager, made a trip to the Studio. . . . Many Film Row executives were on their yearly tramp after deer. . . . Row visitors included Frank Klein, Lynden, Wash.; Larry King, educational director, booking for the reformatory at Monroe, Wash.; Chris Poulsen, in town from the Denali, Anchorage, Alaska, and Mr. and Mrs. L. A. Gillespie, Okanogan, Wash.

Smith Enterprises, headed by Buck Smith, is now booking and buying for Ed Metzger's Orchards Auto Theatre, Lewiston, Wash.; Clarkston Auto Theatre, Clarkston, Wash.; Moscow Auto Theatre, Moscow, Idaho, and Edward Zane's Capital, Tacoma, Wash. . . . R. A. Gardiner, who formerly operated the Rio, Burlington, Wash., is taking over the lease of the Lyric, Mount Vernon, Wash. The latter house had been operated by Eldon Pollock. . . . Peter Barnes, representing the Ruby, Chelan, Wash., flew in on a trip from Ontario, Canada. . . . Nat Maier, Lyric, Odessa, Wash., is installing a pair of X-L Simplex projectors supplied by National Theatre Supply. . . . L. C. Dawley, Mond, Redmond, Wash., was instrumental in removing the five per cent city tax from admission charges of permanent establishments offering entertainment, including his theatre.

Oscar Chiniquy, manager, National Theatre Supply, and assistant manager Harry Plunkett returned from a trip into Eastern Washington, Idaho, and Montana. . . . Howard McGhee and Ed Hickey were in from Walla Walla, Wash., as were John Joerr and Pete Penagoes, from Chicago. All are with Midstate Amusement. . . . Arthur Greenfield, U-I manager, returned from a trip to the studio in Hollywood.

A baby boy was born to United Artists' shipper Morley Briggs and a baby girl to shipper Jim Robinson, 20th-Fox. . . . Ford Bratcher, former theatre owner of houses in Lewiston, Wash., and now of Los Angeles, was on the Row. Other visitors included Chilt Robinett, North Bend, and Raymond, Wash.; Ed Johnson, Garland and West End Drive-In, Spokane, Wash.; Junior and Mrs. Mercy, Yakima, Wash.; Mike Powers, Eastern Washington salesman for 20th-Fox; Joe Rosenfield, and Miriam Dickey.

NEWS OF THE

Territory

BRANCHES

Cincinnati

An all-out promotion, advertising, and publicity campaign ushered in the engagement of "The Miracle of Our Lady of Fatima" at the RKO Capitol. Special screenings were held for leaders of all religious groups, civic, educational, and women's club organizations. Mayor Carl Rich and his staff attended a preview along with editors of local dailies. Leading local religious periodicals published editorials hailing the motion picture, and religious organizations carried announcements of engagement in all publications and bulletins. Mrs. Gladys Golohan, Cincinnati composer of "Our Lady of Fatima," appeared on several broadcast programs with disc jockies to spin a record for a "salute" of the song in honor of "The Miracle of Fatima."

Following a \$25,000 renovation and remodeling job, the downtown Keith has been reopened by the S. and S. Amusement Corporation as an independent first-run. It had been closed since last spring. Robert F. Morrell, S. and S. general manager, said appointment of a house manager is pending. Nathan Wise, formerly with RKO, has been named advertising director for S. and S., which operates a score of houses and drive-ins here and in other Ohio, Kentucky, and West Virginia cities. Ruben Shor and Peter Palazzolo own S. and S.

Away on business were James S. Abrose, Warner district manager, to Cleveland; Robert H. Dunbar, Warner branch manager, to Columbus; Ruben Shor, president, S. and S., to New York and Washington, D. C.; R. A. Guettler, Manley, Inc., district manager, to Cleveland; George H. Kirby, Republic branch manager, to Columbus, O.; Milton Gurian, Allied Artists branch manager,



Rabbi Michael J. Aaronsohn, center, president, Hamilton County Council for Retarded Children, Inc., recently received a check for \$2,100 in Cincinnati from Herman L. Hunt, Variety Club. Others shown are Saul M. Greenberg, left, club treasurer, and Rex A. Carr and Willis H. Vance, of the club. The check represents proceeds of a Variety Club benefit show and dance.

to Huntington and Charleston, W. Va., and Edward Salzberg, Screen Classics, to Indianapolis.

In on business were George Josephs, Columbia sales manager; James Frew, U-I district manager; Carroll Lawler, Shea circuit; Meyer Adleman, States Film Service president; Moe Dudelson, UA district manager, and Don Q. Roberts, Manley, Inc., concession supervisor.

Returning vacationers were Helen Winkler, Warner cashier, and George Fedick, independent booker-buyer. . . . Peggy Wessel Perry, States Film Service, was recuperating from surgery. . . . Grace Varger was promoted from inspectress to clerk in the contract department at U-I.

Shizu Moriya was here to bally Willie and Joe in "Back at the Front," Capitol. . . . Midwest Theatre Supply furnished RCA equipment for the new Jungle Drive-In, Parkersburg, W. Va., owned by Carl J. Westbrook. . . . TOC is booking and buying for the suburban Deer Park, Kay Weigel, owner.

Realart booked "Lucy Goes Wild" and "Cuban Pete" into the seven Ethel Miles Circuit houses in Columbus, O. . . . Realart has new accessories and promotion material for several reissues. . . . Jack Frey is booking for the Vincent McKay houses in Montgomery, W. Va., and McKay is planning to take over several houses in western Pennsylvania.

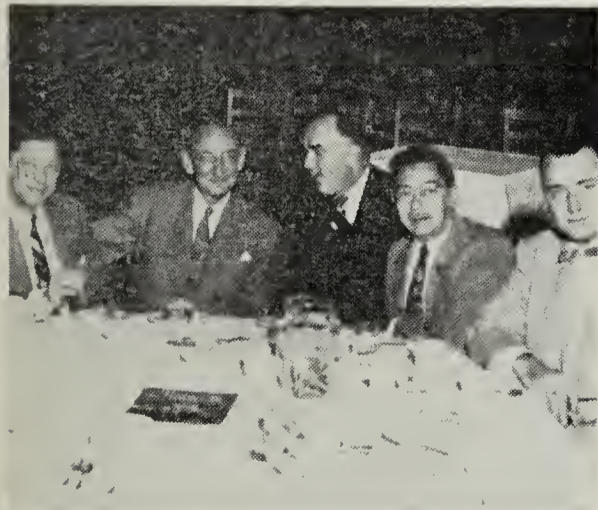
On Film Row were: Jack Needham, Columbus, O.; Roy Wells, John Gregory, and Jim Herb, Dayton, O.; Vernon Berg, Yellow Springs, O.; H. E. Bennett, Circleville, O.; Carl Coriell, Versailles, O.; Jack Stallings, Blanchester, O.; Dale McCoy, Cambridge, O.; Durward Dury, Marietta, O.; William Gillum, Newark, O.; J. C. Baumgardt, Lancaster, O.; Joe Scanlon, Zanesville, O.; Ralph McCallahan, Irwin, Ky.; Adelaine Ward, Somerset, Ky.; A. H. Reeves, Lancaster, Ky.; Henry C. Davis, Stanford, Ky.; Charles Scott, Vevay, Ind.; Sam Schiedler, Hurricane, W. Va., and Vincent McKay, Montgomery, W. Va.

Twenty theatres in various sections of West Virginia comprising the Newbold-Keesling Circuit joined the Will Rogers Memorial Hospital collection-can-on-candy stand project, according to C. A. Hill, 20th-Fox, member of the group working on the drive. Hill also announced that 21 theatres of the Jamestown Amusement Company had enlisted in the project.

Munio Podhorzer, president, Casino Film Exchange, New York City, was in. Upon leaving for St. Louis, he said his trip was for the purpose of establishing theatres in both cities to operate on an exclusive German film policy.

Cleveland

Biggest news was the announcement of the promotion of Lester Zucker, U-I branch manager, to be district manager out of Kansas City, and that of Edward Heiber, well known in other areas but new to Cleveland, as Zucker's successor. Zucker left over the weekend to establish himself in Kansas City. In the general shift of personnel and territories, Peter Rosian, district manager, now has



Highlights of the recent Allied Theatres of Michigan annual convention in Detroit included, left, one of the many luncheons during the affair, with, left to right, Lew Wisper, Wisper-Wetsman Theatres, Detroit; Leon J. Bamberger, RKO sales promotion manager; Harland Rankin, Rankin Enterprises, Chatham, Ontario; Arthur Robinson, Robinson Theatres, Detroit, and Pearce Parkhurst, Lansing, Mich.; center, Bamberger explaining the Variety Club project for the Will Rogers Memorial Hospital Fund to Mr. and Mrs. Steve Paluch, Perry,



Mich.; Lee Ward, Mount Pleasant, Mich., and James Langston, St. Louis, Mich., and right, in the Variety Club adjacent to the meeting room, John B. Schuyler, president, Delft Theatres, Inc., Michigan and Wisconsin; L. O. Griffin, Manton and Lake City, Mich.; Ernest Conlon executive secretary, Allied Theatres of Michigan; Otto Ebert, RKO branch manager, Detroit; John Vlachos, reelected Allied president; E. J. Pennell, Allied vice-president; Bamberger, and Wilbur Snaper, president, Allied States Association.



Cleveland, Detroit, Pittsburgh, and Washington, maintaining his Cleveland headquarters. Buffalo and Albany, previously in Rosian territory, goes to John Scully.

The first Variety Club party in its new Hollenden Hotel location was a success. There was entertainment culled from night clubs by entertainment chairman Jack Silverthorne. Highlight was the announcement by Heart Committee chairman M. B. Horwitz that the club has undertaken the sponsorship of the Cerebral Palsy Foundation School, and has cemented the pledge with a \$10,000 initial donation.

Mary Castle will arrive for a three-day personal appearance visit in conjunction with Columbia's "Eight Iron Men."

Another movie landmark retired from the scene when the *Almira*, closed during the past year, was sold to a church. Nate Schultz, Selected Theatres, previously operated it. . . . Nate Bigelson, former theatre manager, departed for Florida to remain until the spring.

George Dembo, National Screen Service vice-president, was in conferring with branch manager Nat Barach, office manager George Kendis, and salesman Irving Marcus.

Helen Hellriegel, well-known building contractor, who has specialized in theatre remodeling, is now living in Youngstown, O., where he is building a deluxe motel on Wick Avenue in association with Meyer Fine and Sam Stecker, Associated Circuit. . . . Paul Vogel, Liberty, Wellsville, O., and member of the Vogel Building firm, is back in uniform for a 60-day period. A reserve officer with the rank of major, Vogel reports on call for teaching duty.

Sam Holtz and Mrs. Holtz, who recently celebrated their 25th wedding anniversary, announced the engagement of their daughter, Rhina, a sophomore at Hiram College, to Airman Third Class Donald Lee Margolis, of this city. A dental technician, he is currently stationed at Mather Air Force Base, Sacramento, Cal.

Al Sunshine, head, Advanads Company, attended the Memphis exhibitors convention. . . . The Civic, Fostoria, O., closed for remodeling, turned on the lights. It is owned by Elmart Theatres, Inc., headed by Elmer Lux. . . . Long an advocate of double features, Sol Gordon, Monogram salesman, proved true to his principles when he became the father of twins, born in Mount Sinai Hospital to Mrs. Gordon. They came assorted, a boy, Larry, and a girl, Naomi Ruth. Each weighed over six pounds and all, including the father, are doing fine. The Gordons also have a three-year-old daughter, Lynette.

Movies will be used to promote interracial relations in a series of film forums to be shown in the Cleveland Public Library, and sponsored by the



When Howard G. Minsky, Paramount division manager, met recently in Philadelphia with divisional sales representatives, among those on hand were, seated left to right, Ralph Buring, Cincinnati; Harry Buxbaum, Cleveland; William Meier, Cincinnati; Minsky; Mike Simon, Detroit, and David Kimelman, Pittsburgh, and standing, left to right, are, T. Irwin, Cleveland; J. Doyle, Cincinnati; H. Passerell, Pittsburgh; M. Gould, Cincinnati; R. Caskey, Pittsburgh; A. Leazenby, Detroit; J. McKnight, Cincinnati; W. Cory, Detroit; J. Brunetti, Cincinnati; J. Himmelein, Detroit; J. Thompson, Detroit; J. Gentile, Cincinnati; E. Lane, Detroit; H. Roth, Cleveland, and D. Edmonds, Detroit.

Cleveland Round Table, the National Conference of Christians and Jews, The Cleveland Public Library, the Cleveland Council of PTA, the Links Club, the Cleveland Council of Churches, and the Federation of Jewish Women's Organizations.

Ted Barker, Loew's Theatres' publicity director, again is in charge of the motion picture division, Community Fund.

Gertrude Tracy Reynolds, manager, Parma, until she resigned to become advertising manager, The Parma Post, is back from Chicago, where she and her husband celebrated their second wedding anniversary. . . . Lou Ratener, who operates three drive-ins, the Magic City, Barberton, O.; Sky View, Norwalk, O., and Montrose, Montrose, O., is getting ready to close them, and then depart for other climes. He plans to spend the winter in California with a stopover in Florida.

Ernie Plitz, manager, Starview Drive-In, Norwalk, O., reports that his recent Kiddie Cartoon Carnival promotion filled his boxoffice and his concession stand coffers to a new high. He promoted a tie-in with a local record shop and Capitol Records in which Capitol supplied free of charge a 30-minute Capitol release, "Bozo At The Circus," and the drive-in concession stand exhibited a display that gave the entire stand a carnival appearance. Every youngster received a clown mask. "Bozo" approved records were played before the show started and during the intermission. The Carnival resulted in two days of excellent grosses and high concession sales. This same program is available to all exhibitors through Capitol Records.

Frank Slavik got into the Hallowe'en act in Middlefield, O., where he owns the Mamac by handing out "treats" to all youngsters who asked for them at the boxoffice. There was no obligation to buy an admission ticket. Treat consisted of a bag of popcorn also containing a sucker and a stick of gum. This is in line with Slavik's goodwill policy.

"Have You Held Your Tax Meeting?"

Detroit

George Smith, owner, Lyric, Lapeer, Mich., was in Osteopathic Hospital following a heart attack. . . . William Schulte, circuit owner, was around on crutches following a fall nearly two years ago.

Dore Schary, MGM vice-president in charge of production, and Howard Strickling, studio publicity head, stopped off.

The Will Rogers Memorial Hospital collection-can-on-candy stand project widened its representation in Michigan with the addition of some 48 more theatres. Among those joining were: Wisper-Westman Theatres, Cassidy Theatres, Ward Theatres, Schulte Theatres, and others.

A daughter, Deborah Anne, was born to the wife of James Beck, Clark Theatre Service.

The Variety Club was host to International Chief Barker Jack Beresin and International Executive Director Colonel William McGraw. In charge of arrangements for the luncheon were Chief Barker Adolph Goldberg, Community Theatres, and Jack Zide, Allied Film Exchange. The committee cooperating included Montague Gowthorpe, president, Butterfield Theatres of Michigan; Lew Wisper, Wisper and Wetsman Theatres, and Earl J. Hudson, president, United Detroit Theatres. Topic of discussion at the luncheon was the club's cerebral palsy emancipation project, which plans for the rehabilitation of cerebral palsy victims presently in institutions throughout Michigan.

"New methods of film productions are the greatest needs of the motion picture industry," Dore Schary, executive vice-president of production, MGM, told a luncheon group of Chrysler Corporation executives. The guest of L. L. Colbert, president, Chrysler Corporation, and K. T. Keller, chairman of the board, Schary said also "that it wouldn't make economic sense for Hollywood to sell its large backlog of films to television."

Former Paramount salesman Robert Lamb, joined the staff of U-I, replacing Mark Goldman. . . . Jacob L. Saxe, Monogram secretary-treasurer, resigned when the franchise was sold to Allied Artists organization. Joseph Ellul, Empress, will spend the winter months vacationing in Hollywood, Fla. . . . William Waldholz, U-I salesman, is back from a New York vacation.

Indianapolis

Tommy Dorsey and orchestra headlined a show at the Lyric. The house is negotiating with a number of other big name attractions for a revival of stage shows at the Lyric.

In the state, these open-airers closed, The Monticello, Monticello; Melody Drive-In, Bass Lake; Blackford, Hartford City, and Lakeland, North Manchester.

Gene Rovenstein, Comet, Burbon, Ind., is a school teacher, attended the Indiana Teachers convention, and H. J. Hermosin, another teacher and operator, Brook, Brook, Ind., was also registered. . . . The Walcot, Walcot, Ind., has been acquired by Kenneth Barnard, who also operates the Oxford, Oxford, Ind.

Richard Smith, DeVon, Francisville, Ind., reports the birth of a baby boy, born at St. Elizabeth Hospital, Lafayette, Ind. . . . Pete Fortune acquired the Tuxedo, formerly operated by Al Ackerman. . . . Trueman Rembusch, head, Indiana Allied Theatre Owners, and wife were fishing in Florida.

Charles Niles, chairman, Allied Caravan committee, was at the office of Indiana Allied making plans for the National Allied convention in Chicago.

Verne Gorell, Isis, Winamac, Ind., returned from a southern vacation. . . . W. H. Ledbetter, Howard, Monon, Ind., is confined at St. Elizabeth's Hospital, Lafayette, Ind., after a minor operation.

Exhibitors visiting Film Row were: J. F. Griffis, Boswell, Boswell, Ind.; Fletcher Brewer, State, Lafayette, Ind.; William T. Studebaker, Logan, Logansport, Ind.; Tim Cleary, Eagles, Wabash,



Ed McGlone, manager, RKO Palace, Cincinnati, recently arranged a shooting match between two Fraternal Order of Police Lodges as part of the bally for Warners' "Springfield Rifle." A tiein with Charles E. Richter, jeweler, donated a Springfield rifle award to the winning team.

Ind.; Bruce Kixmiller, Colonial, Bicknell, Ind., and Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind.

Pittsburgh

Joseph Cotten began a series of personal appearances with a two-day stay. The male star of "The Steel Trap" met the press, talked to exhibitors, and guested on local radio shows. TWA ticket offices and travel agencies tied-up with Cotten's visit by featuring welcoming banners in their windows and colorful decorations.

Executive secretary of Allied Motion Picture Theatre Owners of Western Pennsylvania, for 40 years, Fred J. Herrington has resigned his post. He is 84. He is being retained as a consulting secretary on a pension.

Shea's Theatres, with headquarters in New York, held a general meeting of home office executives and managers in Pittsburgh at the Roosevelt Hotel. Those from the executive offices in for the meeting included: President Harold J. Shea, Richard Harper, George Geott, William E. Barry, M. A. Shea, Jr., and Carroll J. Lawler. An informal cocktail party was held for the branch managers and trade press.

The tie for the 11th member of the board of the Variety Club, between Harry Kodinsky and Ray Scott, was broken when Scott relinquished his right to the

post. Originally, and according to the by laws, a special election was to be held to decide.

The estate of Dr. E. E. Herman sold the Liberty, Carnegie, Pa., for commercial purposes. The theatre will be converted into a store. The Louisa and Grand are still in operation, with the Dixie closed.

Many exhibitors planned to give results on Election Night in an effort to lure prospective patrons from their home and TV or radio sets. Harry Hendel, spearheading the COMPO drive for the repeal of the 20 per cent tax urged all exhibitors to have their employees and friends vote for the Senators and Congressmen favoring repeal of the tax. Many written pledges have been received by candidates in this area that they will vote for dropping the tax.

George Saittis, Temple, Sheraden, Pa., was campaign manager for James O'Toole, Crafton, Pa., auto dealer, a candidate for Congress on the Democratic ticket.

Fourteen drive-ins were braving the cold nights but they were all scheduled to be closed.

U-I set "Lost In Alaska" and "Scarlet Angel" first-run in about 23 neighborhoods and suburban runs. . . . William Finkel, Arcade, Chief Barker, Variety Club, was elected a director of the



The recent Indiana State Fair film exhibit at Indianapolis began with a chart showing how movies were made from the very origin of the idea until the patron saw it on his local theatre screen. This was created by Ray Brenner, Y and W Circuit, from ideas submitted by MGM producer Carey Wilson. After inspecting material from all the studio departments in



logical order, the fair visitor saw a listing of the Indiana theatres that helped make the exhibit possible. Shown above right, are, center, Marc Wolf, adjusting the Jimmy Stewart clown costume used in Paramount's "The Greatest Show On Earth, while left, a section of the "property department" of the exhibit is seen.



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Lettermen's Club, Carnegie Tech Varsity Club. . . . Dave Brown, who recently resigned his sales post with Screen Guild, is now a booker for RKO. He is one of the 11 original members who founded the Variety Club. . . . The Variety Club lost a good friend when Harry Dobrin, steel expert in building blast furnaces, passed on. An associate member, he donated much of the steel that was used in the buildings at Camp O'Connell.

The John HARRISES, she's Donna Atwood, the ice skating star, are the proud parents of a girl. They have twin girls also. The father is head of Harris Enterprises, "The Ice-Capades," and the Pittsburgh Hockey Club, among others.

M. A. Silver was shopping around for a name stage show for the Stanley, Pittsburgh, for Thanksgiving Week. . . . Bette Davis cancelled one week of her two-week booking of "Two's Company," scheduled for the Nixon. The show needed more time for breaking in. . . . Bob Murphy, assistant manager, Warner, Erie, Pa., has been brought to Pittsburgh to manage the Strand, Oakland, Pa.

M. A. Silver and Dave Silverman have been named co-chairmen, local, Will Rogers Memorial Fund campaign. . . . Dinty Moore, former Warner district manager, expects to open his buying and booking office soon. . . . Harold Lund and his WDTV gang were hosts at the Hallowe'en Variety Club "Family Night" party. . . . The Stanley previewed "Operation Secret." . . . Leonard Mendlowitz, assistant drama critic, The Sun Telegraph, was in New York on vacation.

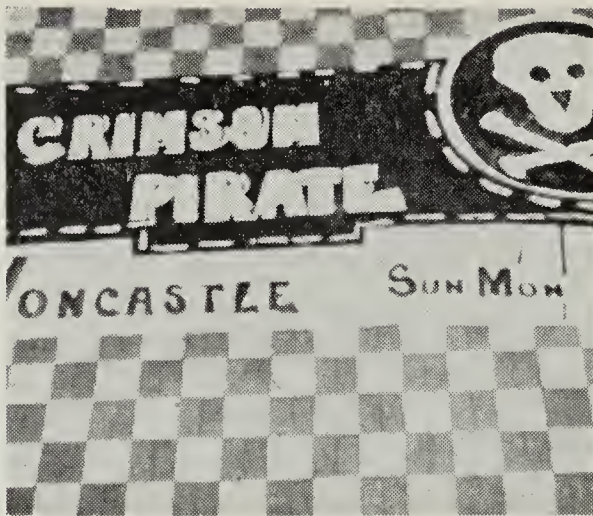
The son of Jimmy Balmer, Harris Amusement Company executive, has landed a spot with the Connecticut Mutual Insurance Company. . . . Joe Bugala, general manager, Manos Circuit, served as regional chairman for the St. Vincent College homecoming day. . . . National Screen salesmen are plugging their new date strips in Technicolor. . . . Mark Goldman, former Monogram executive, is back handling the "Horrors at Midnight" stage-screen show.

Indiana Fort Wayne

A dusk-to-dawn show consisting of six features and five cartoons was held at the Carl H. Schwyn Theatres' East 30 Drive-In. Free coffee and doughnuts were served as an added breakfast treat. Advertising started a week in advance with trailer copy reading "This may not be the greatest show on earth, but it is the longest show on earth. It's our giant 'Moviethon Show.'" The same stunt was also used at the Springbrook Drive-In, Lima, O. At both spots, it was reported that concession business was amazing.

Kentucky Louisville

Louisville and the vicinity will be well represented at the coming TESMA-TEDA convention in Chicago. Preparing to attend are W. E. Carrell, Sr., head, Falls City Theatres Equipment; Eddie



The Voncastle, Greencastle, Ind., recently used this floor display for Warner's "The Crimson Pirate."

Huber and Irving Long, Fourth Avenue Amusement Company; E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; Louis Arru, Twin Drive-In; Gene Lutes, Chakeres district manager, Frankfort, Ky., and Ralph McClanahan, president, KATO and owner, Mack and Irvine, Irvine, Ky.

Out-of-town exhibitors seen included: Jay Burton, Rex, West Liberty, Ky.; Tom Goodman, Dream, Corydon, Ind.; Ralph McClanahan, Irvine, Irvine, Ky.; Harold Sliter, Ben Ali, Lexington, Ky.; R. H. Robertson, Majestic, Springfield, Ky.; Mrs. George Williamson, Griffith, LaGrange, Ky., and Louis Baker, Star, West Point, Ky.

Mrs. A. N. Miles, wife of A. N. Miles, owner-manager, Eminence, Eminence, Ky., suffered a heart attack, and is convalescing in the King's Daughters Hospital, Shelbyville, Ky.

Don Steinkakamp, who operates the Dream, French Lick, Ind., was in. . . . Willis Hopewell, chief sound engineer, Switow Amusement Company, is back following an extended vacation. . . . Mrs. Otto Ornstein, mother of Eddie L. Ornstein, Ornstein Theatres, Marengo, Ind., suffered a broken leg in a fall.

Michigan Lansing

The Lansing Drive-In closed for the season on Oct. 26.

"Help Eliminate the 20 Per Cent Tax"

Ohio Columbus

Ruth Bunsold, assistant manager, Loew's, Indianapolis, has been appointed manager, Loew's Broad. . . . Norman Nadel, theatre editor, The Citizen, donned the chain mail of the "Black Knight" as a stunt for "Ivanhoe." Wearing a black mask, in addition to the head-to-toe armor, Nadel appeared on the WCOL "Inquiring Reporter" program broadcast from the lobby of Loew's Ohio. The stunt was arranged by Walter Kessler and Fred Oestreicher, Ohio.

Classic Pictures, Inc., asked the Ohio Supreme Court again to permit showings of "Native Son" in Ohio. A week earlier,

the court had refused a petition of the firm to require the censor board to re-view the picture again.

Chief of Police Frank Harrison invoked the seldom-used curfew law to keep Hallowe'en pranksters off the streets and out of amusement places.

"See Your Congressman Today"

Marion

The "Movie confession" of 23-year-old convicted murderer, Paul Richardson, was repudiated by his mother, Mrs. Paul Crowder, who said that eyewitness testimony proves that her son did not kill James Keys. Richardson, now serving a one-to-20-year term in Ohio Penitentiary for second degree manslaughter, confessed to the slaying after seeing "The Wild North."

Troy

Roy Rogers announced at the home of C. F. Pfister, president, Independent Theatre Owners of Ohio, that he would make another series of westerns for theatre exhibition. Rogers is a favorite in Ohio, since he is a native of Duck Run, near Chillicothe. He made his first stage appearance at Leo Jones' Star, Upper Sandusky. Jones, vice-president, ITOO, was present when the announcement was made.

"Have You Held Your Tax Meeting?"

Toledo

The Toledo Theatres Association elected Jack Lykes president at the annual meeting. Other officers are Abe Ludacer, vice-president, and Martin G. Smith, secretary-treasurer. New board members are Howard Feigley, Thor Hauschild, Marvin Harris, and Clarence Fleishman.

Pennsylvania Altoona

The widow of the late Lew Hauser, owner, Sun, sold the theatre and apartment building to W. J. Hansmeir. He is a brother-in-law of George MacFadden, who runs the Rialto, Renova, Pa.

Jack Day, city manager, Fabian houses, won \$250 and second prize in this district for his campaign in the "Steel Town" contest in conjunction with Kaiser-Frazer. Day turned in his old car and the check, and bought a new Kaiser sedan.

"Help Eliminate the 20 Per Cent Tax"

Erie

Charles Bick, Dipson's Plaza, won a Kaiser automobile, first prize in the district for the best campaign on "Steel Town."

Ligonier

Clyde Waugman, Ligonier, is giving the front a face lifting.

Portage

George Wasko, owner, Rex, is around for a few hours a day following a major spinal injury.

NEWS OF THE

Territory

Boston
Crosstown

The Beacon Hill filed a suit in Superior Court charging U-I with reneging on a deal for "The Promoter." The Beacon Hill is suing for damages and trying to prohibit the release of the film to the Exeter Street. The plaintiff asserts that the deal for the picture was closed in New York, that the Boston office of U-I then entered into a verbal agreement with the Exeter Street, and that the New York office supported that action. The attorney for the Beacon Hill, George McLahghlin, stated that the theatre was unable to negotiate for another film to replace "The Promoter."

Miss Helen Eager, drama and motion picture critic, *The Traveler*, died at the age of 54. She had rallied from an operation, and had remained at her desk until 10 days before her death. Miss Eager had been a critic since 1927 and head of the drama department since 1933. She had a wide circle of friends in both the industry and in the theatre.

Among those announced as making preliminary reservations for the Allied convention in Chicago are: from Massachusetts, Melvin Safner, W. B. Littlefield, Julian Rifkin, Norman Glassman, Ted Rosenblatt, Meyer Stanzler, Nathan Yamins, and Ray Feeley; from Maine, James E. Speirs, and, from New Hampshire, Henry E. Gaudet.

Independent producer Matt Freed, here from the west coast, secured motion picture financing for \$200,000 from private interests to start production on a series of low-budget films to be released through Robert L. Lippert. In this area, the films will be handled through the office of Al Swerdlove, New England representative, Lippert.

Meyer Rubin, Boston attorney, new lessee, Colony, Dorchester, Mass., attended his first trade screening as an exhibitor. Manager Arthur Rosenbush started a new policy of no matinees on weekdays with a show-and-a-half starting at 6:30 each evening. Children's matinees are set for Saturdays, Sundays, holidays, and no-school weeks.

Joe Liss, district manager, Warner Theatres' Massachusetts houses, started an art policy at the Modern, Lawrence, Mass. The Modern, closed for a year, will be managed by James McCarthy.

Harry Browning, New England Theatres, Inc., has been appointed rear commodore, Medford Boat Club, situated on the Mystic Lakes of Arlington-Medford, Mass. For five years, he had been commodore. Browning's house is on one of the lakes, and has been the location for many industry parties and picnics.

E. M. Loew has taken over the lease on the Sanford, Me., Drive-In from Russell Martin, who built it four years ago. The E. M. Loew Circuit, which operates a theatre in Sanford, will add the drive-in next season.

Irving Green has given back the leases to the owner of the Felsway and Medford, Medford, Mas., but continues to operate the Park, Everett, Mass., his only remaining theatre. He recently gave up the lease on the Coolidge, Watertown, Mass., which has been closed.

Al Somerby, former lessee, Old Howard, is now managing the Winchester, Winchester, Mass., for the E. M. Loew Circuit.

During October, two wedding anniversaries were celebrated, that of Nat Ross, independent distributor, and his wife, honoring their 40th year of marriage, and that of Sam Haase, theatre broker, married 31 years. . . . From Joe Cronan, owner, Community, Guilford, Me., comes the sad news that his 26-year-old son Joe, Jr., is a victim of polio, temporarily paralyzed on his right side. He is hospitalized in a Syracuse, N. Y., hospital, but doctors are holding out hope for a recovery.

Mrs. Verna Robinson, widow of Colby Robinson, who ran the Colby, Bingham, Me., for many years, was severely injured in an automobile accident in Portland, Me. . . . Mrs. Kathleen Hughes, wife of Lester Hughes, Nordica, Freeport, Me., is now back fully recovered from a recent major operation at a Portland, Me., hospital.

At a meeting of the Variety Club rodeo committee, William S. Koster, executive director, on behalf of the trustees, praised the committee for cooperation in selling advertisements for the rodeo program book. This is additional revenue. Koster presented Citations of Merit to chairman George Roberts and the following committee-men: Edward S. Redstone, Samuel Dane, Kenneth R. Douglass, Samuel Horenstein, Sidney Kaye, Benjamin Kornfield, Edward Rachins, Irving Shapiro, Meyer Stanzler, James M. Stoneman, Arnold Van Leer, Henry Weiss, Nat Buckman, and "Skip" Dunn.

The following letter was received by Julian Rifkin, vice-president, Rifkin Circuit, from United States Senator Henry Cabot Lodge, Jr., from Massachusetts: "This letter is in reply to the question you asked me regarding my position on repealing the 20 per cent general admission tax, particularly as this tax affects motion picture theatres. I have very carefully studied the statistics which you were kind enough to bring to my attention, and am greatly impressed with the extremely serious situation confronting motion picture theatre operators in Massachusetts. It is obvious to me that the admission tax is the primary cause for the closing of so many theatres in the past few years. I will, therefore, support the repeal of this tax. I am mindful of the fact that the motion picture operators have

rendered many valuable services to their government and to their communities. I know they do not ask for preferential treatment, and are as willing as any other business man to pay their fair share of the tax burden. I have always opposed discriminatory taxes, and I regard this tax as a particularly unfortunate one. I am very glad that you afford me this chance to submit my thinking to you."

Eddie Ruff and Irving "Mac" Farber set up a new branch office covering New England as representatives of Prockter Syndications International, Inc., producer of 15-minute and half-hour film shows for TV networks, both regional and national.

Leonard Richter, 42, died suddenly in Providence, R. I., with funeral services held in that city. He was the owner of the Star, Pascoag, R. I., and coowner, Bellingham, Mass., Auto Theatre. A Brown University graduate, he was a past master of his lodge of Masons and a member of Independent Exhibitors, Inc. He leaves his widow, Molly Stanzler Richter, a sister of exhibitor Meyer Stanzler, a son, Arthur, and a daughter, Barbara.

Top circuit officials received a gag for U-I's "It Grows On Trees," a display card complete with a genuine \$1 bill, proving that it doesn't pay to throw ads away without looking carefully.

Joseph Cotten, star of 20th-Fox's "The Steel Trap," was in for a three-day visit. He was accompanied by Leo Pillot, representing producer Bert Friedlof. The film played the Keith Memorial.

"Have You Held Your Tax Meeting?"

Film District

James R. Grainger, Republic executive vice-president in charge of sales and distribution, was in.

While John Feloney, 20th-Fox sales manager, was in Springfield, Mass., conferring with Western Massachusetts Circuit executives, he arranged with Nathan Goldstein, Arcade, for a new first-run policy.

A Message of Appreciation to Our Drive-In Customers!

I want to take this opportunity to thank you for the past season's business. I'll see you early in 1953 for your continued patronage.

Sincerely,

JIMMY GODSILL
Relston, Inc.

Joe Mansfield, UA publicity, has been in Norfolk, Va., and Richmond, Va., on "The Thief," and is now working on the local campaign. The film is set for Loew's State and Orpheum.

Metro's ace photographer, Joseph Ruttenberg, whose camera work is a featured part of MGM's top films, was expected back in his native Brookline, Mass., for a visit. It has been several years since he has been able to find time to leave the west coast. While here, he will stay with his brother, Meyer "Mike" Ruttenberg, general sales manager, Coulter Premiums.

The MGM screening room was filled to capacity for the trade showing of "Plymouth Adventure," with Chris Joyce, district manager, Interstate's Old Colony, Plymouth, Mass., and his manager Paul Hachey among the spectators. The film will have its world premiere at the Old Colony on Nov. 20.

Kenneth Robinson, UA salesman, and his wife drove to Oneida, N. Y., to attend the marriage ceremonies of their son, Joseph M. Robinson, to Nancy Clark, Oneida.

James M. Connolly, branch manager, 20th-Fox, has been named chairman, distributors, for the Red Feather Campaign for Metropolitan Boston. Francis Lydon, executive secretary, Allied Theatres of New England, has been named exhibitor chairman. Both will shortly organize sub committees to solicit help in raising \$717,000, the figure asked by the mercantile division of the fund, of which the theatres group is a part.

Arrangements were completed at 20th-Fox for the world premiere of "Bloodhounds Of Broadway" on Nov. 11 at the Strand, Portland, Me. Phil Engel, 20th-Fox publicist; Herbert Copelman, district manager, Snider Circuit, and Nat Silver, city manager, Snider, are working on the campaign.

Members of Local B-3, shippers and inspectresses, asked for a 30 per cent increase in wages, a 35-hour week, and double time on Saturdays, Sundays, and holidays, with Good Friday considered a full holiday. The old contract set up two years ago expires on Nov. 30, with the new one asked on a one-year basis. It was also voted at the full membership meeting to have the local negotiate its own contract rather than through the IATSE in New York, as in previous years. The Boston local has asked to be part of the new District I, eastern seaboard division, now being formed along with New York, Washington, Philadelphia, Albany, Buffalo, Pittsburgh, New Haven, and Boston.

A three-day sales meeting of Paramount, with bigwigs coming on from New York, Buffalo, Albany, and New Haven, was held, at the Hotel Statler. Hugh Owen and Al Fitter conducted the get-together on discussions of forthcoming product. Others here were Henry Randall, Dan Houlihan, Ed DeBerry, Myron Satler, Henry Germaine, John

Moore, sales managers, booking managers, and salesmen.

Max Melincoff, for 22 years with Warner Theatres in Massachusetts, has joined the Allied Artists publicity staff it was announced by John C. Flinn, director of advertising and publicity.

Hugh Owen, Paramount's eastern-southern division manager, and his assistant, Al Fitter, conducted a week-long meeting with key sales personnel of the company's New York, Albany, Boston, Buffalo, and New Haven branches.

New Haven Crosstown

U-I used a saturation television spot advertising campaign for the first time in connection with the world premiere of "It Grows on Trees" at the Paramount. The spots used during station breaks on the television station, ranged from 20 seconds to one minute.

Former Paramount assistant manager Walter R. Wilson, now a corporal on duty with the infantry in Korea, received the Bronze Star medal for heroism in action. . . . Morris Rosenthal, Loew's Poli, had a good campaign for "Because Your're Mine." . . . The Whalley, Whitney, and Westville, publicized their new RCA screens. . . . Congratulations were in order to Mr. and Mrs. Maxwell Alderman on their 25th wedding anniversary.

The Dreamland is now being operated by Mike DeLucia. . . . The Whalley had a stage show and a sponsored program by the Edgewood Church. . . . The Post Drive-In, East Haven, is open every Friday, Saturday, and Sunday. . . . The Johnson Junior Symphony Orchestra holds rehearsals on the stage of Loew's Poli on Saturday mornings. This cooperation is a splendid gesture towards juvenile musicians in the area. . . . H. Cohn, Dixwell, Hamden, contacted the chief of police and the Chamber of Commerce, and received endorsement in having a giant kiddies Hallowe'en show. He had no trouble getting the cooperation of 18 business firms to assist with prizes.

Meadow Street

Congratulations were in order to Republic branch manager Jules Livingston and Mrs. Livingston on the addition to their family an eight-pound baby boy Bernard David. . . . United Artists branch manager Sid Cooper's office was continuing in the top brackets in the final lap of the "Bill Heineman Drive." . . . Head shipper Charlie Doll, 20th Century-Fox, is scheduled to enter the army. He recently announced his engagement. . . . An excursion to Lake George, N. Y., was held by various 20th-Fox folk. Sal Popolizio went to Lake George with Murray Scher, home office; Bill Tavanese, New York exchange; John Wilhelm, Albany exchange, and others. . . . Exhibitor Joe Faith, back from an overseas trip was planning his annual winter visit south. . . . The East Windsor

Drive-In is closed Mondays through Thursdays. . . . The Pike Drive-In closed Mondays through Wednesdays. . . . The Plainfield, Plainfield, had a Hallowe'en costume party. Movies in color were taken to be shown at a later date. . . . E. M. Loew's Farmington Drive-In is open Fridays, Saturdays, and Sundays. . . . The State, Springdale, had a special benefit for the YMCA World Services Fund.

20th-Fox's Thelma Chasen is engaged to Gil Stricker. . . . On vacation in Kentucky was W. G. Milwain, NTS branch manager.

The Rogers Corner Drive-In closed. . . . The Danbury Drive-In is open on Fridays, Saturdays, and Sundays. . . . The Waterford Drive-In is open Thursdays through Sundays. . . . The Warner, Torrington, had a cartoon and western show, sponsored by Canada Dry, with free caps the admission. . . . The former Devon, Devon, broke into the limelight with the completion of the new post office in that location. The last film shown was about four months ago. . . . Albert Schleicher replaced John Petrosky as manager, Warner, Bridgeport. . . . Wedding anniversary congrats go to Harold Tabackman, Bostwick, Bridgeport, and his wife, Evelyn and Edward and Ruth Surowiec, the latter, the publicist head, Strand Amusement Company, Bridgeport. . . . The Pine Drive-In, Waterbury, closed.

The Ville, Waterbury, started "Fine Art Film Night." . . . Bob Elliano, owner, Colonial, Walnut Beach, and recently re-elected Chief Barker, Tent 31, Variety Club, was in St. Vincent's Hospital, Bridgeport, for eye surgery.

Circuits Loew Poli

Floyd Fitzsimmons, MGM, New York; division manager Harry F. Shaw, and MGM branch manager Phil Gravitz were present when the prize award was given to Sid Kleper, College, New Haven, for his good work on "When In Rome." Lou Cohen, Poli's, Hartford, also received an award. . . . Floyd Fitzsimmons was in Middletown for "Ivanhoe." . . . Division manager Harry F. Shaw was busy with the New England premiere of "The Prisoner of Zenda," Poli, Worcester, Mass., the first night performance being sponsored by the Guild of Our Lady of Providence, St. Vincent's Hospital. . . . Division publicity manager Lou Brown was in Bridgeport and Hartford. . . . Matt Saunders, Poli, Bridgeport, had a terrific campaign for "Ivanhoe." . . . The Elm Street, Worcester, Mass., is now on a four-day schedule, Thursday, Friday, Saturday, and Sunday continuous, instead of evenings only and continuous on Saturdays and Sundays. . . . John Di-Benedetto relief manager, Poli, Worcester, stopped in. . . . Al Lesso, recently released from the armed forces, is now assistant manager, Palace, Hartford. . . . The Poli, Waterbury, was the site of the state teachers convention.

"Have You Held Your Tax Meeting?"

NEWS OF THE

Territory

New York City
Crosstown

Milton Gunzburg, president, Natural Vision, arrived to discuss with major companies and independent producers further licensing of his third dimensional medium.

The Lyric, Bound Brook, N. J., closed. . . The Bronx Hughs Avenue Corporation operates the newly-opened Cinelli's Savoy, Bronx.

The MGM home office received word that Seymour Moses, MGM's manager for The Netherlands, is the father of a baby boy, born to Mrs. Moses in Amsterdam.

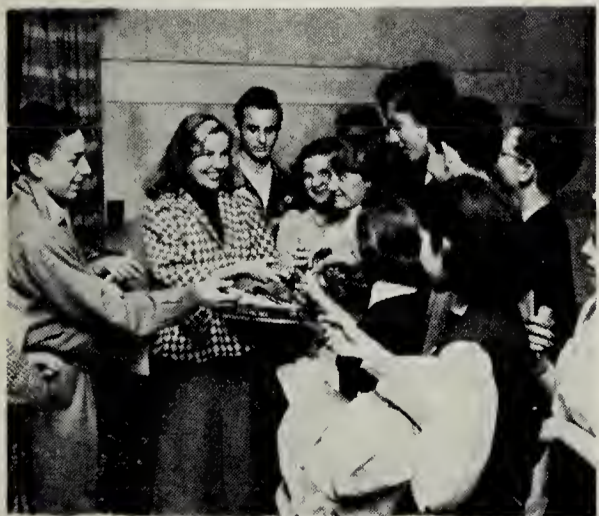
The unveiling of the memorial of the late Harold Blumenthal took place on Nov. 2 in Riverside Cemetery, Zion Walk, Rochelle Park, N. J.

Rosalind Russell, star of "Never Wave at a WAC," which RKO will release in January, is assisting in advance promotions and publicity for the picture during her current visit.

Ann Blyth, U-I star, arrived for a two-week visit to make appearances on the two NBC network radio shows, "Cavalcade of America" and "Theatre Guild on the Air."

Mrs. Leonard Liss, the former Sylvia Gold who was secretary to Louis Brandt, Brandt Theatres, became the mother of a son, James David, born at Brooklyn Jewish Hospital.

Joseph H. Moskowitz, vice-president and special studio representative, 20th Century-Fox, returned to his New York office after a five-month visit to the company's west coast studios.



Ava Norring, featured in 20th Century-Fox's "O. Henry's Full House," was present recently at a special screening of the film for New York City high school editors prior to its opening at the 52nd Street Trans-Lux, and greeted the students with O. Henry candy bars. The showing was one of a series of educational screenings sponsored by 20th-Fox.



RKO Proctor's, Newark, N. J., went all out publicity-wise for the recent showing of the Monogram package, "The Rose Bowl Story" and "Battle Zone." To publicize the football film, patrons were asked to guess the number of roses in a large bowl. Winners received free show tickets. As part of the "Battle Zone" campaign, H. Russell Einde, RKO division manager; marine corporal Frank Lane, and Harry Goldstein, Monogram exploiteer, pose before the huge marine honor roll in the lobby.



John M. Langford, manager, Schine's Strand, Ogdensburg, was recently presented with a check for his "Promotion Prize of the Month" for MGM's "Just This Once." Abe Bernstein, field representative for the film company, made the presentation.

At a special meeting of the Motion Picture Bookers' Club, a resolution was passed establishing an annual drive to collect funds for polio. Leo Wolf, president, explained that the drive will be in memory of Steven Arnsvalder, son of 20th-Fox assistant branch manager Alex Arnsvalder, who died of polio.

Hugh Owen, Paramount's eastern-southern division manager, was in for a sales meeting with branch personnel. He departed for Albany for a similar session.

Station WNBC, key radio station, NBC network, in furtherance of the mutual promotion pact with the Organization of the Motion Picture Industry of the City of New York, is presenting a spot announcement during the afternoon football broadcast each week promoting movie-going generally, and recommending an outstanding action film to listeners. Theatres in the metropolitan area now display specially prepared posters and exhibit specially prepared trailers urging theatre audiences to listen to Skitch Henderson's programs on WNBC and WNBT for recommended current and popular films to be seen at the neighborhood theatres.

Betty Barnstead, secretary to Charles M. Reagan, was tendered a special luncheon by friends and associates at MGM to celebrate her forthcoming marriage to Thomas Rice. About 65



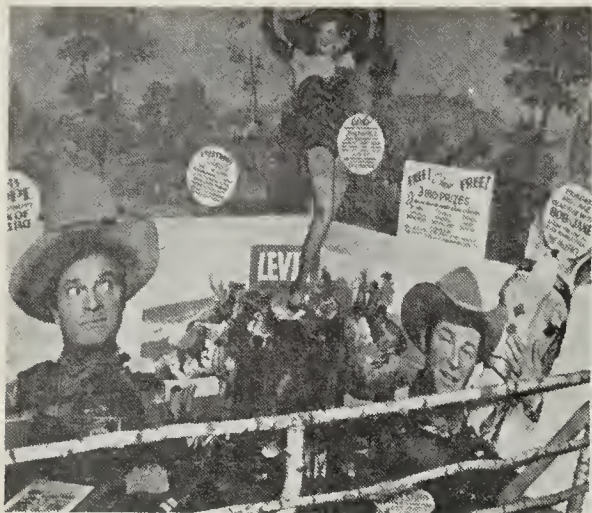
Rex Harrison and Lilli Palmer, stars of Columbia's "The Four Poster," admire the cake presented to them at a recent reception held jointly to honor the couple on their 10th wedding anniversary and to signalize the New York City premiere at the Victoria and Sutton.

gathered at the Astor Hotel Columbia Room.

G. S. Eyesell, president, Rockefeller Center, and chairman, "Hans Christian Andersen" premiere committee for the benefit of the Variety Clubs International-Will Rogers Memorial Hospital, named Fred Schwartz, president, Century Theatres, as chairman, ticket committee. Other members of the committee include Si Fabian, president, Fabian Theatres; Manny Frisch, treasurer, Randforce Theatres; Harry Brandt, president, Brandt Theatres; Charles Moss, managing director, Criterion; A. W. Schwalberg, president, Paramount Film Distributing Corporation, and Al Clary, boxoffice treasurer, Radio City Music Hall. Martin Davis, Goldwyn office, has been appointed as coordinator for the premiere. Tickets for the premiere, which will take place on Nov. 24 at the Criterion, will be scaled at \$5, \$10, \$15, and \$25.

Get Your Special XMAS Trailers On GREEN FILM From Good Old Dependable **FILMACK** You Can Always Count On Us For Top Quality and Fast Service

1327 S. WABASH CHICAGO 5, ILL. 630 NINTH AVENUE NEW YORK 36, N. Y.



Literally everything but the kitchen sink went into the recent exploitation campaign for Paramount's "Son of Paleface" staged by Joe Sommers, manager, Kingston, Walter Reade house in Kingston. Here is a section of the corral erected in the theatre lobby. Many tieups were effected for the film.

The first private showing of new British documentary films took place at an invitational prestige show at the Museum of Modern Art, under the auspices of British Information Services. . . . Stirling Silliphant, producer of "The Joe Louis Story," flew to Hollywood preliminary to casting and selection of his director and cameraman. He left the coast for Texas to represent the advertising-publicity department of 20th-Fox at the two-day showmanship sessions held in Dallas by Rowley United Theatres.

S. Arthur Glixon, industry attorney and a prominent B'nai B'rith leader, will be honored for "his outstanding services to community welfare and human rights" at a testimonial breakfast on Dec. 7 at the Hotel Delmonico. Announcement of the event, to be held in conjunction with the Joint Defense Appeal campaign of Cardozo Lodge, B'nai B'rith, was made by Karl Tausig, of Paul Tausig and Son, travel agency, serving as chairman of the lodge's JDA activities.

New Jersey Long Branch

Fred Bartholdi, manager, Paramount, put his knowledge of Italian to good use, and won himself friends when he played the Italian combination, "Woman" and "Shamed." He sent out over 350 post cards to a selected mailing list of Italian organizations, written in Italian, urging



Edmund O'Brien, star of Paramount's "The Turning Point," recently arrived in New York from Hollywood with his wife, Olga San Juan, and two children.

Albany TOA Men Discuss Problems

ALBANY—A recommendation that the national TOA be made a party defendant in the Department of Justice suit to force release of 16mm. pictures for television was voted at a combined meeting of the board of directors and members of Albany TOAA, executive director and counsel Lewis A. Sumberg outlined the several positions which the parent organization could take in the anti-trust suit. It was the impression of local delegates to the national convention in Washington, D. C., that Herman M. Levy, Theatre Owners of America general counsel, favored the defendant role, now that the association had been named in the action.

The Albany unit also approved a strong request to branch managers for a 50 per cent increase in the number of prints available for pictures released in the district. Members contended that the local territory had a "disproportionate" print shortage. Big pictures, chiefly in Technicolor, are naturally the ones on which the shortage is greatest. If the local TOAA does not achieve results with the branch bosses "in a reasonable length of time," it will pursue the complaint on a national level. TOA officials in New York will be asked to contact the home offices, and thus pry off the booking locks on prints.

A long discussion of the arbitration plan submitted at the Washington TOA confab ended in the consensus that it would be "particularly helpful to the independent exhibitor," Sumberg reported after the meeting. He spoke on the broad outlines of the proposal. Sumberg said it would furnish "speedy and economical relief for exhibitors." The provision that a distributor could

them to see the film. On the night of the show, he went on stage to greet his audience in Italian. He spent about a half hour after the show gracefully declining offers from patrons for Italian dinners.

Newark

Jack Conhaim, manager, Stanley, gave away 800 Junior Classic books at a matinee. The Stanley also held a Lion



Paula Stone, left, recently interviewed Warner star Phyllis Kirk over her radio show in New York. Miss Kirk appears in Warners' "The Iron Mistress."

not be represented at an arbitration hearing, if the complaining exhibitor elected to speak for himself, drew particular praise from President Harry Lamont, a theatre owner for 25 years. Lamont believes that an exhibitor could hold his own with a branch manager in such situations.

Stressed by Sumberg was the fact that he did not have the latest details of the arbitration plan. When, and if, finalized, they will be presented to the local TOA, the executive director pledged.

The COMPO campaign to wipe out the 20 per cent federal amusement tax was discussed by Saul J. Ullman, exhibitor chairman for the exchange district and Fabian division manager. Ullman reported on meetings he had held with "elected representatives" from this section of the state.

Attention of members was called to the fact that extreme care should be used in playing recorded music unless and until they sign the new ASCAP licensing agreement. Many indoor theatres utilize no such music, but drive-ins often do so for an hour prior to the first performance. Screen music is covered by a separate contract.

Sumberg cautioned the group that the legislature will reconvene in early January, and that they must remain alert to kill bills harmful to the industry. He did not specify any measure, although several are considered certain of introduction.

A general report on the national convention and on TOA goals was made by Sumberg. Sam Davis, veteran Phoenicia exhibitor, was elected to the board. Davis also has theatre interests in Fleischmanns and Woodstock, which, like Phoenicia, are Catskill Mountain towns.

Nov. 17 was set for a luncheon meeting, probably at Keeler's Restaurant. Invited guests will also attend.

Club-sponsored Hallowe'en masquerade party for children. . . . The Cameo, South Orange, N. J., closed its doors. . . . Sam Mutterpearl, former manager, Tivoli, was entertained at the Clipper Ship by the staff in honor of taking over his new post as roving representative for Warner Theatres.

Martha Sachainman, Warner Theatres' purchasing department, is vacationing. . . . Lee Drexler, head, purchasing, Warner Theatres' Jersey zone is vacationing. . . . Phyllis Kirk, Warner starlet, was feted with a luncheon. . . . The Lyric reopened, and is operated under the Clim Amusement Corporation, Charles Blum, president.

Passaic

Harry Stein, once part owner of an early circuit of theatres, died after a long illness. He was 73. In 1919, in association with Jacob Fabian, he bought the old Montauk, the beginning of the Fabian-Stein Theatrical Enterprises. The firm tore down the old Montauk, and built the present Montauk. In 1926, Stein sold out many of his holdings to the Stanley-Fabian interests.

"Have You Held Your Tax Meeting?"

New York State Albany

John Sharpe, who worked in the poster room of the Fox Milwaukee branch some years ago, has become assistant chief booker to John Wilhelm in 20th-Fox. Sharpe, a railroad employee, succeeded Bob Phillips, resigned. . . . A truck spectacular advertising "Lure Of The Wilderness," traversed Albany to advertise that picture at Fabian's Grand. The truck covered Watertown, Gouverneur, Ogdensburg, and Canton on the first day; Potsdam, Massena, Malone, and Plattsburgh, the second; Saranac Lake; Lake Placid, Glens Falls, and Saratoga, the third; Albany, Troy, Schenectady, and Amsterdam, the fourth; Gloversville, Little Falls, Hermiker, Utica, Rome, and Oneida, the fifth, and it then hit Binghamton, to open a tour of the Buffalo district.

Joe Lebworth, 20th Century-Fox exploitation, arrived for a campaign drive. . . . Nat Rosen, 20th-Fox branch manager, went to Buffalo for a meeting with Elmer Lux, president, Elmart Theatres. . . . Leo Greenfield, U-I manager, has a flock of pictures taken with stars and studio executives during his recent trip to Hollywood.

Mayor Erastus Corning attended the first two bills at the Delaware under its new art policy. He declined an invitation by manager John Brousseau to be the latter's guest. He preferred to pay. Brousseau disclosed that more than 1200 patrons have signed a register or index cards to receive post cards notifying them of the next show.

Dress alike: W. Gordon Bugie, Paramount salesman, and Joseph Agresta, Watertown-Massena exhibitor. The pair entered the Variety Club wearing small-check suits, of shades not distinctly different.

The Grand, managed by Paul Wallen, and the Mohawk Drive-In, managed by Irwin Ullman, qualified for awards in the Fabian Circuit summer business drive. . . . John Gottuso, Palace, spelled Stanton Patterson at the Leland.

Weekend operation of neighborhood theatres, tried for some time in Schenectady, has been adopted by Neil Hellman at the Paramount and Royal. Hellman, a successful drive-in operator, has taken a dark view of smaller neighborhood situations.

Fabian's Palace spotted pre-engagement advertising of "Because You're Mine" on the women's pages as well as in the theatre section.

A sedan giveaway is scheduled for the Strand, Ritz, Madison, and Delaware on Nov. 25. The car will come from Gateway Motors. Area Star Super Markets cooperates in the distribution of tickets. A stub box, with pencils for the inscribing of holders' names, stands in the lobby of each theatre. Zone manager Charles A. Smakwitz, exploitation director Gerald Atkin, and Strand manager Al O. LaFlamme set the promotion.

November 5, 1952



Beautiful models carrying sandwich boards heralding UA's "The Thief," Roxy, attracted attention prior to the New York opening. Attired in bathing suits, the boards covered their attire both front and back.

Buffalo

Many from the local scene were due to be present when Arnold Picker, Charles Boasberg, and Walter Branson, RKO executives, were honored at a luncheon meeting of the Independent Theatre Owners Association, Inc., in New York City.

The following drive-ins closed. Star Drive-In, Blasdell; Van Buren Drive-In, Van Buren; Batavia Drive-In, Stafford; Grandview Drive-In, Evans; Skyway Lakeshore Drive-In, Athol Springs, and Skyway Niagara Drive-In.

Sam and Ruth Geffen, formerly of NSS, on a motor trip to Long Beach, Cal., wrote from Waynesboro, Tenn., that the trip was perfect.

Wallace Michalski, assistant manager, Center, tendered his resignation. . . . Irving Schlossberg and Miss Helen Lilienfeld, New York Loew Theatres' office, were in.

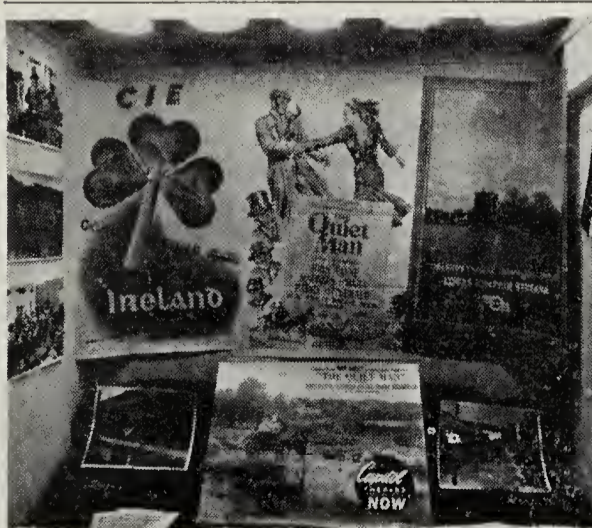
—M. G.

"Help Eliminate the 20 Per Cent Tax"

Elmira

The Regent reopened as a subsequent-run. It is one of three local houses which Dipson Theatres acquired from the Warner Circuit.

"The Tax Fight Is Your Job"



This window display in the Rockefeller Center branch of the British and Irish Railways, New York City, featured a blown-up poster and stills from Republic's "The Quiet Man" during its recent engagement at the Capitol.

Kingston

Vaudeville returned to the stage of the Broadway for two days. Vogel Gettier is manager of the theatre.

Rochester

For "Ivanhoe," Lester Pollock, manager, Loew's, inaugurated his annual "New Movie Season," and sold the two features in all advertising, news copy, etc. A contest was planted on WVET with questions pertaining to "Ivanhoe," and passes were awarded winners. Over 50 window positions for "Ivanhoe" standees were obtained. He also ran a special Hallowe'en midnight spook show with the lobby appropriately decorated, special cards, trailers, etc. "The Son of Frankenstein" and "Dracula" were the films used while on stage such stunts as a shaving contest, pie eating contest, apple-dunking contest, balloon contest, etc., were used. Features included skeletons running up and down the aisles during the showing of the pictures, a headless man wandering around, firing of shots, popcorn tossed from balcony, etc.

St. Johnsville

Community leaders and a young man from Gloversville pooled their efforts to lease and relight the Smalley, dark for almost two years. Carl Bovee, who served in the managerial ranks of Warner Theatres and Schine for several years, signed a lease with the Smalley St. Johnsville Theatre Corporation for use of the 400-seater. Following a repainting and refurbishing job, Bovee opened as the Community. A committee which had solicited funds to make the leasing possible made a public plea for continued cooperation and patronage. Merchants believed that the theatre by attracting customers from surrounding spots, would bring them business. The entertainment and cultural contributions of a film house were also appraised in the proper light.

Schenectady

Several Schenectady theatres have revived "Bingo."

Utica

Warners' Avon presented the Mia-Slavenska-Frederic Franklin Ballet.



EYEING THE

Exchanges

NEW YORK—Everyone who knew and loved Bert Kulick, Bell, was grieved at the news of his sudden death. He was a quiet unassuming man who, over the years, had won the friendship of many in the industry. As a commander in the navy during the last war, he made a fine record. Riverside Chapel, where services were held, was filled to capacity by his many friends. He was 52. He is survived by a wife and his brother,

Larry, also with Bell, another brother, and a sister, Frances Frank.

BONDED—The shipping room got its face lifted. . . . Jack Lewin, night inspector, resigned because of illness. . . . Mary Einfrank was absent. She was a virus victim.

MONOGRAM — Former booker Hank Feinstein, took time off from his navy duties to drop in. . . . Ethel Israel, Miss Segal's secretary, is walking on air.

RKO—Branch manager Philip Hodes' wife was visiting in Chicago. . . . Edith Feig was ill.

20TH-FOX—November 6 will see the anniversary of Ann Jones, secretary, with six years. . . . The Fox Family Club is having a Thanksgiving party. . . . Seymour Cohen's secretary, Hanna Zimmerman, is in the hospital.

PARAMOUNT—Myron Sattler, branch manager, and Jack Perley, Nat Stern, Eddie Bell, and Lou Wechsler were in Boston at a sales meeting. . . . Marilyn Haas is wearing a new engagement ring. . . . Henry Randel's new secretary is Elenore McAdams.

U-I—Head booker Jimmy Davidson was in Polyclinic Hospital. He had been pierced by a lead pencil.

REPUBLIC — Gerard Millan, 16mm. department, came back from his trip. . . . Out sick was branch manager William Murphy.

BRANDT CIRCUIT — Former secretary Sylvia Gold Liss, became the mother of James David at Brooklyn Jewish Hospital. . . . Wedding bells are in store for Lou Wolff, booker, and Betty Boverman, Kaybern Theatres. . . . Booker Dan Ponticelle was welcomed back from his vacation. . . . Sara Krammer is the new secretary. . . . Ben Drexler's secretary, Elenore Ziefman, will enter wedded bliss on Nov. 23.

GOTHAM CIRCUIT — The Madison, Madison, N. J., has a new manager, Robert Ryan. . . . John Martini, Strand, Summit, N. J., and Arnold Stewart, sign painter, celebrated their respective seventh wedding anniversaries together.

SHEA THEATRES—A general meeting of all circuit managers along with key figures from the home office was held in the Roosevelt Hotel, Pittsburgh. Discussed were the problems of exploitation and the relation of bookings to earnings. The home office is undergoing remodeling. . . . Irene Minogue, secretary to President Gerald Shea, was married.

SKOURAS THEATRES — Nick Matsoukis returned from a three-week trip to Detroit, where he worked on "The Snows of Kilimanjaro."

INTERBORO CIRCUIT—Happy birthday to Edith Ginsberg, booking department. . . . With her husband in the navy, Maxine Markoff, bookkeeper, won't have a chance to celebrate her second anniversary. . . . Head bookkeeper Robert



The "Loew's Big 5" new film season was launched recently with a Broadway send-off in front of Loew's State, Times Square, New York, that included a caravan of elaborate and costly floats with a bevy of girls in costume, preceded by bands, city officials, and stage and screen celebrities. Interested onlookers are, left to right, Oscar A. Doob, Loew's Theatres executive; Edward C. Dowden, in charge of Loew's Theatres' exploitation, and Francis Winikus and Al Tamarin, United Artists.

Gordon is leaving for the army. . . . Mary Daugherty, purchasing agent, celebrated her first wedding anniversary.

J. J. THEATRES—Julius Joelson, president, received birthday cards. . . . Ceil Gerstel, receptionist and secretary to President Joelson, became a grandmother. . . . The parents of Estelle Lampell returned to Paris.

FABIAN THEATRES — Elia Schlanger, district manager, Staten Island, was back at work after a vacation. . . . The film department's Sylvia Dauman celebrated being a year older. . . . Returned from Canadian honeymoon is Bill Kropp, accounting department.

RAMBLIN' 'ROUND—Wedded bliss was entered into by Columbia's Lorraine Clarke. . . . Nominations for officers of Local 351, film exchange employees, were held at the Hotel Claridge. . . . United Artists' upstate salesman, Bert Topal, resigned. . . . November 23-29 will be "Ben Kalmenson Week" at Warners. . . . Cy Frank, West End, Long Beach, was happy over his appointment as executive director, Long Beach Chamber of Commerce.

Helen Nelson receptionist, Prudential Playhouses, will be sight seeing around New Orleans on her vacation. . . . Prudential exhibitor Nat Harris took time out for a vacation. . . . Henry L. Nowicki, former manager, will return from the army in late December. Rosenblatt and Welt will welcome him back to their staff. . . . Sid Cohen, Cohen Eisenberg Theatre Circuit, announced the closing of the Canaan Drive-In, Canaan, Conn., and the Hyde Park Drive-In, Hyde Park. . . . October saw the birthdays of Max Fried and Jerry Horowitz, bookers, Liggett-Florin Booking Service. . . . Charles Bloom will soon reopen the Lyric, Newrak, N. J. . . . Ernest Mezzi, former operator, Colony, Sayreville, N. J., dropped in for a visit to Independent Theatre Circuit.

Schedule Forms for

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— a basic Weekly aid to replace the scribbled note or tissue carbon

Price: 25c per 50-sheet pad (or 10 pads for \$2.30)

These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.

Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

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NEWS OF THE

Territory

Philadelphia
Crosstown

The trade was shocked by the sudden death of Allen Lewis, 52, manager, Park. Well-liked by all in the industry, Lewis was former head of the old Showman's Club. He is survived by his wife, three daughters, two sisters, Mrs. Harry Biben and Mrs. Benjamin Biben, and a brother, Milton Lewis. Services were held at M. Rosenberg's Son, with burial in Roosevelt Cemetery. Before becoming manager of the Park, Lewis had handled the Dante and other houses.

The Italia reopens on Nov. 13 under direction of Ralph Schwartz. Allied Buying and Booking Service will handle.

Alex Nicol, in U-I's "Because of You," aided in the world premiere at the Randolph. Accompanied by Philip Gerard, U-I's eastern publicity manager, Nicol was in for television and radio appearances and press interviews.

Rube Robinovitz has resigned as manager, S-W Egyptian, and is now in the gift business with his brother.

Most pleasant chore of the week was that handed to Milt Young, the Columbia exploiter, who had Mary Castle in tow for a couple of days in connection with her appearance in "Eight Iron Men." Among other things, she visited EXHIBITOR and made a nice impression, especially on the males.

An ordinance exempting charitable, religious, and educational groups from payment of the city's 10 per cent amusement tax was approved by City Council. The measure exempts non-profit organizations, operas, military, and naval groups whose earnings do not "inure to the benefit of any private shareholder or person." It was estimated that the exemption would cost the city a maximum loss of \$125,000 annually, offset by the fact that it would reduce collection costs. Vic Blanc, Councilman-at-Large, Lester Krieger, Sidney Samuelson, and



Rodney Collier, manager, Stanley, Baltimore, Md., tied in with a venetian blind and shade manufacturer recently for a lobby stunt in which patrons received a free set of blinds or shades by guessing the number of tassels in a bowl. The tie-in, was in effect for Warners' "Springfield Rifle."

others put in a pitch for the ordinance to include the motion picture theatres as well, but the ordinance, intended only for the groups mentioned, went through as first introduced.

Vine Street

Harry S. Jacobs, new owner, Wynne, formerly in the used car business, was around getting acquainted with the various film companies in company with David Rubin, his manager-booker.

The board of directors of the Motion Picture Associates met at Kugler's, and planned the annual meeting for Nov. 10 at the RKO projection room, preceded by a buffet supper. At that time, the annual election of officers will take place.

The Exchange Finance Company is opening a branch office at 1901 Market Street on Dec. 1. . . . Francis X. Kelly left his booker's booth at 20th-Fox long enough to make the Scranton, Pa., trip.

Home office executives Ray Moon and Pete Dana came to town for a confab with branch manager Joe Leon, who recently returned from his jaunt to the coast, and who was enthusiastic over things at the studio. . . . Paramount's Mike Weiss was in Washington, D. C.

Jeannette Lewis, United Artists, resigned as business agent, Local F-7, IATSE, exchange front office workers.



E. Lyle Trenchard, left, general manager, William Goldman Theatres, is shown recently paying off to the manager showmen for their efforts in the "Profits Through Partnership" drive instituted by William Goldman. Seen getting their checks are Dick Hall, Esquire, Philadelphia; John Tota, Goldman, Philadelphia; Norman Cohen, State, Philadelphia; Sig Delco, News, Philadelphia; Larry Goldberg, State, Philadelphia; Jim Carey, Hiway, York, Pa., and Joe Silvers, News, Philadelphia.



Rita Gam, co-starred in UA's "The Thief," recently stopped to see the children at the Friendship House, and helped carve pumpkin heads for Halloween, while in Washington, D. C., to drum up interest for the picture at the Playhouse. Max Miller, UA publicist, helped.

This necessitated George Evans, U-I, resigning as president to take over the post, and David Law, Warners, moving up from the vice-presidency to the presidency. The union does not hold an election this year.

Harold Cohen has given up his Philadelphia office, and has moved back to Lewistown, Pa., where he operates the Embassy.

Jack Jaslow has removed to new quarters on the second floor of 1239 Vine Street, and so have Ray Schwartz, and Mike and Cecil Felt. . . . Ralph Garman, booking manager, Paramount, was on vacation. . . . Exhibitors are reminded that the exchanges will be closed, as usual, on Armistice Day, Nov. 11.

District of Columbia
Washington

VARIETY CLUB—The election of the Variety Club's 1953 board took place in the Congressional Room of the Willard Hotel. Five past Chief Barkers remain on the board, Jerry Adams, Morton Gerber, Wade Pearson, Jake Flax, and Frank Boucher. The international canvasser for 1953 is automatically the retiring Chief Barker, Jerry Adams. . . . Jerry Adams, Chief Barker, spoke at the meeting of the Society For The Prevention of Blindness. He told of the club's help in the work of the Society, by providing a medical social worker at the glaucoma clinic at the Episcopal Eye, Ear and Throat Hospital. . . . The dinner dance committee, under the chairmanship of Victor J. Orsinger, has been meeting to set up plans for the 17th annual dinner dance. . . . Happy birthday to Dr. Daniel Gevinson, Thomas I. Martin, and James Lake, on Nov. 2; David Silberman, Robert Pruett, and Joseph Cohan, on Nov. 3; Martin Coopersmith, and Ross Wheeler, on Nov. 4, and Bert Libin, and Eugene Kramer, on Nov. 5. . . . Willie Biron, a member of Tent 11, died of a heart attack. . . . The tent will present a new \$8,000 ambulance to Emergency Hospital. . . . A big Halloween party was held in the club rooms.

RKO Keith had a loaded "trick or treat" program for Halloween night. Beside the current attraction, Jerry

Prizes Highlight S-W Managers' Push

PHILADELPHIA — Ted Schlanger, Warner Brothers Circuit, revealed to managers and others of the zone details of the "Showmanship Crusade" set to run from Dec. 1-May 31, 1953 at a meeting last week.

There will be \$2,700 in savings bonds as prizes plus a total of \$1,000 extra prizes from Warners, MGM, Lippert, Paramount, Monogram, RKO, Columbia, 20th-Fox, UA, and U-I, for outstanding campaigns by the circuit on pictures released by them, which they will designate during the period.

Schlanger said the sole basis for the standings in the "crusade" will be increased gross over the same period last year, with adjustments for unusual or abnormal expenses. There will be no committee of judges to decide the winners. Only the record will determine who is going to win.

The prizes are: for the top man in zone, first period, December, January, and February, \$500; top man in zone, second period, March, April, and May, \$500; second man in zone, first period, \$250; second man in zone, second period, \$250; top man each district, first period, \$150, and top man each district, second period, \$150. There will be a personal award from Harry Kalmine to the top man for the six-month period and a personal prize from Schlanger for the man, who, during the six-month period, delivers the one outstanding gross as a result of something he did.

Some of the plans to be used during the "Crusade" are 25 cooking schools sponsored by The Philadelphia Inquirer; 25 Caloric gas range giveaways valued at \$6,500; 25 dish washers, courtesy of Crosley, valued at \$8,500; automobile giveaways, bicycle giveaways, kiddie shows, theatre rentals, television set giveaways, mink coat giveaways, spook shows, etc., and the biggest jackpot ever given away locally, a \$25,000 California Cliff Home built by Frank Facciolo, Inc., Broomall, Pa., completely furnished, with a new 1953 car in the garage. For eight weeks, this will be publicized daily in The Daily News. This contest is scheduled to run during April-May.

Lester Krieger, central city first-runs; A. J. Vanni, out-of-town district, Philadelphia zone; Paul S. Castello, city theatres; Jack M. Flynn, district manager, and others stated their faith in the future, and promised to "do their share" in making the "Crusade" a smash hit. Jerry Pickman, Paramount vice-president, was one of the speakers.

Baker and Tom Camarda lined up two spook shows. The triple decker ran continuously from 5 p.m. to 2 a.m. Surprises were in store for patrons with a rigged "hunchback" running around the auditorium loose and trick candy gifts. There was apple bobbing in the lobby. . . . The Metropolitan was another featuring a special spook show, with manager Sidney Hoffman having a few surprises up his sleeve.

The Evening Star magazine section featured a page of pictures taken of



Jerry Baker, manager, RKO Keith's, Washington, aided by U-I promotional representatives, devised a unique front lobby stunt for the recent showing of "Willie and Joe In Back At The Front." He constructed what he called "Willie and Joe's Bath House," and left, explains the stunt to a model. At right is the attention-getting silhouette achieved in the evening as the "Bath House" stopped traffic.



Ray Milland while "The Thief" was being made here. . . . Mary Castle, featured in "Eight Iron Men," Trans Lux, autographed pictures of herself in front of the theatre. . . . Another visitor was actress Nancy Olson, who attended the Democratic luncheon.

W. B. Zoellner, head, home office short subjects department, was in and stopped at MGM. . . . At 20th Century-Fox, Sara Young, booker, is back from a vacation. . . . The new 20th-Fox telephone operator is Marcia Harris, replacing Florence Brown who is at Gallinger Hospital. . . . MGM's Jack Kohler had a birthday. . . . It was another birthday for MGM inspectress Lona Coppage, while Leona Gunsburg took a trip home to New Jersey.

Lillian Tobertson, former assistant cashier, is back to help out for a short period at RKO. . . . RKO's Herbert Doagerty happy birthdayer. . . . Clark Film has a new gal, Catherine Craig.

Exploitation man Mike Weiss, Paramount was back for a few days. . . . Josephine Evans, a 10-year gal at Paramount, who lives in California now, sent the gals a box of candy. . . . At Warner exchange, Sadie Bowles was on vacation, Rebecca Dillin was congratulated on her birthday, and Viola Smith went on vacation. . . . WB was busy with "Ben Kalmenson Week," Nov.

16-22, and will be making plans for "Bob Smeltzer Week," Jan. 11-17.

Gert Epstein took a vacation from Sandy. . . . Leonard Branscomb, Hillsville, Va., exhibitor was in, as was T. D. Fields, Tatzwell, Va.

Four new RCA Synchro-screens have been installed in the Washington area in the past three weeks by Elmer H. Brient and Sons, RCA Washington dealer. The theatres in which the screens have been installed are the Town and Regent, Baltimore, Md.; Hillsville, Hillsville, Va., and Martin, Martinsville, Va. All four houses waged effective campaigns to inaugurate the new screens, and reported excellent reception by press and public.

Elmer Brient, RCA dealer and well-known for years in the exhibition field, has been named to the advisory council of the Adventure theatre, a Montgomery County group interested in the creating of special plays and other activities for children. Brient was active in the formation and development of the little theatre movement in Richmond, Va., while he was associated with Loew's Theatres.

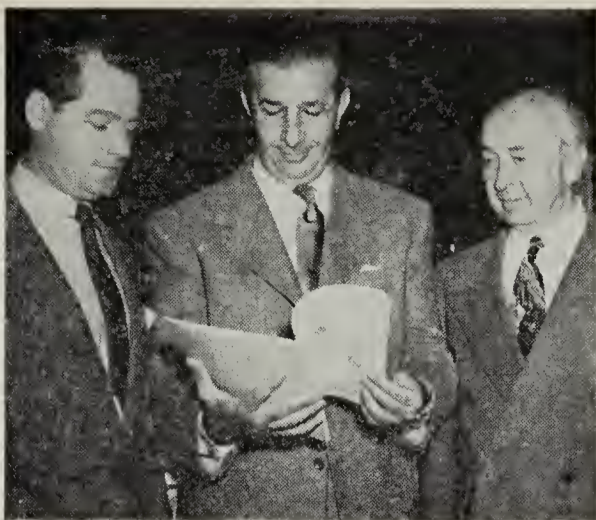
Orville Crouch, eastern division manager, Loew's Theatres, was chairman of the entertainment committee of the UN Ball. . . . Crouch and Jack Foxe,



Arnoldi Leopard, manager, Warners' Maryland, Hagerstown, Md., recently co-sponsored "Pedestrian Safety Week" with city officials. A short subject, "Pedestrian Safety," was shown at the Maryland, and city officials and Red Cross representatives were on stage. Boy Scouts delivered handbills, and police handed out educational "summonses" to violators of pedestrian safety rules. Seen left to right, seated, are: Jesse Brown, police chief, and John Hall, fire chief, and standing, Michael Nokes, Lieutenant Harold B. Kiser, Dale Schlotterbeck, Leopard, Police Commissioner M. E. Ellinger, Larry Carbaugh, and Steven Nokes.



Jack Foxx, Loew's Washington, D. C., publicist, recently arranged for the above picture layout on 20th-Fox's "The Snows Of Kilimanjaro" in the Washington libraries with a display of Ernest Hemingway's books.



Dore Schary, MGM production chief, recently discussed forthcoming product with MGM Jerry Adams, branch manager, left, and Rudolph Berger, southern sales manager, right, while in Washington, D. C.



President Truman recently presented Paramount star Bob Hope, seen in "Son of Paleface," with a citation in Washington, D. C., for entertaining troops overseas.



Birk Binnard, manager, Warner, Reading, Pa., used his own car to street bally a stunt with a chimpanzee for 20th-Fox's "Monkey Business," to good results.

Loew's publicity man, played host to the Italian delegation. . . . "Above and Beyond" will have a premiere here. . . . Loew's friendly voice, operator Virgie Sweeney, is in Emergency Hospital.

—RICK LAFALCE

Delaware Wilmington

Seaman First Class Albert M. Salgado, 19-year-old former Rialto aide, was killed in an automobile accident in Virginia. . . . Announcement is made of the wedding of Miss Eleanor E. Nai, daughter of Nello V. Nai, longtime assistant manager, closed Park, to William C. Hall. . . . The Sunday Star increased its screen-radio-television section to 16 pages from 12. . . . John O. Hopkins, Jr., manager, Hopkins, reported good attendance for the stage show he presented. . . . Wesley Anderson, Crest, Woodcrest, Del., was on the sick list. . . . Edgar J. Doob, manager, and Robert E. Diem, assistant manager, Loew's Aldine, staged a promotion campaign for "Ivanhoe" including the use of a traveling billboard, coloring contest, radio contest, and distribution of study guides to the schools.

—HENRY L. SHOLLY

Maryland Baltimore

Board members of the Allied Motion Picture Theatre Owners of Maryland signed up to attend the national con-

vention of Allied States Association in Chicago, include President Leon Back, Stanley Baker, Lauritz Garman, C. Stanley Baker, Lauritz Garman, C. Elmer Nolte, Jr., Jack Levin, Jack Whittle, Meyer Leventhal, Frank Hornig, Jr., J. Robert Gruver, Jr., and Eddie Perotka. Also scheduled for the Chicago trip are Frank Durkee, Jr., Durkee Enterprises, and Louis Tunick, Patapsco manager.



Two patients at the Home for Incurables are seen recently trying out their new beds in the room furnished by the Variety Club of Washington, Tent 11, in memory of George E. Bedell, Jr., a member and patient at the home from 1941 until his death in 1951. Seen are George A. Crouch, vice-chairman, club welfare committee; Mrs. Sara S. Young, chairman, women's committee, and Jerry Adams, Chief Barker. The boys are Gerry Davidson and Benny Griffin

Ernest Woods, owner, Alpha Film Laboratories, returned from the Eisenhower campaign tour, where he made newsreel shots.


Jack Sidney, Loew's Century manager, returned following surgery at St. Agnes Hospital. . . . Harry Welch, publicist, Hicks' Circuit, returned from a weekend in Manhattan. . . . Mrs. Elsa Soltz, had her Howard repainted. . . . Bill Brizen-dine, general manager, Milton Schwaber Circuit, was guest of Art Hallock, Paramount manager, at the Lions Club luncheon, to address members on charity activities of the Variety Club boys' clubs.

When Judge S. Ralph Warnken, Baltimore City Court, talked with members of the Maryland Board of Motion Picture Censors regarding scenes in "Damaged Lives," the judge, according to court records, said he had never heard of the National Legion of Decency, and asked what it was. The conference was in connection with permitting John Rose, exhibitor, to restore three of four censored sequences to the picture. "It must be a high, uplifting society," said Judge Warnken. Then he asked: "Where is it located?" He made no further comment when informed that the Legion was the censoring agency for the Catholic Church in America.

—G. B.

Leonardtown

Over 125 Naval Academy Cadets from Leonard Hall and their teachers were invited guests at the Plaza, Lexington



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Park, Md., to see "The Quiet Man." . . . "Flat Top" was given a special screening for officers from the Patuxent River U. S. Naval Air Station at the Plaza, Lexington Park, Md. . . . Jack Fruchtman, 11, son of Mr. and Mrs. Jack Fruchtman, who own the Fruchtman Circuit, was flown out to the Judson School for Boys, Phoenix, Arz., by his mother. It is hoped that his asthma may be cured there. . . . Phil E. Gray, owner, Plaza, Lexington Park, Md., one of the members of the Jack Fruchtman Circuit, was thrilled as the plaque awarded to the theatre as "one of the best and most modern" by EXHIBITOR was hung in the lobby.

New Jersey Port Norris

Jacob Rosenfeld, Colonial, became the proud father of Carol Ann, who weighed in at six pounds, six ounces at Burdette Tomlin Hospital, Cape May Court House, N. J. It's the Rosenfelds' first girl. They have two boys.

Pennsylvania Harrisburg

Jack O'Rear, manager, Colonial, received excellent church and school cooperation for "The Miracle of Our Lady of Fatima." Pastors called attention of their congregations, and it was announced in the city's schools. Special student tickets were printed.

Orville Crouch, Loew's divisional manager, was in, accompanied by Oscar Doob. . . . William J. Trambukis, manager, Loew's, staged an elaborate promotion for "Ivanhoe." Two armor-clad "scouts" on horseback were at the Pennsylvania Horse Show, seven cooperative advertisements were published, a gala parade over downtown streets was held in which the American Legion and VFW bands and color guards participated, and a complete and colorful false front adorned the entrance.

Donald Goldstein, son of Dr. and Mrs. Samuel Goldstein, who is concert pianist with the U. S. Navy Band at Norfolk, Va., has been promoted to petty officer. Dad operates the Paxtang, Paxtang, Pa.

Sam Gilman, now at Syracuse, N. Y., was in for the Horse Show. . . . Loew's kicked off the new movie season in regal style. . . . Annette DelPiano, Uptown, underwent an appendectomy.

Bernard Bispeck, manager, Senate, worked out a spooky Hallowe'en midnight show, selling tickets in advance, showing two horror pictures plus a magician on stage. He also held a special children's matinee with free candy to all attending, coinciding with a local promotion of Walt Disney's "Trick Or Treat."

Reading

Post C, Travelers' Protective Association, was host to a party for children in the Strand, Paul H. Esterly manager. James B. Bamford, mayor, addressed the children on highway safety.

The Astor, J. Lester Stallman, manager, is pushing the sale of tickets for



At a special screening of Columbia's "Assignment—Paris" arranged recently by the Warner, Washington, D. C., were Robert Moore, former managing editor, The Stars and Stripes; James Minifie, formerly of The New York Herald Tribune's Paris office; Michael McDermott, assistant Secretary of State; Charles Campbell and William Hardcastle, The London Daily Mail.

the Variety Club welfare fund. A table in the center of the lobby attracts attention.

Ivan N. Fraver, Shillington inventor, won a verdict of \$79,250 in federal court in Pittsburgh in a suit against the Studebaker Corporation. Fraver is known as a motion picture theatre lessee and operator. He had a theatre in Shillington, Pa., one in Robeson, Pa., and others in various locations for more than 20 years.

Hallowe'en has come and gone, and managers are feeling easier again. Hallowe'en midnight shows were staged in several houses.

Virginia Richmond

Si Fabian, Lou Golding, and Nat Lapkin were in from New York. . . . Latton Ives, Park manager, was recuperating from an operation at Grace Hospital.

Douglas Taussig, 20th-Fox exploiter, was in helping Dan Wilkinson on "The Snows of Kilimanjaro," State. . . . Bob Coulter, Byrd manager, was among the thousands who drove up to Charlottesville for the game between Duke and Virginia.

Daniel W. Driskill, Syracuse University, succeeded Ben Moomaw as manager, Byrd, Arlington. . . . Vera Coleman Wilkinson, former member, Neighborhood Theatre, Inc., office staff, gave birth to a baby girl at the Retreat for the Sick.

Among the promotion arranged by Syd Zins and Dan Wilkinson for "Walk East On Beacon" was an essay contest through WRVA, with the winner receiving a trip to Washington; one-sheets on all "A" boards of the local army and air force recruiting office, and window displays in camera shops.

Alfred Hall, new manager, Arlington, Arlington, was formerly connected with a Washington circuit. Raymond Malloy has been transferred to the Ashton from the Buckingham, being replaced

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 North 13th) Nov. 12, 2:30, "April In Paris" (Doris Day, Ray Bolger, Claude Dauphin) (Technicolor).

RKO—(250 North 13th) Nov. 13, 2:30, "Face To Face" (James Mason, Gene Lockhart, Marjorie Steele, Robert Preston).

MGM—(1233 Summer) Nov. 17, 2, "Above And Beyond" (Robert Taylor, Eleanor Parker, James Whitmore); 18, 2, "The Bad and The Beautiful" (Lana Turner, Kirk Douglas, Walter Pidgeon); 21, 2, "The Desperate Search" (Howard Keel, Jane Greer, Patricia Medina).

by W. W. Candler, manager, Arlington. . . . Richmond's old theatrical landmark the Bijou, where we started in show business, is being razed to make room for a bus station.

Russell Booker resigned as assistant manager, Fabian's National, to return to college.

A certain downtown manager made a trip all the way to Petersburg the other day to see a certain stage show, and found out on arrival that the attraction was booked for the following day. . . . Bob Coulter had a special midnight show at the Byrd, consisting of "Bubbles" Becker's stage show and a preview of "Bloodhounds of Broadway."

Joe Brecheen, RKO branch manager, was in for conferences with Sam Bendheim, Jr., general manager, Neighborhood Theatre, Inc. . . . Joe Beard, veteran member, stagehands local, died in Medical College Hospital as the result of injuries received when he was struck by a bus. He is survived by a wife, daughter, and three sons.

Mrs. Gordon Culley, wife of the assistant manager, State, attended a medical convention in Indianapolis. . . . Mr. and Mrs. Morton G. Thalheimer returned from a visit to New York City. . . . Gertrude Coulter, Byrd, was in Florida on vacation. . . . Mrs. Robert Coulter, wife of the Byrd manager, was visiting relatives in Ohio.

Frances Harrell is the new assistant manager, Bluebird, Petersburg. . . . William Crummett, manager, Ridge Drive-In, Charlottesville, is the proud daddy of a baby boy. . . . Mrs. Alma Pettus, Berlo candy counter attendant, State, was in Stuart Circle Hospital for treatments. Jane Barton is substituting.

Harper Davis replaced Archie Bryant on the State staff. . . . Sam Pulliam, Grand manager, added Helen Dunn to his concession staff.

—S. T.

Variety Club Tent 13, Philadelphia

Pledges for the camp for underprivileged children are coming along nicely, and may surpass last year's. Full cooperation of all local theatres, both circuits and many independents, has been assured. . . . "The Steel Trap" was screened through the courtesy of 20th-Fox.

COLUMBIA

Hangman's Knot

OUTDOOR
MELODRAMA
84M.

(Color by Technicolor)

ESTIMATE: Okeh action entry.

CAST: Randolph Scott, Donna Reed, Claude Jarman, Jr., Frank Faylen, Glenn Langan, Richard Denning, Lee Marvin, Jeanette Nolan, Clem Bevans, Ray Teal, Guinn Williams, Monte Blue, John Call, Reed Howes. Produced by Harry Joe Brown; written and directed by Roy Huggins.

STORY: In 1865, Major Randolph Scott and a band of Confederate soldiers dressed as civilians rob a Union army stage. From one of the wounded they learn that the war is over. Scott decides to take the gold to the south to be returned but renegade vigilantes pursue them. They commandeer a stage in which army nurse Donna Reed is riding, but are soon forced to abandon this for a stagecoach station, where they hold off the renegades. When Lee Marvin makes a rough play for Reed, there is a fight, and Marvin is killed. The renegades fight amongst themselves. In the midst of a rainstorm, Scott and his men fight in the open. The crooks are dispersed, and Scott and Claude Jarman, Jr., are the only survivors. They ride off with the gold, Scott promising to return.

X-RAY: This has the Scott draw, which is generally considerable, the necessary amount of shooting and action, and a slight romance, plus the Technicolor, so the results should be okeh in spots that draw with the outdoor material. Direction and production are up to the usual standard.

TIP ON BIDDING: Fair program price.

AD LINES: "When Lynch Law Held Nevada In A Noose"; "This Great Gun-fighter Took The Woman In His Arms, The Law In His Hands"; "It Happened When A Killer With A Rope Ruled Nevada."

Voodoo Tiger

ADVENTURE DRAMA
67M.

ESTIMATE: Okeh series entry for the lower half.

CAST: Johnny Weissmüller, Jean Bryon, James Seay, Jeanne Dean, Charles Horvath, Robert Bray, Michael Fox, Rick Vallin, Paul Hoffman, Richard Kipling, Fredric Berest, William R. Klein, Alex Montoya, John Carson, Tamba. Produced by Sam Katzman; directed by Spencer G. Bennett.

STORY: Johnny "Jungle Jim" Weissmuller is acting as guide for a British researcher, Jean Bryon, when he comes upon a voodoo human sacrifice. He breaks it up but witch doctor Charles Horvath has it in for him, Horvath goes into jungle with his cohorts, and Weissmuller receives orders to meet a government plane. On the plane is American army major Bob Bray, on a mission to apprehend war criminal Michael Fox, and also find out from him the location of a valuable collection of paintings. Weissmuller leads an expedition to Fox's trading post, but before they can take him back with them, three international art thieves, headed by James Seay, intervene, and lock up Weissmuller and the expedition. In the meantime, Fox has gone to the air strip, and, under duress, has forced the pilot to take the plane inland. The plane crashes in Headhunter's valley. The passengers are saved only by the fact that there is a trained tiger aboard whose mistress the superstitious natives take for a goddess. Meanwhile, Weissmuller has escaped, and

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comes after the plane to find the survivors. Seay is also after the survivors, especially Fox. He engages Horvath as a guide, and knowing that Weissmuller will come through the same way, he sets a trap. The chimp, Tamba, saves the company. Weissmuller finds the survivors, and attempts to free them but is captured, and forced to fight a lioness. Seay kills the witch doctor, and escapes with Fox, and Weissmuller captures Fox before the natives kill the others. Weissmuller and party are safe, and Fox confesses all.

X-RAY: With action, thrills, animal fights, voodoo, and "Jungle Jim", this should please on the lower half. It is in sepia. The story and screen play are by Samuel Newman. This bears Legion of Decency "B" rating.

TIP ON BIDDING: Lowest bracket.

AD LINES: "'Jungle Jim' Fights Bare-Handedly With a Lioness"; "Voodoo Sacrifice In Dark Africa"; "'Jungle Jim' Captures A War Criminal In The Jungle."

LIPPERT

Scotland Yard Inspector MELODRAMA
(5202) 79M.

(English-made)

ESTIMATE: For the duallers.

CAST: Cesar Romero, Lois Maxwell, Bernadette O'Farrell, Geoffrey Keen, Campbell Singer, Alistair Hunter, Mary MacKenzie, Frank Birch, Wensley Pithey, Reed De Rouen, Lloyd Lamble, Peter Swanwick. Produced by Anthony Hinds; directed by Sam Newfield.

STORY: American writer Cesar Romero, fog-bound in London, meets Bernadette O'Farrell, whose brother is mysteriously murdered, and decides to help her. Trail leads to night club owner Lois Maxwell movie producer Geoffrey Keen, inventor Lloyd Lamble, and others, with it becoming apparent that the dead brother tried to blackmail Keen because of information dealing with a mysterious death and fire. Romero forces the issue despite the disinterest of the police, and eventually brings Maxwell and Keen to their just ends, the latter falling to his death and Maxwell electrocuted in a car smash.

X-RAY: Short on action except in the closing sequences, this will fit into the duallers. The Romero name may help on the marquee, and Maxwell has been seen on this side, too. The film isn't particularly suspenseful, but it keeps moving, for the most part. The dialogue is generally understandable. The story is by Orville Hampton.

AD LINES: "A Shock Sock Story"; "A Hard Hitting Yank Almost Meets His Match"; "Dead In A London Fog . . . And The Murderer Still At Large."

Tromba The Tiger Man MELODRAMA
(5201) 63M.

(German-made)

(Dubbed English dialogue)

ESTIMATE: Import will fit into the lower half.

CAST: Rene Deltgen, Angelika Hauff, Gustav Knuth, Hilde Weissner, Grethe Weiser, Gardy Granass, Adrian Hoven. Directed by Helmut Weiss.

STORY: Famed German tiger trainer Rene Deltgen, with a hypnotic spell over the big cats, comes back to the circus owned by Hilde Weissner, who had been a performer with a trapeze act until her husband was killed in it, and the latter's brother, Gustav Knuth, believing himself responsible, took to drink. Actually, Deltgen, jealous of Weissner, was the cause. Weissner's daughter, Gardy Granass, with the circus in her blood, gets Knuth to train her as a trapeze artist, using an assumed name. Deltgen meets Granass, and says he will make a new act with her. Deltgen's former flame, Angelika Hauff, a trapeze artist, who is pregnant because of him, grows jealous. When Hauff is not able to go on, Granass does, and becomes a hit. Then, Deltgen goes on with his cats, but since he is unable to use the

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drugs which give him courage, one of the cats attacks him, and he dies. Granass clinches with her sweetheart, Adrian Hoven.

X-RAY: Made in West Germany, and using dubbed English dialogue, this has for its main asset some circus shots, with the famed Krone Circus as the background, and some suspenseful moments with tigers. As a result, circus fans and the kids may be interested. The dubbing, while disconcerting at first, gets less annoying as the picture progresses, and should be acceptable to audiences seeking a different type of film. Performances are adequate, with Granass especially pretty. As a novelty, this should fit into the lower half. The story is by Elizabeth Zimmerman and Helmut Weiss.

AD LINES: "Women And Tigers Under His Hypnotic Spell"; "Rip Roaring Circus Thrills"; "He Could Control Deadly Tigers . . . But Women Were Too Much For Him."

MGM

Plymouth Adventure (310)

DRAMA
104M.

(Color by Technicolor)

ESTIMATE: Picturization of voyage of Pilgrims deserves the best selling attention.

CAST: Spencer Tracy, Gene Tierney, Van Johnson, Leo Genn, Lloyd Bridges, Dawn Addams, Barry Jones, Noel Drayton, John Dehner, Rhys Williams, Tommy Ivo, Lowell Gilmore. Produced by Dore Schary; directed by Clarence Brown.

STORY: Spencer Tracy, master of the Mayflower, waits at Southampton, England, for the Pilgrims, farmers, weavers, dissenters, etc., and others who are to travel aboard the ship to the new world, America. Leading the group are carpenter Van Johnson; Leo Genn and wife, Gene Tierney; Barry Jones, wanted by the authorities for printing certain pamphlets; Dawn Addams, and others. The ship sails, accompanied by an escort vessel. Tracy becomes interested in Tierney, but she repels him. The escort vessel springs a leak, and both ships turn back. The Mayflower takes on all those who still wish to go, 102 persons, including crew, and again starts off. The voyage is lengthy, water and rations grow short, a storm almost wrecks the ship, a boy dies, and a baby is born, but land is finally reached after much suffering. However, instead of it being Virginia, where the passengers thought they were going, it is Cape Cod. Tracy had made a deal with Rhys Williams, who sought to profit by it. The Pilgrims decide to stay, and sign the Mayflower Compact. Tracy is to turn back, but Tierney pleads with him not to, since the ship is needed as a winter home. He indicates that if she is amenable, he will stay. Knowing she has a yen for Tracy but true to her husband, she commits suicide. Tracy then stays through the winter. The following spring, crops are beginning to grow, and Tracy, now a friend to all, returns to England.

X-RAY: Effort, taste, and money have been expended on this tale of a segment of American history, based on a story by Ernest Gebler, but the best boxoffice results won't come too easily. The film has names for the marquee, and opportunities for tieups galore. There is some romance, a terrific storm at sea, and other angles for the selling, plus the assistance from the Technicolor. Performances are able, with the cast naturally restrained by the historical parts they play. There will be probably some spots where the better sort of film is appreciated, that will

find the going easier but the others will have to get out and work for best returns. As far as the film goes, it ranks with the better accomplishments.

TIP ON BIDDING: Above average program price.

AD LINES: "The Great Adventure Of All Time . . . The Beginning Of America"; "It's Your Duty As An American . . . To See 'Plymouth Adventure'"; "The Amazing Story Of The First Great Americans."

Sky Full Of Moon (311)

DRAMA
73M.

ESTIMATE: Okeh programmer for the duallers.

CAST: Carleton Carpenter, Jan Sterling, Keenan Wynn, Robert Burton, Elaine Stewart, Emmett Lynn, Douglas Dumbrille, Sheb Wooley, Jonathan Cott. Produced by Sidney Franklin, Jr.; written and directed by Norman Foster.

STORY: Cowhand Carleton Carpenter, 21 and inexperienced both as to the big city and women, enters the rodeo in Las Vegas, Neb., finds he doesn't have enough money, and can't find work to make up the difference. Carpenter stops in at a gambling spot run by Keenan Wynn, and meets change girl Jan Sterling. Carpenter is lucky at the slot machines, and goes on with Sterling to make money in other spots. When Sterling tells him she hasn't enough money to get home to Kansas, he offers to split his winnings with her. He presses his luck, and loses until little dough is left. Sterling proposes that he use a drill to open a jackpot on a machine but with his last dollar he hits legitimately. The drill drops from his pocket, and he and Sterling speed away fearing arrest. After a wild ride, they reach the state line, and Carpenter proposes. She tells him to go to sleep, and she'll give him his answer when he gets up. He finds that she has left him, and that he has a ticket and money to get back to Las Vegas and enter the rodeo. He is thrown by the horse, and goes back to the ranch a sadder and wiser person, vowing to try again next year.

X-RAY: With a fairly interesting story that is a little different, this is for the duallers. Boy doesn't get girl, and the ending is not too happy from the conventional point of view, but it should make an adequate addition to the twin bills. Performances are good, the direction is suitable and the production good. Songs are "A Cowboy Had Ought To Be Single" and "Old Paint."

TIP ON BIDDING: Lowest bracket.

AD LINES: "A Cowboy And His Dreams"; "A Cowboy Plays With Lady Luck In Las Vegas"; "A Rodeo, A Pretty Gal, And A Young Cowboy Out For A Good Time."

MONOGRAM

Flat Top (5201)

MELODRAMA
85M.

(Cinecolor)

ESTIMATE: Naval air meller rates with the better numbers.

CAST: Sterling Hayden, Richard Carlson, Bill Phipps, John Bromfield, Keith Larsen, William Schallart, Todd Karns, Phyllis Coates, Dave Willock, Walter Coy. Produced by Walter Mirisch; directed by Lesley Selander.

STORY: In 1943, on a carrier in the Pacific, Sterling Hayden is the air group commander of some new airmen, with veteran Richard Carlson as his executive officer. Keith Larsen is grounded because of his stunting, and Carlson draws Hayden's ire because he mothers his men. The

men train, and go through two missions without any casualties. Finally, the carrier joins the Third Fleet, and the Japs attack. Several of the men are killed or wounded. On a day when Hayden and all the men are strafing nearby airfields, the Japs attack. Larsen is ordered to help ward them off until Hayden's group returns. Larsen proves his worth, and the Japs are routed.

X-RAY: Incorporating ace footage from the navy's film store, this exploitable war film should be able to account for itself with the proper selling. While it is of a familiar pattern, the performances, direction, and production are okeh, with the color heightening the combat footage, which is worked in well. Acting is standard, with Hayden, Carlson, and others about what is expected. No women appear in the film except for one flash, but it won't make much difference. Service films usually can attract when sold correctly. The story is by Steve Fisher.

AD LINES: "The Story Of A Great Ship"; "She Was The Queen Of The Pacific . . . And The Japs Found Out Why"; "The Story Of Men Who Risked Their Lives . . . On A 'Flat Top'."

No Holds Barred (5214)

COMEDY
66M.

ESTIMATE: Better "Bowery Boys" entry.

CAST: Leo Gorcey, Huntz Hall, Marjorie Reynolds, Bernard Gorcey, Leonard Penn, Henry Kulky, David Condon, Bennie Bartlett, Sandra Gould, Tim Ryan, Hombre Montana, "Brother" Frank Jares, Ted Christy, John Smith, Pat Fraley. Produced by Jerry Thomas; directed by William Beaudine.

STORY: Huntz Hall, hit on the head during a holdup, which brings about a head as hard as steel, accidentally gets into wrestling match with Hombre Montana, and wins accidentally. Montana's manager, Leonard Penn, tries to buy Hall, but Leo Gorcey arranges for training quarters to be opened at the rear of the sweet shop. They find that Hall has lost his power in his head, and that it has traveled to his finger, in time for the next bout. It then goes to his toes, his arms, too. When a rematch with Montana is arranged, Penn tries to find out where Hall has his power, with the help of Marjorie Reynolds, to no avail. Hall gets in the ring, the power has gone to the seat of his pants, and he wins again.

X-RAY: With amusing situations, this should get a good reaction from the series fans. The story, direction, production and cast are up to par, and the effort should make an okeh addition to the duallers. The screen play is by Tim Ryan, Jack Crutcher, and Bert Lawrence.

AD LINES: "The Country's Foremost Wrestlers Face 'The Bowery Boys'"; "They're Terrors In The Wrestling Ring"; "Action With 'The Bowery Boys', And Fun, too."

PARAMOUNT

Thunder In The East (5210)

MELODRAMA
97M.

ESTIMATE: Name strength will have to make the difference.

CAST: Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet, Cecil Kellaway, Mark Cavell, John Abbott, Philip Bourneuf, John Williams, Charlie Lung, Leonard Carey, Nelson Welch, Aram Katcher, Queenie Leonard, George Lewis, John Davidson, Trevor Ward. Produced by Everett Riskin; directed by Charles Vidor.

STORY: After India gains its independence from England, the small state of

Chandahar is being threatened by outlaws headed by Philip Bourneuf. The maharajah's secretary, Charles Boyer, a man of peace, refuses to buy machine guns from Alan Ladd. However, Boyer impounds the ammunition and weapons. Ladd meets blind English girl Deborah Kerr, and falls for her, but when Ladd wants a high price to take the British residents out on his plane, Kerr loses faith in him. The outlaws capture the city, and the British take refuge in the palace after Ladd's plane burns while he is attempting to take off. Ladd goes to Bourneuf, and gets a promise of a parley with Boyer, in return for which a plane is to take out the British. Boyer goes to Bourneuf, and the latter cuts off his hand. The plane comes, but it only carries out seven women. Kerr forgives Ladd, and the two are married. Boyer still refuses to allow the guns to be used, but, after a small boy is killed, gives in, and, as the outlaws break down the doors, they are all killed by machine guns, Ladd and Boyer leading the attack.

X-RAY: This has a four star draw but the story is considerably of a handicap so the results will depend on the marquee pull. Ladd has an unsympathetic role most of the way, but he does participate in some action. Calvet is wasted in a minor role, Kerr and others are competent, and Boyer steals the lion's share of the honors as a man of peace. While there are moments of suspense, the overall results are not what they should be. On the other hand, this does contain melodrama, action, and some romance. The story was written by Alan Moorehead.

TIP ON BIDDING: Fair program price.

AD LINES: "Thunder In The East" . . . Murder In The Wind"; "Terror In India . . . And Only One Man Could Save Them"; "He Was A Man Of Peace Until He Became A Man Of Action."

RKO

Androcles And The Lion

COMEDY
98M.

ESTIMATE: Will have strongest appeal for the art and class spots.

CAST: Jean Simmons, Alan Young, Victor Mature, Robert Newton, Maurice Evans, Elsa Lanchester, Reginald Gardner, Gene Lockhart, Alan Mowbray, Noel Willman, John Hoyt, Jim Backus, Lowell Gilmore. Produced by Gabriel Pascal; directed by Chester Erskine.

STORY: In 116 A.D., Christian tailor Alan "Androcles" Young flees with his wife Elsa Lanchester from the soldiers who seek to imprison him and other Christians. On the way, Young meets a lion, and pulls a thorn from its paw. The soldiers capture Young, and take him, noblewoman Jean Simmons, warrior Robert Newton, and other Christians to Rome, where they are all to be thrown to the lions. Roman officer Victor Mature falls for Simmons, and tries to get her to forget Christianity, and save her life, by marrying him, but she refuses. The games start, and Newton, a man of terrific strength, kills six gladiators, making Maurice "Caesar" Evans happy, so the latter frees all the Christians. However, since someone must be sacrificed to keep the populace happy, Young is chosen. The lion turns out to be the same one Young helped, so it refuses to eat him. This makes a hero of Young, and he convinces Evans that the lion is his friend. Newton takes a post with Evans' guard, Mature indicates that he will pursue his friendship with Simmons, and Young takes off with the lion.

X-RAY: Based on the George Bernard Shaw play, this has its moments but for the most part its appeal will be to the art and class spots. It contains comedy, with

an occasional touch of the religious, but it is the sort of thing which will have limited appeal in most areas. The names are there for the selling, with performances competent, and the comedy is broad on many occasions. Newton steals the dramatic scenes, with Simmons as attractive as ever, and Young okeh. The inclusion of the lions, vestal virgins, etc., will aid in the merchandising.

TIP ON BIDDING: Better than average program price for the art and class spots.

AD LINES: "George Bernard Shaw's Hit . . . Now A Treat On The Screen"; "He Offered Love For Her Life . . . But She Refused"; "Meet The Lion Tamer Of All Time . . . Androcles."

Montana Belle

OUTDOOR DRAMA
81M.

(Trucolor)

ESTIMATE: Name draw should help familiar outdoor show.

CAST: Jane Russell, Scott Brady, George Brent, Forrest Tucker, Andy Devine, Jack Litel, Ray Teal, Rory Mallinson, Roy Barcroft, Holly Bane, Ned Davenport, Dick Elliott, Eugene Roth, Stanley Andrews. Produced by Howard Welsch; directed by Allan Dwan.

STORY: When Scott Brady, one of the Dalton brothers, helps save Jane "Belle Starr" Russell from the law, the other members of the gang, his brothers, Rory Mallinson and Ray Teal, and Jack Lambert and Forrest Tucker are annoyed. Relations are strained. One day, the Daltons ride off for a job, to rob the safe of George Brent, saloon owner. Brent actually has set up a plant, urged by a reward offered by a banking protective group headed by John Litel. Because law officers find the hangout, Russell, Tucker, and Lambert feel that the Daltons tipped off the sheriff, and decide to pull the Brent job before the others. The raid is a flop. Later, teamed with Tucker and Lambert, Russell goes out on her own, is successful as an outlaw, and comes back to Brent's saloon in more feminine attire. She attracts Brent, who suspects she is Starr, and he offers her a partnership. She accepts, and the two fall in love. Brady comes back jealous, and Brent beats him up before he is jailed. However, Russell and the others rescue him, and Russell then prepares to go to Mexico to await Brent so they can be married. This is found out, and Russell is forced to enter a deal with the combined outlaw gangs to get a million out of a local bank. The law is ready, however, and the outlaws are routed. Brent takes Starr away after she is wounded. The indications are that everything will turn out okeh.

X-RAY: There isn't anything here that hasn't been seen before, but there is Russell, the color, Daltons, and Starr angle add up as something that can be sold. Russell sings a song, and wears an abbreviated costume, and, while the color is mediocre at times, it adds to the lustre of the film. The story was written by M. Coates Webster and Howard Welsch. There is one song: "The Gilded Lily."

TIP ON BIDDING: Fair program price.

AD LINES: "'Montana Belle' . . . Queen Of The West"; "Belle Starr . . . Outlaw . . . Or A Woman In Love"; "They're Back . . . The Daltons . . . And Belle Starr . . . Raiding The West."

REPUBLIC

Ride The Man Down

WESTERN
90M.

(Trucolor)

ESTIMATE: Satisfactory outdoor action show.

CAST: Brian Donlevy, Rod Cameron, Ella Raines, Forrest Tucker, Barbara Britton, Chill Wills, J. Carrol Naish, Jim Davis, Taylor Holmes, James Bell, Al Caudebec, Roydon Clark, Roy Barcroft, Douglas Kennedy, Chris Pin Martin, Jack La Rue, Claire Carleton. Produced and directed by Joseph Kane.

STORY: In 1892, Rod Cameron, foreman of a 700,000 acre ranch, announces upon the death of the owner, that he intends to keep it intact for legal heirs James Bell, weak brother of the dead man, and the dead owner's daughter, Ella Raines. Waiting to pounce upon the kingdom are Raines' fiance, Forrest Tucker, neighboring ranch owner, and Brian Donlevy, who owns another ranch. Donlevy's henchman, Roy Barcroft, forces Cameron to go to sheriff J. Carrol Naish, who sides with the others. Cameron meets more trouble when his fiancée, Barbara Britton, daughter of storekeeper Taylor Holmes, threatens to break with him. Cameron's men, Chill Wills, Al Caudebec, and Roydon Clark, help him, and the fight reaches a climax when Paul Fix, squatter, and Jack La Rue, an accomplice, murder Bell. Tucker and Donlevy use Cameron's attempt to avenge the murder to make him an outlaw, but Naish tries to intervene, and sends for a U. S. marshal to settle things. Cameron settles the score with Tucker, Britton's behavior ends Cameron's love for her, Raines breaks with Tucker, and she and Cameron come together after she saves his life.

X-RAY: An okeh cast and better than average marquee value help put across this action-filled outdoor action yarn. The story is interesting, the direction and production in the better class, and the Trucolor okeh. The film should appeal to the action houses. The screen play is by Mary McCall, Jr., based on The Saturday Evening Post story by Luke Short.

AD LINES: "Strong Men And Proudful Women Caught In The Greed And Lust Of A Land War"; "Luke Short's Story Of Fighting Men"; "When Bold Men Fought For An Empire Of Vengeance."

The WAC From Walla Walla (5123)

COMEDY
83M.

ESTIMATE: Okeh programmer for the duallers.

CAST: Judy Canova, Stephen Dunne, George Cleveland, June Vincent, Irene Ryan, Roy Barcroft, Allen Jenkins, George Chandler, Elizabeth Slifer, Thurston Hall, Sarah Spencer, Dick Wessel, Pattee Chapman and the Republic Rhythm Riders. Produced by Sidney Picker; directed by William Witney.

STORY: On the night Judy Canova is born, a bolt of lightning smashes the statue of her great grandfather in the city square. Thurston Hall, head of the family that has feuded with the Canova clan for three generations, thinks it should be replaced by a statue of his family. George Cleveland, Canova's grandpa, prevents the statue from being erected. Meanwhile, he has taken the pieces of his ancestor home in an attempt to put them together. Cleveland's attempts to restore the statue are thwarted when Canova innocently manages its destruction a number of times. By the time Cleveland completes the job for the third time, she has grown up, and has fallen in love with one of the opposing clan, Stephen Dunne, who encourages her to enlist in the WACS. She is stationed near him. She bungles through basic training, and June Vincent, out to take Dunne away, manages to make her look worse. However, Canova uncovers a plot to steal top secret

information from the army, and eventually turns the crooks over to the army. For her services, she gets a decoration and a big welcome in her home town. The feud is ended by the erection of two statues on the city square.

X-RAY: This should fit into the duallers okeh. It makes no pretensions to greatness, and fills the bill for this type of show. There are moments of comedy along the line, a suspenseful sequence with a guided missile, and songs to help. The screen play is by Arthur T. Horman. Songs are: "Lovey", "If Only Dreams Came True", "Boy, Oh Boy", and "The Song Of The Women's Army Corps."

AD LINES: "See What Happens When A Small Town Girl Joins The WACS"; "Judy Canova In A Hilarious Chase With A Guided Missile"; "Judy Canova Captures A Gang Of Spies."

20TH-FOX

Bloodhounds of Broadway (236)

COMEDY
WITH MUSIC
91M.

(Color by Technicolor)

ESTIMATE: Pleasing musical.

CAST: Mitzi Gaynor, Scott Brady, Mitzi Green, Marguerite Chapman, Michael O'Shea, Wally Vernon, Henry Slate, George E. Stone, Edwin Max, Richard Allan, Sharon Baird, Ralph Volkie, Charles Buchinski, Timothy Carey, William Walker, Paul Wexler, Alfred Mizner, Emile Meyer. Produced by George Jessel; directed by Harmon Jones.

STORY: When a crime investigating committee gets too hot, Broadway bookie Scott Brady goes south, out of reach of process servers. When the heat is off, thanks to some favorable testimony from his girl, night club singer Marguerite Chapman, Brady drives back, loses his way in Georgia, and finds backwoods gal Mitzi Gaynor. She helps him out of a scrape, and Brady determines to bring her north for her education. When he lands back on Broadway, and has his friend, Mitzi Green, dress her up, he discovers that Gaynor isn't just a little girl but considerably more. He encourages her along dancing and singing lines, drawing the jealousy of Chapman, who threatens to tell all to a new investigating committee unless he loses interest in Gaynor. One thing leads to another, Brady and pals hide out, and Chapman decides to spill the beans. However, Gaynor, aided by the bloodhounds, finds Brady, and gets him to cooperate for a light sentence. After he serves his term, he started a night club with Gaynor as the star and his former bookie associates as waiters, etc.

X-RAY: A light musical, backed by a good performance by Gaynor, who shows up well, this should find general satisfaction. The story, with screen play by Sy Gomberg, based on the Damon Runyon characters, is the usual backstage thing, with slight deviation, but it is played for laughs, and, while not as formidable as some song and dance shows does carry a measure of entertainment. Brady is adequate, while Mitzi Green, Wally Vernon, Henry Slate and others aid in the comedy division. Songs include "Bye Low", "Jack O'Diamonds", "I Got A Feelin' You're Foolin'", "I Wish I Knew", and "80 Miles Outside of Atlanta."

TIP ON BIDDING: Fair program price.

AD LINES: "Broadway Big Shot . . . Falls For Little Town Girl"; "A New Star . . . Mitzi Gaynor . . . Will Thrill You In 'Bloodhounds Of Broadway'"; "Damon Runyon's Guys And Gals Were Never Funnier Than In 'Bloodhounds Of Broadway'."

My Pal Gus (233)

COMEDY DRAMA
83M.

ESTIMATE: Fair programmer.

CAST: Richard Widmark, Joanne Dru, Audrey Totter, George Winslow, Joan Banks, Regis Toomey, Ludwig Donath, Ann Morrison, Lisa Golm, Christopher Olsen, Robert Foulk, Mimi Gibson, Franklyn Farnum. Produced by Stanley Rubin; directed by Robert Parrish.

STORY: Richard Widmark, who became wealthy the hard way, has a problem child in his young son, George Winslow, largely because Audrey Totter, Widmark's wife, left soon after Winslow was born. Widmark places Winslow in a play school run by Joanne Dru, and he is attracted to her. She like Widmark but finds it difficult to adjust herself to his mania for making money. However, he changes his views on parenthood, and she consents to marry him. At the same time, Winslow improves considerably. Totter, from whom Widmark had received a Mexican divorce, shows up, and asks Widmark for money. He learns then that his divorce is not legal. Rather than give Totter the satisfaction of settling, he decides to fight it out in court. The suit develops into a dirty mess, with Dru brought into it. Widmark wins the suit, but the court gives Winslow to Totter, who really doesn't want him. Dru breaks off with Widmark. At the final moment, when Widmark takes Winslow to Totter, he realizes that his son is more important than all his money. He offers Totter a deal, practically everything he has, for his son, and walks out to the lad and the waiting arms of Dru.

X-RAY: Touching on problems of children and parents, this has a new slant but it bogs down in the conclusion, which is quite at variance with the handling of the rest of the picture. Widmark is convincing as the father who doesn't understand what it is to be a father, Dru is sympathetic as a teacher, and Totter hard enough as the scheming wife. This offers tieups with educational and school groups, and there are enough laughs strewn along the way for most audiences. There is also a good plug for bon bons thrown in, which will allow for tieups with the extra profits department. All in all, with the Widmark and Dru names, plus the Winslow gravel voice, this does offer opportunities for the selling. The story is by Fay and Michael Kanin.

TIP ON BIDDING: Fair program price.

AD LINES: "He Was Top Man . . . But Not To The Girl He Loved"; "Success As A Business Man But A Failure As A Father"; "Pop Went To School . . . And Learned His Lesson."

Pony Soldier (237)

OUTDOOR DRAMA
83M.

(Color by Technicolor)

ESTIMATE: Good outdoor show.

CAST: Tyrone Power, Cameron Mitchell, Thomas Gomez, Penny Edwards, Robert Horton, Anthony Earl Numkena, Adeline De Walt Reynolds, Howard Petrie, Stuart Randall, Richard Shackleton, James Hayward, Muriel Landers, Frank De Kova, Louis Heminger. Produced by Samuel G. Engel; directed by Joseph M. Newman.

STORY: In 1876, Royal Canadian Mounted Police inspector Howard Petrie learns from former Indian half breed scout Thomas Gomez that the Crees have crossed the border into the United States, have fought with the cavalry, and have been defeated. It becomes the job of constable Tyrone Power to go with Gomez to bring back not only the tribe but two white prisoners, Penny Edwards and Robert Horton, captured as hostages. Power gets to the tribe, and, despite the

enmity of Indian Cameron Mitchell, makes some headway. He also befriends and adopts small Indian boy Anthony Numkena. Eventually, Power works with chief Stuart Randall, and gets the Indians to return on the promise of food, etc. Mitchell attempts to capture Edwards after some skuldruggery by Horton, but, with the aid of the chief and Numkena, Power conquers all odds, and the trek back to Canada continues.

X-RAY: Well above the usual run of outdoor shows, this seems headed for the better money. Although it covers familiar Indian ground, it has several angles which set it apart, the Mounties, the dignity of the Indians, and a touching relationship between Power and the Indian boy. These all should prove boxoffice assets. This should not be sold as just another outdoor show, as it has angles which make it able to be merchandised along different lines. The action starts at the beginning, and, while the pace slows down somewhat, it is always satisfactory. Power is good as the constable, and all others okeh in their roles. This is based on The Saturday Evening Post story by Garnett Weston.

TIP ON BIDDING: Good program price.

AD LINES: "One Man . . . Against Thousands of Indians"; "He Had Only His Red Coat And His Duty . . . But He Brought Thousands To Justice"; "See The Strange Friendship Of A Mountie And A Small Indian Boy."

U-International

It Grows On Trees (303)

COMEDY
84M.

ESTIMATE: Name draw will have to make the difference.

CAST: Irene Dunne, Dean Jagger, Joan Evans, Richard Crenna, Edith Meiser, Sandy Descher, Dee Pollock, Les Tremayne, Malcolm Lee Beggs, Forrest Lewis, Frank Ferguson, Bob Sweeney. Produced by Leonard Goldstein; directed by Arthur Lubin.

STORY: Accountant Dean Jagger, wife, Irene Dunne, and children Joan Evans, Dee Pollock, and Sandy Descher find it hard to break even, the budget being strained. Dunne buys two trees, plants them, and at the same time, \$5 and \$10 mysteriously turn up. Honest Jagger figures they belong to someone else, but Dunne soon learns that the money grows on the two trees. She accumulates the money, without telling Jagger. While he is away on business, she spends some of the money renovating, and writes to Washington, D. C., on its legality. Treasury executive Les Tremayne, thinking the tree money a gag, tells her it is legal to spend it, and members of the Agriculture and Internal Revenue departments give advice, also. Jagger gets in a jam when some of the money given him by Dunne crumbles like dead leaves. The secret eventually comes out, headlines are made, newspapermen, etc., make a madhouse out of everything, and the government men come around. Dunne proves her point, but eventually sells the trees to the government after they pay all her expenses. Peace comes to household. Then a lamp, looking like Aladdin's, arrives as the film ends.

X-RAY: With one basic theme, this is funny for a while but then turns toward the silly side, with the film suffering. There just isn't enough of a story theme to go around, and, after a while, this gets repetitious. However, the idea lends itself to exploitation, and the Dunne draw may help. Performances are about as expected,

with Dunne, Jagger, and others adequate. The story and screen play are by Leonard Praskins and Barney Slater.

TIP ON BIDDING: Fair program price.

AD LINES: "Money Grew On Trees . . . But Then Came Trouble"; "Need Money . . . Plant A Money Tree"; "Irene Dunne Raises Her Own Money . . . In 'It Grows On Trees'."

FOREIGN

The Berliner

SATIRE
80M.

(Burstyn)

(German-made)

(English titles and narration)

ESTIMATE: Minor German import.

CAST: Gert Frobe, Aribert Wascher, Tatjana Sais, Ute Sielisch, O. E. Hasse, Werner Ohlschlager, Hans Deppe, Erwin Biegel, Herbert Weissbach. An Alf Teichs production; produced by Gunther Neumann; directed by R. H. Stemmle.

STORY: In 2050, the commentator asks the audience to tune in via TV sets on a 100-year-old film, the story of Gert "Otto Averageman" Frobe and his life in Berlin in the 1950's. Frobe, a veteran, is trying to return home but is delayed by red tape, a woman, and zone barriers. His determination gets him back to his home but he finds it occupied by Aribert Wascher and Tatjana Sais, carrying on illegal business. They permit Frobe to stay in a room made uncomfortable by the lack of two walls. With little money and a determination to stay away from shady businesses, Frobe proceeds to pawn all his possessions. Finally, he decides to go to work but he is not successful, and becomes confused by the political struggle in Berlin and a situation in which the women outnumber the men. The one woman for Frobe is the damsel who in dreams serves him pastry. When he meets her in the flesh, they rush to be married. The difficult times lead to disharmony in his life with Ute Sielisch. Later, Frobe gets into a fight, after which he is about to be buried. However, he awakens from the dead in time to say that the average man can not be killed, and that fear, egotism, indifference, and hate must be buried in his stead.

X-RAY: This satire on German life falls flat. There is a good idea but it comes through amateurishly, lacking subtlety and wit to be effective. The screen story is by Gunther Neumann with the narration by Henry Morgan. Frobe gives a good performance. There are two songs: "When Will We Fight Against Fighting" and "A Thousand Hearts Search For Love."

AD LINES: "A View Of Our World 100 Years From Now"; "Laugh With Mr. Average Man Of Today's Germany"; "Henry Morgan Laughs At The World . . . In 'The Berliner'."

Father's Dilemma

FARCE
80M.

(Davis)

(Italian-made)

(English titles and narration)

ESTIMATE: Highly amusing Italian import.

CAST: Aldo Fabrizi, Gaby Moray, Adriana Mazzotti, Ludmilla Dudarova, Enrico Viarisio, Jean Tissier. Produced by Salvo D'Angelo; directed by Alessandro Blasetti.

STORY: Candy shop owner Aldo Fabrizi awakens on Easter morning to find that the dressmaker has not as yet delivered his daughter's communion dress. He decides to save time by going for it himself in his new car, which he doesn't drive

well. He encounters unfriendly truck drivers and unsympathetic traffic police, and, finally, arrives to pick up the dress only to have the car refuse to start. He has to take the crowded bus, and gets into an argument. He gives the package to a bystander to hold while he settles the argument, and the parcel and man disappear. He tries to buy a neighbor's dress but a pretty adult neighbor on whom Fabrizi has had his eye arrives with a white party dress which can be altered. Fabrizi rushes off to the church to delay the ceremonies, to small avail. He returns, and fights with his wife, and realizes he has been a conceited, selfish person. At this point the dress arrives along with the bystander who traced the owner through the dressmaker, and they all rush off to church.

X-RAY: This import is loaded with comedy and amusing situations. It is almost breathless in pace, and the cast does much to put across the simple story, with Fabrizi carrying much of the load. It should please fans at art and specialty spots, to say nothing of Italian-speaking populates. The story and screen play are by Cesare Zavattini.

AD LINES: "Father Was In Trouble With Everyone"; "Father's Troubles Make For Wonderful Comedy"; "Forget Your Own Troubles And Concentrate On Father."

The Force of Destiny OPERATIC DRAMA

(La Forza Del Destino) 100M.

(Screen Art Sales)

(Italian-made) (English narration)

ESTIMATE: Condensed opera should appeal to music lovers.

CAST: Nelly Corradi, Gino Sinimberghi, Tito Gobbi, Giulio Neri, Mira Vargas, Vito De Tarranto, Fausto Tomei, John Kirz-miller, and the orchestra and chorus of the Rome Opera House. Arranged and conducted by Gabriele Santini. Produced and directed by Carmine Gallome.

STORY: Nelly "Leonora" Corradi is in love with Gino "Don Alvaro" Sinimberghi, but her father, Fausto Tomei does not approve. The elopement of Corradi and Sinimberghi is attempted, and Tomei dies. The lovers escape, but are separated. Tomei's son, Tito Gobbi, is sworn to revenge his father's death. In the meantime, Corradi, thinking Sinimberghi dead, lives as a hermit in a mountain cave. Gobbi joins the army, and, on the battlefield, meets Sinimberghi. Since both are using assumed names, they become firm friends. When Sinimberghi is wounded, his delirium causes him to reveal his true identity to Gobbi. Upon his recovery, Gobbi challenges him to a duel. Gobbi is badly wounded, and Sinimberghi flees the country, entering a monastery. Gobbi seeks him out, and again challenges him to a duel, but Sinimberghi refuses due to his vows. He is taunted into the fight, but, unknown to both lover and brother, Corradi lives in a cave near the monastery. During the duel, Gobbi is fatally wounded. Corradi rushes to her brother's assistance, Gobbi stabs her, and dies. She lies in Sinimberghi's arms, fatally wounded, and receives the blessing of the monastery.

X-RAY: This may appeal to opera lovers. Some fine voices heighten the impact of one of Giuseppe Verdi's best operas. The music conveys the tragic implications of the drama with finesse, and the harmonic pattern has versatility and richness. Although the opera loses some of its power, and, perhaps, will not satisfy completely the most discriminating music lover, the overall effect is not displeasing. An English narration and explanation accompanies the opera, taken from the drama by Angelo Saavedra.

AD LINES: "Verdi's Great Opera On The Screen"; "A Cast Of Great Opera Stars In The Famous Italian Opera, 'La Forza Del Destino'"; "Powerful Music, Tragic Drama, Glorious Voices."

The Gods of Bali

DOCUMENTARY
61M.

(Classic)

(Filmed in Bali) (English narration)

ESTIMATE: Interesting Balinese film can be exploited.

CAST: Taken on location under the direction of Robert Snyder. Narration written by Sydney Carroll, and spoken by John Rodney.

STORY: Bali teems with life, color, and movement, and described is the life-cycle of the Balinese, their rituals, ceremonies, dances, music, and symbols. The endurance of the dancers during their exercises is astounding, and the music of the gamelan, gongs, chimes, and chants provide a background. The camera follows the Balinese through their many celebrations to the magnificent cremation ceremony. Death in the land of Bali is a very happy occasion, for the people believe in an after life.

X-RAY: Here is captured the splendor of the ceremonials of Bali but the editing is awkward and unbalanced. The quaint oriental dances should leave art house audiences fascinated, and the exotic scenes and splendor of the rituals are rarely seen. This film is best suited to the art houses.

AD LINES: "Ritual Love Dances . . . Beautiful Native Women . . . Dazzling Festivals"; "An Exotic Journey Into The Land Of The Gods"; "All The Fabled Luxury Of The Orient."

Trip To America

MUSICAL COMEDY
DRAMA

75M.

(Lewis)

(French-made) (English titles)

ESTIMATE: Pleasant light French comedy for the art spots.

CAST: Yvonne Printemps, Pierre Fresnay, Oliver Hussenot, Jane Morlet, Lisette Le Bon, Claude Laydu. Produced and directed by Henri Lavorel.

STORY: Pierre Fresnay and Yvonne Printemps, small town French couple, live a simple life. Their daughter had married an American, and had gone back to his country. Fresnay and Printemps plan for the day when they can take a trip to America but various things prevent it. In a light fashion, the film shows how much a faraway journey can affect the lives of people who have sunk their roots into the soil. The childlike enthusiasm of Printemps and Fresnay on their first big trip stamps provinciality all over them, and the contrast with seasoned travelers provides some comic moments. Happily, they return from America to their little town, their garden, their friends, and the local intrigues.

X-RAY: There isn't much to this in the way of plot or situation. It does not pretend to be anything but a fanciful glimpse of a provincial town and two of its citizens. The sincerity and quietness provide a proper vehicle for the light music of Francis Poulenc, one of the celebrated group of advanced French composers, and Jacques Fevrier joins M. Poulenc in the musical accompaniment. Written by Henri Lavorel and Roland Laudenbach, this is material for the class spots. Heard is "Sailors Sail The World Wide Over".

AD LINES: "A Delightful Comedy"; "The Music Of Francis Poulenc In . . . 'Trip To America'"; "A Charming Light View Of French Life."

The Shorts Parade

THREE REEL

Biography

RICHARD PEARSON HOBSON. UA—Medal of Honor. 26½m. With Steve Broidy in the title role, this tells the story behind the bravery of Lieutenant R. P. Hobson, who, with a small volunteer crew, blocked Santiago Harbor during the Spanish-American War by setting a freighter at the bottleneck of the harbor, and scuttling it. During his escape, he is picked up by a Spanish ship, and made a prisoner. His mission, however, is successful. The Spanish fleet comes out of the harbor single file, and is destroyed. Broidy is later returned in an exchange of prisoners, and is rewarded with The Medal of Honor. **GOOD.**

JULIUS LANGBEIN. UA—Medal of Honor. 26½m. Dee Pollack is Julius Langbein, a 14-year-old, several times tries to enlist in the Union army during the Civil War, and finally wins his mother's permission to go in as a drummer boy. After some training, his company enters battle, and he sees his wounded officer-friend left on the field. He refuses to flee, and helps get him to a hospital, saving his life. He then goes off to fight with gun in hand. **GOOD.**

JOSEPH C. RODRIGUEZ. UA—Medal of Honor. 27½m. Larry Craine plays the part of Joseph Rodriguez, who, in Korea, when an assault on a Communist position is being held back by enemy fire, fired grenades effectively, and silences machine gun nests. He returns for more grenades several times, and wipes out the enemy bottleneck. **GOOD.**

DR. MARY WALKER. UA—Medal of Honor. 26m. Andrea King portrays a heroic doctor, the only woman to receive the Medal of Honor. The urgent need for doctors during the Civil War and the intervention of General Sherman cause Dr. Walker to be assigned to front line hospitals. She works with the wounded. When the company is called to retreat she refuses to leave her patients, and is captured by the Confederates. She gains their respect, too, by her impartial ministering to their wounded. In a later exchange, she is sent back to her company. General Sherman and the Union Army express their thankfulness. **GOOD.**

TWO REEL

Dramatic

OKLAHOMA OUTLAWS. Warners—Classics Of The Screen. 20m. When first reviewed in *THE SERVICESECTION* of October, 1943, it was said: "Robert Shayne, Juniata Stark, and Charles Middleton are in this feature western in miniature, and it represents an accomplishment, for, in 20 minutes, producer Gordon Hollingshead and director B. Reeves Eason have packed in all the thrills one would see in a feature version. The story is that of the Oklahoma land rush in 1893, the Sooners, etc., with the Kincaid-McCord feud getting attention, and the city of Tulsa being born. The editing makes the picture, which proceeds at a fast pace. **EXCELLENT.**" (9102).

Novelty

CAUTION, DANGER AHEAD. RKO—Specials. 15m. Emphasized is the problem of good highway construction and bad driving habits. Shown is the progress already made in fitting highways for the

present traffic needs and the work to be done to supply adequate facilities for the growing number of vehicles on the roads. The careless driving habits of some people only add to existing problems on the highways of the nation. **FAIR.** (33103).

PRISONERS OF THE TOWER. Baker-Brill. 17m. The story of the Tower of London is told in the voice of one supposedly executed there. Shown are the quaint yeomen of the guard and the camera travels around the old fortress. Seen are the former torture chambers, the rooms once occupied by historical figures before their beheading, and the crown jewels of England. Some heads severed at the Tower are preserved in mummified form. **GOOD.**

THE STRANGER LEFT NO CARD. Meteor. 23m. Alan Badel arrives in a small English town in fantastic costume, and causes quite a stir among young and old alike. Within a week, he is accepted as a harmless character. Shortly thereafter, he pays a visit to a leading citizen, and commences to show him all kinds of tricks. Badel finally reveals himself as a man sent to prison unjustly by his host, and kills him. He doffs his beard, outlandish clothes, etc., and emerges unnoticed in ordinary attire, his appearance considerably altered. He heads for the railroad station with a small bag containing among other things some of the distinctive confetti he used to throw around. It seems to be the perfect crime until a youngster discovers the confetti leaking from the bag, and a constable is standing by. **EXCELLENT.**

Serial

SON OF GERONIMO. Columbia Serial, 15 episodes. Clay Moore, Bud Osborne, Tommy Farrell, Rodd Redwing, Marshall Reed, Eileen Rowe, John Crawford, Zon Murray, Rick Vallin, Lyle Talbot, Chief Yowlachie. Produced by Sam Katzman, directed by Spencer G. Bennett, Chapter One, "War Of Vengeance". 24m. Columbia comes up with a serial natural in this cowboy-and-Indian opus pitting outlaws against Apaches, with the cavalry to the rescue; and with action all the way. Cavalry trouble shooter Clay Moore befriends Rodd Redwing, son of Chief "Geronimo" Yowlachie, but Redwing refuses to take him on a peace mission to his father. Later, Moore rides to the rescue of a wagon train fighting an Indian attack. Renegade John Crawford kills a man, and steals his wagon, and Redwing and the Apaches capture Eileen Rowe and her brother, Tommy Farrell, while they were on their way to the stockade. The Indians place them in a wagon, which they set afire, and send it hurtling down toward the stockade. Given typical western feature production, this shapes up as better than the average for this type of film fare, and especially on Saturday matinees it should prove its worth. The story and screen play are by George H. Plympton, Royal K. Cole, and Arthur Hoerl. **GOOD.**

ONE REEL

Color Cartoons

A DAY AT THE ZOO. Warners—Blue Ribbon Hit Parades. 7m. When first reviewed in *THE SERVICESECTION* of March, 1939, it was said: "Leonard Schlesinger sends his ace commentator to Kalama Zoo, and what he did not see, the artists who accompanied him did, with the result a cartoon far above average. From the opening statement of locale, to the finale, where the pestered lion indicates the whereabouts of the pesterer, it is one continuous belly-laugh. **EXCELLENT.**" (9304).

THE EARLY WORM GETS THE BIRD. Warners—Blue Ribbon Hit Parades. 7m. When reviewed in *THE SERVICESECTION* of October, 1943, this was already a reissue, and it was said: "This shows what happens to the early bird which gets up to find the worm. The fox almost gets it, but the worm helps out. **GOOD.**" (9303).

MICE CAPADES. Paramount—Herman And Katnip Cartoons. 7m. A band of crafty mice led by Herman are starving because of a nasty cat. Herman makes the cat think that some vinegar he swallowed was poison. With a heavenly atmosphere, the mice don harps and wings to threaten the cat with the fiery furnace unless he feeds the starving mice. Discovering the scheme, the cat turns a gun on the mice, but Herman makes the gun backfire. The cat's ghost serves the mice their feast. **GOOD.** (H12-1).

SHUTEYE POPEYE. Paramount—Pop-eye Cartoons. 6m. Popeye's foghorn snoring annoys a little mouse. The mouse tries to give Popeye a bad time, but he never gets the upper hand until he is rejuvenated with vitamin-filled spinach. With his new strength, the mouse throws Popeye into the mouse hole and goes to sleep, snoring in his master's bed. **FAIR.** (E12-1).

THE SUPER SNOOPER. Warners—Merrie Melodies. 7m. Daffy Duck is a private eye out on a case, and his chief suspect is a damsel crazy about him. He tries to pin the crime on her only to find he is in the wrong house. Finally, he catches the real criminal with the damsel hot on his trail. **GOOD.** (9704).

TERRY BEARS IN THRIFTY CUBS. 20th Century-Fox—Terrytoons. 7m. The factory gate opens, and Papa Bear comes out with his pay envelope. The cubs meet him, and proceed to draw him away from such lures as a trick necktie, zoot suit, and a robot butler. At home, papa dreams that the robot butler not only takes all his money but also robs the cubs' piggy bank. Awakened by the cubs, papa enrolls for payroll savings bonds. **FAIR.** (5302).

TREE FOR TWO. Warners—Merrie Melodies. 7m. In order to show off to an admirer, a dog sets out to beat up a cat. Little does he know, however, that a leopard is in the neighborhood. The bully comes out the worse in a scrape with the escapee but both the bully and his admirer think that a little alley cat is doing the damage. The little dog finishes off the alley cat, and becomes the neighborhood bully. **FAIR.** (9703).

TRUE BOO. Paramount—Casper Cartoons. 7m. It's Christmas, and Casper, the Friendly Ghost, goes out to make friends. A little boy braves his friendship, and in return Casper turns a number of ordinary objects into toys for Christmas. When Casper is turned out of the house, the youngster cries until his mother invites him back. Happy, they all celebrate the holiday. **GOOD.** (B12-1).

TWO WEEKS VACATION. RKO—Walt Disney Cartoons. 6m. Goofy waits anxiously for the clock to strike so that he can leave the office for his vacation. When the time comes, he dashes to his car and what he expects to be a time of rest. His car gets a flat, and an enterprising mechanic sells him a new motor. Unable to find a motel, he drives on exhausted until a strike of luck puts him in jail, where he finds some rest. **FAIR.** (34103).

(Continued on page 3412)

National Release Dates, Production Numbers On '51-'52, '52-'53 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1951-52, and 1952-53 product, accurate to time of publication—Ed.)

Allied Artists

AA20	The Highwayman	Aug. '51
AA21	Disc Jockey	Sept. '51
AA22	Battle Zone	Sept. 28
AA23	Torpedo Alley	Nov. 30
AA24	Kansas Pacific	Dec.

Columbia

(For 1951-52 listing, see page 3558)

501	Affair In Trinidad	Sept.
502	Captain Pirate	Aug.
503	Rainbow 'Round My Shoulder	Sept.
504	Last Train From Bombay	Aug.
505	Strange Fascination	
506	The Happy Time	
507	Assignment—Paris	Oct.
508	The Golden Hawk	Oct.
509	The Clouded Yellow	Aug.
510	The Mine With The Iron Door	Sept.
	Hangman's Knot	Nov.
	Voodoo Tiger	Nov.
	Blue Canadian Rockies	Nov.
	Ladies Of The Chorus	Nov.

Lippert

(For 1951-52 listing, see page 3358)

5201	Tromba, The Tiger Man	Nov.
5202	Scotland Yard Inspector	Oct.
5203	Mr. Walkie Talkie	Nov.
5204	Gambler and the Lady	Nov.
5205	Johnny The Giant Killer	Feb.
5206	I'll Get You	Dec.
5207	The Tall Texan	Dec.

Re-releases

5209	Great White Hunter	Dec.
5210	Captain Kidd	Dec.

Metro-Goldwyn-Mayer

(For 1951-52 listing, see page 3358)

301	The Merry Widow	Sept.
302	The Devil Makes Three	Sept.
303	My Man And I	Sept.
304	Because You're Mine	Oct.
305	Apache War Smoke	Oct.
306	Everything I Have Is Yours	Oct.
307	Ivanhoe	
308	The Prisoner Of Zenda	Nov.
309	The Hour Of 13	Nov.
310	Plymouth Adventure	Nov.
311	Sky Full Of Moon	Dec.
312	Million Dollar Mermaid	Dec.

Monogram

5201	Flot Top	Nov. 12
5202	Hiawatha	Dec. 28
5203	Wagons West	July 6
5204	The Rose Bowl Story	Aug. 24
5205	Wild Stallion	May 18
5207	African Treasure	May 25
5208	Jungle Girl	Dec. 9
5209	Desert Pursuit	May 6
5210	Arctic Flight	Oct. 19
5211	Hold That Line	Mar. 23
5212	Here Come The Marines	June 15
5213	Feudln' Fools	Sept. 21
5214	No Holds Barred	Nov. 23
5215	Jet Job	Apr. 13
5216	Army Bound	Oct. 5
5217	The Steel Fist	Jan. 6
5218	Sea Tiger	July 27
5220	Gold Fever	June 8
5221	Yukon Gold	Aug. 10
5222	Timber Wolf	
5223	The Longhorn	Nov. 25
5224	Waco	Feb. 24
5225	Kansas Territory	Apr. 20
5226	Fargo	Sept. 7
5241	Texas City	Jan. 13
5242	The Man From Black Hills	Mar. 2
5243	Dead Man's Trail	July 20
5244	Canyon Ambush	Oct. 12
5251	Night Raiders	Feb. 3
5252	The Gunman	Apr. 6

220	Wait 'Til The Sun Shines, Nellie	July
5253	Montana Incident	Aug. 17
5254	Wyoming Roundup	Nov. 9
5299	Aladdin And His Lamp	Jan. 20

Paramount

(For 1951-52 listing, see page 3358)

5201	Just For You	Sept.
5202	Caribbean	Sept.
5203	Somebody Loves Me	Oct.
5204	Hurricane Smith	Oct.
5205	The Turning Point	Nov.
5206	The Savage	Nov.
5207	The Blazing Forest	Dec.
5208	Cleopatra (Reissue)	Dec.
5209	Road To Bali	Jan.
5210	Thunder In The East	Jan.
5211	Tropic Zone	Jan.
5212	The Stooge	
5213	Come Back Little Sheba	Feb.
5214	The Stars Are Singing	Mar.
5215	Pleasure Island	Mar.

RKO

(For 1951-52 listing, see page 3358)

301	One Minute To Zero	Aug.
302	Beware My Lovely	Aug.
303	Faithful City	Aug.
304	The Lusty Men	Nov.
305	Under The Red Sea	Oct.
306	Captive Women	
	Face To Face	Nov.
	Montana Belle	Nov.
361	The Big Sky	Aug.
362	Sudden Fear	Aug.
391	Story Of Robin Hood	July
	Andrococles And The Lion	Oct.
	Blackbeard, The Pirate	Dec.
	Hans Christian Andersen	Dec.
	Never Wave At A Wac	Jan.
	The Bystander	Jan.
	Peter Pan	Feb.
	Beautiful But Dangerous	Feb.

(Re-releases)

381	Look Who's Laughing	Aug.
382	Too Many Girls	Aug.
383	Annie Oakley	Sept.
384	Allegheny Uprising	Sept.

Republic

(For 1950-51 listing, see page 3358)

(1951-52)

5101	Adventures Of Captain Fabion	Oct.
5102	The Sea Hornet	Nov.
5103	The Wild Blue Yonder	Dec.
5104	Lady Possessed	Jan.
5105	Hoodlum Empire	Apr.
5106	I Dream Of Jeanie	June
5107	Woman Of The North Country	Aug.
5108	The Quiet Man	Sept.
5109	Toughest Man In Arizona	Oct.
5121	Honeychile	Oct.
5122	Oklahoma Annie	Apr.
5123	A Wac From Walla Walla	Oct.
5124	Havana Rose	Sept.
5125	The Fabulous Senorita	Apr.
5126	Tropical Heat Wave	Oct.
5127	This Is Korea!	Aug.
5128	Gobs And Gals	May
5129	Bal Tabarin	June
5130	Street Bandits	Nov.
5131	Woman In The Dark	Jan.
5141	Colorado Sundown	Feb.
5142	The Last Musketeer	Mar.
5143	Border Saddlemates	Apr.
5144	Old Oklahoma Plains	July
5145	South Pacific Trail	Oct.
5151	South Of Caliente	Oct.
5152	Pals Of The Golden West	Dec.
5171	Leadville Gunslinger	Mar.
5172	Black Hills Ambush	May
5173	Thundering Caravans	July
5174	Desperadoes' Outpost	Oct.
	Ride The Man Down	Nov.
	Thunderbirds	Nov.

20th Century-Fox

201	The Model And The Marriage Broker	Jan.
202	Japanese War Bride	Jan.
203	David And Bathsheba	Feb.
204	Phone Call From A Stranger	Feb.
205	Decision Before Dawn	Jan.
206	Viva Zapata!	Mar.
207	Red Skies Of Montana	Feb.
208	Five Fingers	Mar.
209	Return Of The Texan	Mar.
210	With A Song In My Heart	Apr.
211	The Pride Of St. Louis	Apr.
212	Rose Of Cimarron	Apr.
213	Belles On Their Toes	May
214	Down Among The Sheltering Palms	
215	Deadline—U. S. A.	May
216	Outcasts Of Poker Flat	May
217	Kangaroo	June
218	Lady In The Iron Mask	June
219	Lydia Bailey	June

221	We're Not Married	July
222	Diplomatic Courier	July
223	Dreamboat	Aug.
224	Don't Bother to Knock	Aug.
225	Les Miserables	Aug.
226	What Price Glory	Aug.
227	Lure Of The Wilderness	Sept.
228	O'Henry's Full House	Sept.
229	Way Of A Gaucho	Oct.
230	Monkey Business	Sept.
231	My Wife's Best Friend	Oct.
232	The Steel Trap	Nov.
233	My Pal Gus	
234	The Thief Of Venice	Dec.
235	Night Without Sleep	Nov.
236	Bloodhounds Of Broadway	Nov.
237	Pony Soldier	Nov.
238	Something For The Birds	Oct.
247	The Snows Of Kilimanjaro	Oct.

(Reissues)

252	Laura	May
253	This Above All	May
255	Leave Her To Heaven	June
256	The Rains Came	June
257	To the Shores of Tripoli	July
258	The Black Swan	July

United Artists

(The name of the producer follows the title)

	High Noon (Kramer)	July
	Actors and Sin (Kuller)	July
	The Lady Vanishes (Hitchcock)	July
	Cry The Beloved Country (Lopert)	Aug.
	Island Of Desire (Rose)	Aug.
	Park Row (Fuller)	Aug.
	It's In The Bag (Skirball)	Sept.
	Guest Wife (Skirball)	Sept.
	Untamed Women (Jewell)	Sept.
	The Lady Vanishes (Hitchcock)	Sept.
	The Ring (King)	Sept.
	The Thief (Popkin)	Oct.
	Limelight (Chaplin)	Oct.
	The Glass Wall (Shane-Tors)	Nov.
	Monsoon (Film Group)	Nov.
	Outpost In Malaya (Pinnacle)	Dec.
	Kansas City Confidential (Small)	Dec.
	Breaking Through The Sound Barrier (Lopert)	Jan.

Universal-International

201	Cave Of Outlaws	Nov.
202	The Lady Pays Off	Nov.
203	The Raging Tide	Nov.
204	The Strange Door	Dec.
205	Meet Danny Wilson	Feb.
206	Week-End With Father	Dec.
207	Flame Of Araby	Jan.
208	Bright Victory	Jan.
209	The Treasure Of Lost Canyon	Mar.
210	Here Come The Nelsons	Feb.
211	Finders Keepers	Jan.
212	Bend Of The River	Feb.
213	The Cimarron Kid	Jan.
214	Flesh And Fury	Mar.
215	Steel Town	Mar.
216	Ma And Pa Kettle At The Fair	Apr.
217	The Battle At Apache Pass	Apr.
218	The Red Ball Express	May
219	Bronco Buster	May
220	No Room For The Groom	May
221	Ivory Hunter	June
222	Scarlet Angel	June
223	Just Across The Street	June
224	Francis Goes To West Point	July
225	Sally And Saint Anne	July
226	Has Anybody Seen My Gal	July
227	The World In His Arms	Aug.
228	The Duel At Silver Creek	Aug.
229	Lost In Alaska	Aug.
230	Untamed Frontier	Sept.
231	Son Of Ali Baba	Sept.
232	Bonzo Goes To College	Sept.
233	Willie And Joe Back At The Front	Oct.
234	Yankee Buccaneer	Oct.
235	Horizons West	Oct.
280	The Lavender Hill Mob	Nov.
281	The Browning Version	Nov.
282	The Man In The White Suit	Apr.
283	Island Rescue	Aug.
284	The Stranger In Between	Sept.
285	The Promoter	Oct.

(End 1951-52)

(1952-53)

301	The Raiders	Nov.
302	Because Of You	Nov.
303	It Grows On Trees	Nov.
304	The Black Castle	Dec.
305	Against All Flags	Dec.
306	The Lawless Breed	Jan.
307	Meet Me At The Fair	Jan.
308	City Beneath The Sea	
309	The Redhead From Wyoming	Jan.
380	Something Money Can't Buy	

Warners

(For 1951-52 listing, see page 3359)

201	Big Jim McLain	Sept.
202	The Crimson Pirate	Sept.
203	The Miracle Of Our Lady Of Fatima	Oct.
204	Springfield Rifle	Oct.
205	Operation Secret	Nov.
206	The Iron Mistress	Nov.

ALPHABETICAL GUIDE To 130 Features Reviewed Since The Aug. 27 Issue

(This Index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A	
AFFAIR IN TRINIDAD—98m.—Columbia	3365
ALLEGHENY UPRISING—81m.—RKO	3369
AMAZING MONSIEUR FABRE, THE—89m.—Futter	3383
ANDROCLES AND THE LION—98m.—RKO	3407
ANGELO IN THE CROWD—82m.—Continental	3400
ANNIE OAKLEY—91m.—RKO	3370
APACHE WAR SMOKE—67m.—MGM	3381
ARMY BOUND—61m.—Monogram	3368
ASSIGNMENT—PARIS—85m.—Columbia	3365
B	
BEAUTY AND THE DEVIL—95m.—Davis	3373
BECAUSE OF YOU—95m.—U-I	3391
BECAUSE YOU'RE MINE—103m.—MGM	3367
BELA LUGOSI MEETS A BROOKLYN GORILLA— 74m.—Realtart	3386
BERLINER, THE—80m.—Burstyn	3409
BEWARE MY LOVELY—77m.—RKO	3370
BIG JIM McLAIN—90m.—Warners	3372
BIG SKY, THE—122m.—RKO	3370
BLACK CASTLE, THE—81m.—U-I	3399
BLAZING FOREST, THE—91m.—Paramount	3389
BLOODHOUNDS OF BROADWAY—91m.—20th-Fox	3408
BONZO GOES TO COLLEGE—79½m.—U-I	3372
BRANDY FOR THE PARSON—75m.—Mayer-Kingsley	3383
C	
CADETS OF GUASCOGNA, THE—103m.—Continental	3400
CANYON AMBUSH—53m.—Monogram	3398
CAPTAIN BLACK JACK—90m.—Classic	3373
CAPTAIN PIRATE—85m.—Columbia	3365
CAPTIVE WOMEN—65m.—RKO	3390
CARIBBEAN—97m.—Paramount	3369
CASQUE D'OR, THE STORY OF A BLONDE—95m.— —Discina	3384
CLOUDED YELLOW, THE—89m.—Columbia	3366
CRIMSON PIRATE, THE—104m.—Warners	3373
CURTAIN UP—93m.—Rank	3384
D	
DANCE HALL GIRLS—67m.—Bell	3384
DANGEROUS ASSIGNMENT—67m.—Famous	3374
DEATH OF AN ANGEL—65m.—Famous	3384
DESPERADOES' OUTPOST—54m.—Republic	3398
DEVIL MAKES THREE, THE—89m.—MGM	3367

E	
EIGHT IRON MEN—82m.—Columbia	3397
EVERYTHING I HAVE IS YOURS—91m.—MGM	3389
F	
FAITHFUL CITY—86m.—RKO	3370
FARGO—69m.—Monogram	3381
FATHER'S DILEMMA—80m.—Arthur Davis	3409
FEUDIN' FOOLS—63m.—Monogram	3368
FLAT TOP—85m.—Monogram	3406
FLOWERS OF ST. FRANCIS—80m.—Burstyn	3401
FORCE OF DESTINY, THE—100m.—Screen Arts Sales	3409
FOUR POSTER, THE—103m.—Columbia	3397
FRENCH WAY, THE—74m.—Manor	3384
G	
GODS OF BALI, THE—61m.—Classic	3409
GOLDEN HAWK, THE—84m.—Columbia	3366
GRAND CONCERT, THE—100m.—Artkino	3385
GUEST WIFE—87m.—UA	3372
H	
HANGMAN'S KNOT—84m.—Columbia	3405
HAPPY TIME, THE—94m.—Columbia	3366
HORIZONS WEST—81m.—U-I	3383
HOOR OF 13, THE—78m.—MGM	3389
HURRICANE SMITH—90m.—Paramount	3381
I	
I BELIEVE IN YOU—96m.—Rank	3385
IRON MISTRESS, THE—110m.—Warners	3400
IT GROWS ON TREES—84m.—U-I	3408
IT'S IN THE BAG—87m.—UA	3372
J	
JUST FOR YOU—104m.—Paramount	3369
L	
LADIES OF THE CHORUS—61m.—Columbia	3397
LADY GODIVA RIDES AGAIN—98m.—London	3385
LADY VANISHES, THE—95m.—UA	3372
LAST MISSION, THE—81m.—Finos	3401
LAST TRAIN FROM BOMBAY—72m.—Columbia	3366
LIMELIGHT—141m.—United Artists	3399
LOOK WHO'S LAUGHING—79m.—RKO	3370
LUSTY MEN, THE—113m.—RKO	3390
M	
MAGIC BOX, THE—98m.—Mayer-Kingsley	3401
MAGIC SWORD, THE—90m.—Ellis	3401
MERRY WIDOW, THE—105m.—MGM	3367
MERRY WIVES OF WINDSOR, THE—92m.— Central Cinema	3402
MINE WITH THE IRON DOOR, THE—66m.—Columbia	3366
MIRACLE OF OUR LADY OF FATIMA, THE—102m.— —WB	3373
MONKEY BUSINESS—97m.—20th-Fox	3371
MONTANA BELLE—81m.—RKO	3407
MONTANA INCIDENT—54m.—Monogram	3368
MR. DENNING DRIVES NORTH—93m.—London	3385
MY MAN AND I—99m.—MGM	3368
MY PAL GUS—83m.—20th-Fox	3408
MY WIFE'S BEST FRIEND—87m.—20th-Fox	3391
N	
NEW CHINA, THE—103m.—Artkino	3402

NIGHT WITHOUT SLEEP—77m.—20th-Fox	3391
NO HOLDS BARRED—66m.—Monogram	3406
O	
ONE MINUTE TO ZERO—105m.—RKO	3371
OPERATION SECRET—108m.—Warners	3400
ORIENTAL EVIL—65m.—Classic	3386
P	
PIRATE SUBMARINE—69m.—Lippert	3367
PLYMOUTH ADVENTURE—102m.—Metro	3406
PONY SOLDIER—83m.—20th-Fox	3408
PRISONER OF ZENDA, THE—101 MGM	3397
PROMOTER, THE—88m.—U-I	3385
R	
RAIDERS, THE—80m.—U-I	3399
RAINBOW 'ROUND MY SHOULDER—78m.—Columbia	3366
RIDE THE MAN DOWN—90m.—Republic	3407
ROBINSON CRUSOEELAND—82m.—France-London	3386
S	
SAVAGE, THE—94m.—Paramount	3382
SAVAGE TRIANGLE—112m.—Burstyn	3402
SCOTLAND YARD INSPECTOR—79m.—Lippert	3405
SEEDS OF DESTRUCTION—83m.—Astor	3374
SKY FULL OF MOON—73m.—Metro	3406
SNOWS OF KILIMANJARO, THE—114m.—20th-Fox	3382
SOMEBODY LOVES ME—97m.—Paramount	3366
SOMETHING FOR THE BIRDS—82m.—20th-Fox	3399
SPRINGFIELD RIFLE—93m.—Warners	3392
STEEL TRAP, THE—87m.—20th-Fox	3399
STOOGES, THE—100m.—Paramount	3398
STORY OF ROBIN HOOD, THE—83m.—RKO	3371
STRANGE FASCINATION—81m.—Columbia	3389
STRANGE ONES, THE—98m.—Kingsley-Mayer	3374
SUDDEN FEAR—110m.—RKO	3371
T	
TARAS SHEVCHENKO—102m.—Artkino	3386
THIEF, THE—85m.—UA	3382
THUNDER IN THE EAST—97m.—Paramount	3406
TOO MANY GIRLS—85m.—RKO	3371
TOUGHEST MAN IN ARIZONA—90m.—Republic	3398
TRIP TO AMERICA—75m.—Lewis	3409
TROMBA, THE TIGER MAN—63m.—Lippert	3405
TROPICAL HEAT WAVE—74m.—Republic	3390
TURNING POINT, THE—84½m.—Paramount	3382
U	
UNDER THE RED SEA—67m.—RKO	3390
V	
VOODOO TIGER—67m.—Columbia	3405
W	
WAC FROM WALLA WALLA, THE—83m.—Republic	3407
WAGON TEAM—61m.—Columbia	3381
WAY OF A GAUCHO—91m.—20th-Fox	3391
WILLIE AND JOE IN BACK AT THE FRONT— 87m.—U-I	3383
Y	
YANKEE BUCCANEER—86m.—U-I	3383
YUKON GOLD—62m.—Monogram	3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

The Shorts Parade

(Continued from page 3410)

Comedy

SO YOU WANT TO WEAR THE PANTS. Warners—Joe McDoakes Comedies. 10m. Joe McDoakes and his wife are having an argument over who works the hardest. As a solution, they visit a psychiatrist, who transposes their respective personalities through hypnotism. He goes to work with his wife's voice and mannerisms, and the wife stays at home with hubby's voice and personality. This leads to some amusing situations. GOOD. (9402).

Musical

JUNIOR JIVE BOMBERS. Warners—Melody Master Bands. 10m. When first reviewed in THE SERVESECTION of June, 1944, it was said: "Rating among the best in this series, this shows how kid music students evolve into jam sessionists at the town sugar bowl, and later jazz up a classical concert at their school. It follows them to a radio appearance, a stage appearance, and, finally, to a junior prom, where plenty of jitterbugging sets the reel truly jumping. LeRoy Prince's direction lifts the reel out of the usual band classification. Song numbers heard are: 'Second Hungarian Rhapsody' jazzed up; 'Working Our Way Through College', and 'Mutiny In The Nursery.' EXCELLENT." (9802).

Novelty

THE LITTLEST EXPERT ON YESTERDAY'S CHAMPIONS. Paramount—Toppers. 10m. A summary of past greats in sports, this is told in the awkward, yet amusing language of a youngster. Little Charlie Hankinson's narration along with some old newsreel clips bring back Christy Mathewson, Jack Johnson, Jim Jeffries, etc. The adolescent commentary becomes a bit monotonous. FAIR. (M12-2).

LOG JAM. RKO—Screenliners. 9m. Shown are some exciting scenes in the business of logging. Each spring, the lumber cut during the winter must be floated downstream. In the course of the journey down the river, a number of log jams result, and men must poke the logs to set them loose. If that doesn't work, dynamite is used. FAIR. (34206).

PORPOISE ROUND-UP. RKO—Screenliners. 8m. The zoo under water is the attraction at Marineland, on Florida's east coast near St. Augustine. It is here that the fish swim freely in huge tanks, and visitors peer through portholes. A bell rung under water calls the porpoises to dinner. The strange sounds of the porpoises are caught by an underwater microphone, and finally, the porpoises are seen in a series of amazing tricks. GOOD. (34205).

Color Sports

UNFAMILIAR SPORTS. Warners—The Sports Parade. 10m. A glimpse is given of unusual sports. In Mexico, the sport of hanging upside down from the top of a tall pole; in Scotland, the old Gaelic game of caber tossing; in India, the skill of throwing a chaker or hoop; in California, a camel race, and, in Switzerland, a novel type of free for all wrestling. In Austria, the sport of skiaks is of special interest, a combination of ski and kayak, used for transportation in rough river rapids. FAIR. (9502).

Sports

KALAMAZOO KLOUTERS. 20th Century-Fox—Sports. 9m. Baseball has been feminized with the midwestern All-American Girls Baseball League. The gals learn the tricks of their new trade with the help of Jimmy Fox, former major league star, and try them out in games which keep the turnstiles clicking. The gals play a rugged and fast moving game while their huddies and beaus cheer them on. FAIR. (3205).

SPORTSMEN'S PLAYGROUND. RKO—Sportsopes. 8m. New Zealand's playground for sportsmen, South Island, provides good skiing spots, and Lake Tekapo is a mecca for ice-skaters. Hunting wild boar, deer stalking, and duck shooting provide fun for the huntsmen. Yachting, fishing, swimming, and aquaplaning are available in the summer climate around the North Island. FAIR. (34305).

file. Holidays and special events will be found at the bottom of this page. This chart is kept up-to-date by a staff following the

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS																																																																																																					
OCTOBER Assignment—Paris M. Toren, D. Andrews, G. Sanders The Golden Hawk R. Fleming, S. Hayden, J. Sutton (Technicolor)	OCTOBER Scotland Yard Inspector C. Romero, L. Maxwell (English-made)	OCTOBER Because You're Mine M. Lanza, D. Morrow, J. Whitmore, S. Byington (Technicolor) Everything I Have Is Yours M. and G. Champion, D. O'Keefe, M. Lewis (Technicolor) Apache War Smoke G. Roland, R. Horton, B. Ruick	OCTOBER Battle Zone J. Hodiak, L. Christian, S. McNally (AA) Army Bound S. Clements, K. Sharpe, S. Brodie Arctic Flight W. Morris, L. Albright Canyon Ambush, W J. M. Brown, P. Coates, D. Moore	OCTOBER Somebody Loves Me B. Hutton, R. Meeker, A. Jergens (Technicolor) Hurricane Smith Y. De Carlo, J. Ireland, F. Tucker (Technicolor)	OCTOBER Under The Red Sea H. Haas, L. Berli, J. Weidler (Foreign-made) The Lusty Men S. Hayward R. Mitchum, A. Kennedy	OCTOBER Toughest Man In Arizona V. Monroe, J. Leslie, V. Jory (Trucolor) Desperadoes R. Lane, C. Barrett Tropical Heat Wave R. Hutton, K. Miller South Pacific Trail, W R. Allen, Estelita The WAC From Walla Walla J. Canova, S. Dunne, J. Vincent	OCTOBER My Wife's Best Friend A. Baxter, M. Carey Way Of A Gaucho G. Tierney, R. Calhoun, R. Boone (Made in Argentina) (Technicolor) Something For The Birds V. Mature, P. Neal, E. Gwenn The Snows Of Kilimanjaro G. Peck, S. Hayward, A. Gardner (Technicolor)	OCTOBER The Thief R. Milland, R. Gam, M. Gabel (Popkin) Limelight C. Chaplin, C. Bloom, B. Keaton (Chaplin) (Pre-release engagements) Horizons West R. Ryan, J. Adams, R. Hudson (Technicolor) The Promoter A. Guinness, G. Johns, V. Hobson (English-made) (Rank)	OCTOBER Willie and Joe in Back At The Front T. Ewell, H. Lembeck, M. Blanchard Yankee Buccaneer J. Chandler, S. Brady, S. Ball (Technicolor) The Miracle Of Our Lady Of Fatima G. Roland, A. Clark, F. Silvera (WarnerColor) Springfield Rifle G. Cooper, P. Thaxter, D. Brian (WarnerColor)	OCTOBER The Iron Mistress A. Ladd, V. Mayo, J. Calleja (Technicolor) Operation Secret C. Wilde, S. Cochran, P. Thaxter Because Of You L. Young, J. Chandler, A. Nicol It Grows On Trees I. Dunne, D. Jagger, J. Evans The Raiders R. Conte, V. Lindfors, B. Britton (Technicolor)	NOVEMBER Hangman's Knot R. Scott, D. Reed, C. Jarman, Jr. (Technicolor) Voodoo Tiger J. Weismuller, J. Burkhardt, J. Dean Blue Canadian Rockies G. Autry, G. Davis, P. Buttram Ladies Of The Chorus M. Monroe, A. Jergens, R. Brooks (Reissue)	NOVEMBER Tromba, The Tiger Man Krone Circus (Foreign-made) Mr. Walkie Talkie W. Tracy, J. Sawyer	NOVEMBER Plymouth Adventure S. Tracy, G. Tierney, V. Johnson (Technicolor) The Prisoner Of Zenda S. Granger, D. Kerr, J. Mason (Technicolor) The Hour Of 13 P. Lawford, D. Addams (Made in England)	NOVEMBER Face To Face J. Mason, M. Steele, G. Lockhart, R. Preston Androcles and The Lion J. Simmons, R. Newton, A. Young, V. Mature Montana Belle J. Russell, G. Brent, S. Brady (Trucolor)	NOVEMBER The Savage C. Heston, P. Hanson, J. Taylor, S. Morrow (Technicolor) The Turning Point W. Holden, A. Smith, E. O'Brien Wyoming Roundup, W. W. Wilson, P. Coates, T. Farrell No Holds Barred Bowery Boys	NOVEMBER Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Trucolor) Thunderbirds J. Derek, J. Barrymore, Jr., M. Freeman, G. Evans	NOVEMBER Night Without Sleep L. Darnell, G. Merrill, H. Neff The Steel Trap J. Colton, T. Wright Bloodhounds Of Broadway M. Gaynor, S. Brady, M. Chapman (Technicolor) Pony Soldier T. Power, C. Mitchell, P. Edwards, T. Gamez (Technicolor)	NOVEMBER The Glass Wall V. Gassman, G. Graham, R. Raymond (Shane-Tors) Monsoon U. Thiess, G. Nader, D. Douglas (Made in India) (Technicolor)	NOVEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) (Pre-release engagements only) Outpost In Malaya C. Colbert, J. Hawkins (Stafford) (Made in Malaya) Babes In Bagdad P. Goddard, G. R. Lee, R. Ney (Danzinger)	NOVEMBER The Black Castle S. McNally, P. Corday, R. Green B. Karloff, L. Chaney Against All Flags E. Flynn, M. O'Hara, A. Quinn (Technicolor)	NOVEMBER The Thief Of Venice M. Montez, P. Christian, F. Marlowe (Made in Europe) My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Totter Stars And Stripes Forever C. Webb, R. Hussey, D. Paget (Technicolor)	NOVEMBER Blackbeard The Pirate R. Newton, L. Darnell, K. Andes (Technicolor) Hans Christian Andersen D. Kaye, Jeanmarie, F. Granger (Technicolor) (Goldwyn)	NOVEMBER The Blazing Forest J. Payne, A. Moorehead, (Technicolor) Cleopatra C. Colbert, W. William, H. Wilcox (Reissue)	NOVEMBER Hiawatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Jungle Girl J. Sheffield, K. Shorpe Kansas Pacific S. Hayden, E. Miller, B. McLene (Cinecolor) (AA)	NOVEMBER Million Dollar Mermaid E. Williams, V. Mature, W. Pidgeon (Technicolor) Sky Full Of Moon J. Sterling, C. Carpenter, K. Wynu	NOVEMBER Gambler and The Lady D. Clark, N. Chance (Foreign-made) I'll Get You G. Raft, S. Gray	NOVEMBER Eight Iron Men M. Costle, D. McMahon, B. Colleano Strange Fascination C. Moore, H. Haas, M. Barrie	DECEMBER Catlle Town D. Morgan, R. Moreno, P. Carey Abbott and Costello Meet Captain Kidd B. Abbott, L. Costello, C. Laughton, H. Brooke (SuperCinecolor)	DECEMBER The Devil—M. Auer, M. Bueford (Foreign-made) November—Inside Job—A. Curtis, A. Rutherford (Reissue) Mug Town—Dead End Kids (Reissue) My Death Is A Mockery—D. Huston, K. Byron (English-made)	DECEMBER Valley Of Missing Men, W. R. Lane, E. Waller, P. Coates The Thief Of Venice M. Montez, P. Christian, F. Marlowe (Made in Europe) My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Totter Stars And Stripes Forever C. Webb, R. Hussey, D. Paget (Technicolor)	DECEMBER The Thief Of Venice M. Montez, P. Christian, F. Marlowe (Made in Europe) My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Totter Stars And Stripes Forever C. Webb, R. Hussey, D. Paget (Technicolor)	DECEMBER The Thief Of Venice M. Montez, P. Christian, F. Marlowe (Made in Europe) My Pal Gus R. Widmark, J. Dru, G. 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in "RUBY GENTRY" Directed by KING VIDOR • A Bernhard-
Vidar presentation • Released by 20th Century-Fox

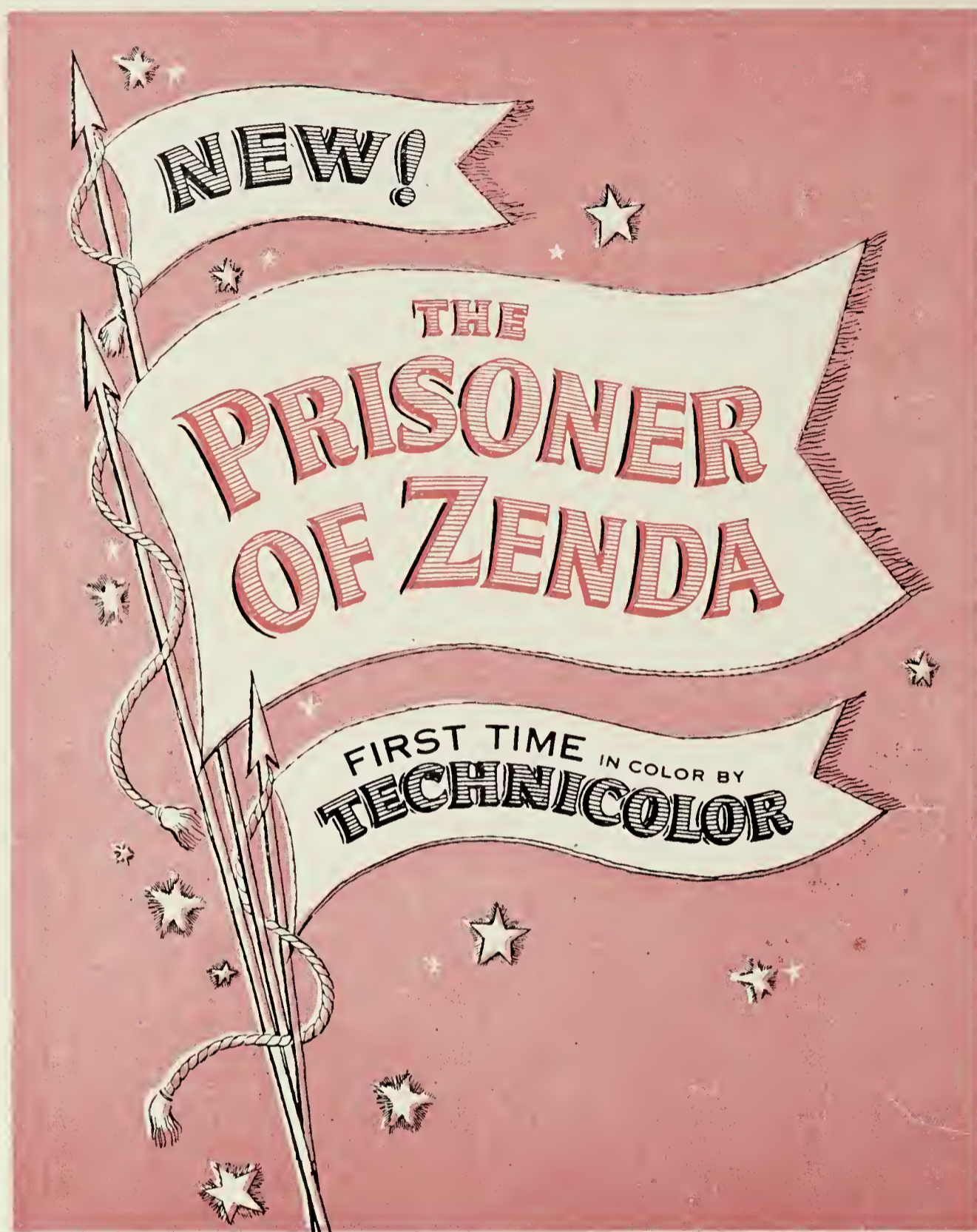
Number 2 NOVEMBER 12, 1952

Sections: Section One

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GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring PHYSICAL THEATRE



M-G-M's NEW
BOX-OFFICE GIANT!

The producers of the screen's greatest spectacles have done it again! The public which has packed theatres to see the wonders of "Quo Vadis," the magnitude of "Ivanhoe," now will revel in the spectacular excitement of the great adventure-romance **"THE PRISONER OF ZENDA."** In presenting this masterpiece of intrigue, love and daring for the first time in **TECHNICOLOR**, M-G-M stands ready to electrify the nation's movie-goers again with the kind of attraction they love!



M-G-M presents In Color By Technicolor "THE PRISONER OF ZENDA" starring STEWART GRANGER • DEBORAH KERR • Louis Calhern • Jane Greer • Lewis Stone • Robert Douglas and JAMES MASON as Rupert of Hentzau • Screen Play by John L. Balderston and Noel Langley • Adaptation by Wells Root from the novel by Anthony Hope and the dramatization by Edward Rose • Directed by Richard Thorpe • Produced by Pandro S. Berman.

TO THE LIST OF BIG HITS
PLAYING THE NATION'S TOP THEATRES

add → **Battle Zone**

FIRST RELEASE
from the **NEW ALLIED ARTISTS**
Booked Hot **IN ACE FIRST RUNS**
ACROSS THE NATION!

Check This List
and You'll See What We Mean!

- Los Angeles... First Run in 7 Houses • WARNERS HOLLYWOOD and WILTERN, PALACE, UNITED ARTISTS, CROWN, HUNTINGTON PARK and CAPITOL (They play big ones like "BEND OF THE RIVER")
- Boston... PARAMOUNT, FENWAY (Played Crosby's sock "JUST FOR YOU")
- Minneapolis... STATE (They went high with "HIGH NOON")
- Atlanta... PARAMOUNT (Just played "SNOWS OF KILIMANJARO")
- Indianapolis... INDIANA (Big with "ONE MINUTE TO ZERO")
- Milwaukee... Fox WISCONSIN (Big business with "MONKEY BUSINESS")
- Seattle... COLISEUM (Their style is "SON OF PALEFACE")
- Newark... RKO PROCTOR'S (Booking biggies like "SUDDEN FEAR")
- Denver... TABOR, ALADDIN, WEBER (Buying hits like "WORLD IN HIS ARMS")
- Chicago... RKO GRAND (Played hits like "DAVID AND BATHSHEBA")
- San Francisco... PARAMOUNT (Played "GREATEST SHOW ON EARTH")
- Omaha... ORPHEUM (Grosses up with "DON'T BOTHER TO KNOCK")
- St. Louis... ST. LOUIS (Housed "SNOWS OF KILIMANJARO")
- Providence... STRAND (Big enough for "GREATEST SHOW ON EARTH")
- Philadelphia... Warner STANTON (Did swell with "MY SIX CONVICTS")
- Portland... PARAMOUNT (Winning bidder for "SUDDEN FEAR")
- Cincinnati... RKO GRAND (Did big with "WHAT PRICE GLORY")
- Springfield... Warner CAPITOL (They like 'em like "HIGH NOON")
- Des Moines... PARAMOUNT (Went big with "BIG JIM McLAIN")

Walter Wanger's

Battle Zone

starring **JOHN HODIAK • STEPHEN McNALLY • LINDA CHRISTIAN**

with MARTIN MILNER • DAVE WILLOCK • Associate Producer WILLIAM A. CALIHAN, JR. • Directed by LESLEY SELANDER • Written by STEVE FISHER • An ALLIED ARTISTS Picture

In The FIRST PLACE

HOROSCOPE machines are making their appearance in some theatre lobbies. Managers probably use them to find out how business is going to be.



PLAYING an Italian double feature, an eastern manager not only sent out post cards written in Italian to a selected mailing list but also got on the stage when the pictures played, and greeted his audience in Italian. He spent a half hour declining offers of Italian dinners from delighted patrons, or so it says here.



GRABBING money from a cashiers' windows became so common in one mid-western city that the sills were lowered in the cashiers' booths.



BECAUSE he believed that both Republican and Democratic candidates for President should be given half-rates in a barber shop, in view of their receding hair line, the manager of a small southern theatre went a bit further when he announced that all bald headed men would be admitted free to his theatre on two nights.



IT JUST had to happen. A green-tinted chlorophyll popcorn was to be introduced at a popcorn convention this week, to be used presumably when Technicolor pictures are on the screen.

—H. M. M.

I N D E X

VOL. 49, No. 2 NOVEMBER 12, 1952

SECTION ONE

EDITORIAL	5
FEATURE ARTICLE—"ALLIED IS HOST TO THE PRESS"	6, 7
NEW YORK NEWS LETTER	10
THE INTERNATIONAL SCENE	14
THIS WAS THE WEEK WHEN	16
THE SCORE BOARD	19
PEOPLE	19
IN THE NEWSREELS	20
BETTER MANAGEMENT	21
THE TIP-OFF ON BUSINESS	22
PHYSICAL THEATRE	PT-1—PT-16

SECTION TWO

THE SERVISECTION	SS-1—SS-8
------------------------	-----------

THE COVER PHOTO

Loy Brooks, center, son of Municipal Judge Howard Brooks, appearing at the American Legion-sponsored Hawkeye State Day, poses with George Murphy, left, and Colonel William McCraw, executive director, Variety Clubs International, evidently taking no chances insofar as politics are concerned. While in Iowa, Murphy and McCraw spoke at a meeting of some 250 exhibitors and invited newsmen in Des Moines.

EXHIBITOR

VOL. 49, No. 2



NOVEMBER 12, 1952

The Tax Fight: New Phase

Now that the smoke and fury of the election campaign have disappeared, the industry battle for the elimination of the 20 per cent admission tax enters a new phase. Up to now, the job had been to hold meetings with Congressional candidates for a discussion of the repeal of the 20 per cent levy. The elections are history. The new job, therefore, is to find out exactly where the next Congress stands.

THE WORK done by the National Tax Repeal Campaign Committee, guided by Colonel H. A. Cole and Pat McGee, represents one of the more inspired endeavors of its kind in trade annals, a fact that has been pointed out before. Rarely has there been seen such a well documented, carefully planned campaign, one, incidentally, which helped swell the membership of COMPO to over 13,000 theatres.

But the major share of the problem is still to be done. Fortunately, the next President of the United States, Dwight D. Eisenhower, gave evidence during the many weeks of the political skirmishes that when the new Congress convenes a lessening of the tax burden will be in order.

ONE of the most potent weapons heard in the tax elimination campaign is for the exhibitor to use his own figures to convince his Congressmen just how unfair the tax is. Certainly, where taxes loom so large in operations in which the profits are so small or even unprofitable, revelations of this kind become an argument that speaks for itself.

IN ANY event, the trade's work is cut out for it, and it is to be expected that it will lose no time in acting.

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ALLIEDMAN JIM WATTS, LEFT, AND WIFE, OSAGE, IA., POSE WITH GEORGE MURPHY AND WILLIAM McCRAW AT THE MEETING IN DES MOINES.

Allied Is Host To The Press

The Iowa-Nebraska Unit Takes Its Editors To Lunch, And Promotes Some Institutional Good Will As Well



Al Myrick, Lake Park, Ia., president, Iowa-Nebraska Allied, has a pleasant confab with Murphy, Hollywood's good will representative.

NUMBERED among the more important institutional efforts within the industry during 1952 was the effort of Allied Independent Theatre Owners of Iowa and Nebraska, Inc., when members treated their local newspaper editors to a noon luncheon in Des Moines and later a first hand glimpse of the problems of the industry.

George Murphy, Hollywood's good will ambassador, and Colonel Bill McCraw, executive director, Variety Clubs International, were principal speakers at the affair, attended by more than 250 persons. Also present were Iowa Governor William S. Beardsley and Robert Larson, attorney-general.

Myron N. Blank, president, Central States Theatre Corporation, Des Moines, outlined the two most serious problems facing the industry, the need for repeal of the 20 per cent federal amusement tax and the 16mm. anti-trust suit that would

force the industry to turn over films for use by television. He explained how the movies helped every retailer in a community, and affirmed his faith that the film industry can meet the legitimate competition of television if the tax were repealed.

Governor Beardsley showed himself to be in sympathy with industry problems, and stressed the important part motion pictures play in community life, formulating the educational, spiritual, and cultural tastes of the nation. Colonel McCraw then appealed to the press to realize the importance of the industry.

The meeting of show people and the press was a tremendous success.

Since the meeting, several editorials in small town papers have supported the industry in the fight for tax repeal and the 16mm. suit, visible proof of Allied's aid to its members and the success of the institutional idea.



Seen here are Irving Syne, New London, Ia.; Murphy; E. E. Wessels, New London publisher, and Colonel McCraw, Variety Clubs International.



Murphy, L. M. Quinlin, Breda, Ia., publisher; Al Neumayer, Breda exhibitor; Mrs. Neumayer, McCraw, and Mrs. Quinlin pose at the press meet.



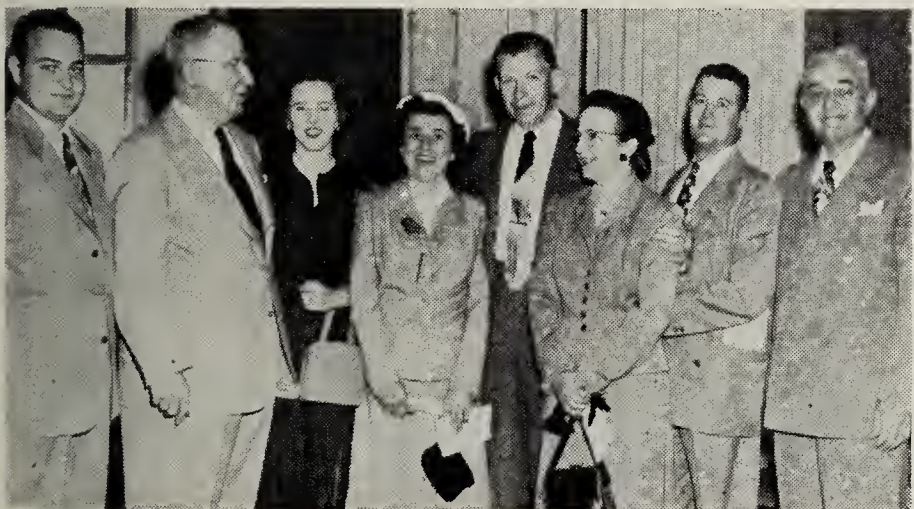
Lou Holbert, Murphy, Wayne Dutton, Manchester, Ia., exhibitor, McCraw, and Jim Goodwin, Manchester editor, discuss problems of the industry.



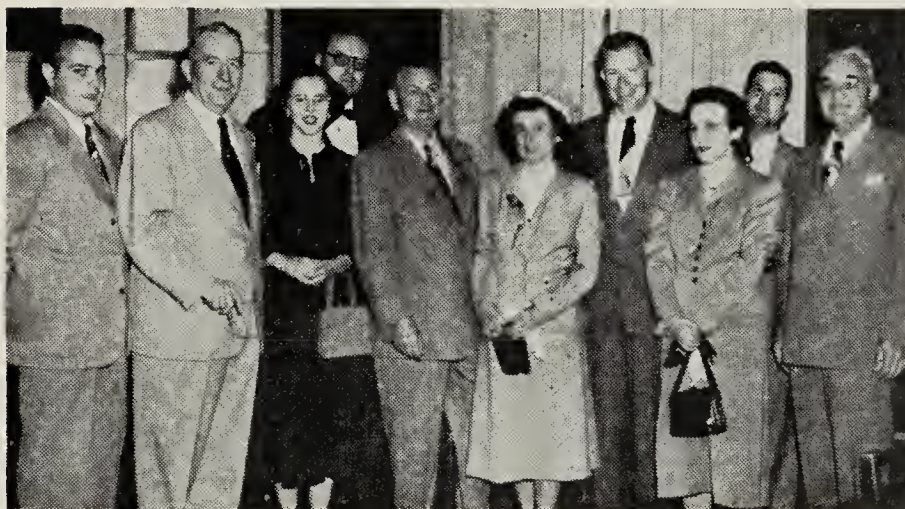
Murphy and McCraw discuss the issues with representatives from most of the cities in attendance, and here they are shown with Byron Bye, Holstein, Ia., publisher; Mrs. Bye, and Mr. and Mrs. Eddie Kugel, Holstein, Ia.



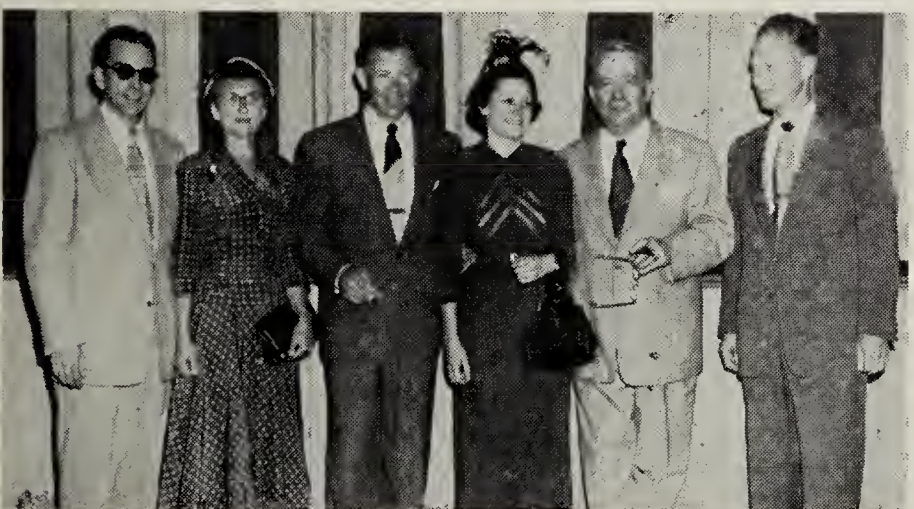
Murphy entertains Mrs. Lloyd Kogle, Gladbrook, Ia., and Mrs. Virgil Tobin, Elma, Ia., while Tobin, Charles Jones, Elma exhibitor and secretary, Iowa-Nebraska Allied; McCraw, and Kogle, also an exhibitor, look on amused.



Seen here are Harrison Wolcott, Eldora, Ia.; McCraw; Mrs. Harrison Wolcott; Mrs. George Stanfacher, Eldora, Ia.; Murphy; Mrs. Leo Wolcott, Eldora, Ia.; Stanfacher, and Leo Wolcott, Allied chairman of the board, all quite happy.



Left to right are H. Wolcott, McCraw, Mrs. H. Wolcott, Charles Niles, Anamosa, Ia., in back; A. H. Blank, Des Moines; Mrs. Stanfacher, Murphy, Mrs. L. Wolcott, Stanfacher, and L. Wolcott getting together after luncheon.



The LaPorte City, Ia., delegation to the luncheon visits with Murphy and McCraw. Left to right are Mr. and Mrs. James Bennet, LaPorte City publishers; Murphy, Mrs. Fosse, McCraw, and Marvin Fosse, LaPorte City.



Shown here after the luncheon are Tom Powell, publisher, Anamosa Twin Newspapers; Murphy, Mrs. Powell, and Niles, Anamosa exhibitor-National Allied Caravan chairman, who also headed the confab, and Mrs. Niles.

THE BIGGEST YOU'LL

NEVER Such Wild Pageantry

Robert Haggia
presents

THE THIEF

These are some of the theaters
will be playing "The Thief of Venice"

COLORADO

INDIANA

CONNECTICUT

DISTRICT OF COLUMBIA

YOUR THEATRE

in this powerful 2-PART
issue of *Collier's*
with a combined re

IF YOU PLAY BEFORE

**EXPLOITATION
NATURAL!**

**IT'S BIG!
IT'S MAMMOTH!
Get behind this
showmanship
attraction!**

ALABAMA

ARIZONA

ARKANSAS

IDAHO

ILLINOIS

GET INTO "THE THIEF OF VENICE" SHOWMANSHIP
CONTEST! WIN FREE TRIP FOR TWO TO VENICE, ITALY!

Released thru
20th Century-Fox

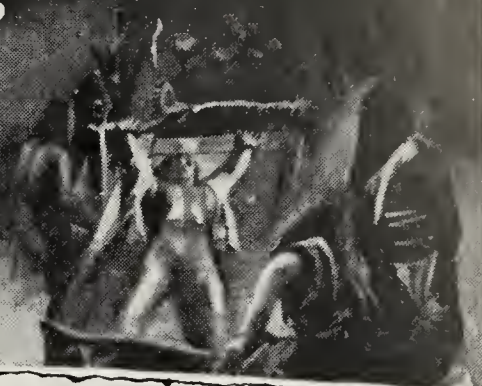
THERE'S NO SHOWMANSHIP LIKE

SEE... IN '53!

3 YEARS IN THE MAKING!
... 3 MILLIONS TO MAKE!
CAST OF TENS OF THOUSANDS!

... **Sty Adventure... Glorious Romance!**

VENICE



**ALL THIS...
And More!**

THE RACE of the galley slaves for Venice... under the cruel lash of the whipmaster!

THE REVOLT of the rabble against Prussian mercenaries!

MEDIEVAL TORTURE! Tina—tortured on the wheel... The Thief—broken on the rack!

THE THIEVES against the might of the Chief Inquisitor!

MARRIAGE PARADE OF the Doge's daughter—tens of thousands on the screen!

ANGEL'S ROOST... fabulous hideaway of the cut-throats of Venice—where all law ends!

THE INNOCENTS swinging from the gallows—for the secret crimes of the Masked Assassins!

... which
... Jan. 31st, 1953.

NEW HIRE

NAME GOES HERE-

SELLING AD in the JAN. 31

the FEB. 10 issue of **Look**

of more than 35,000,000

"THE THIEF OF VENICE"

MAR. 1, 1953*

your 20th representative for details

SOUTH DAKOTA

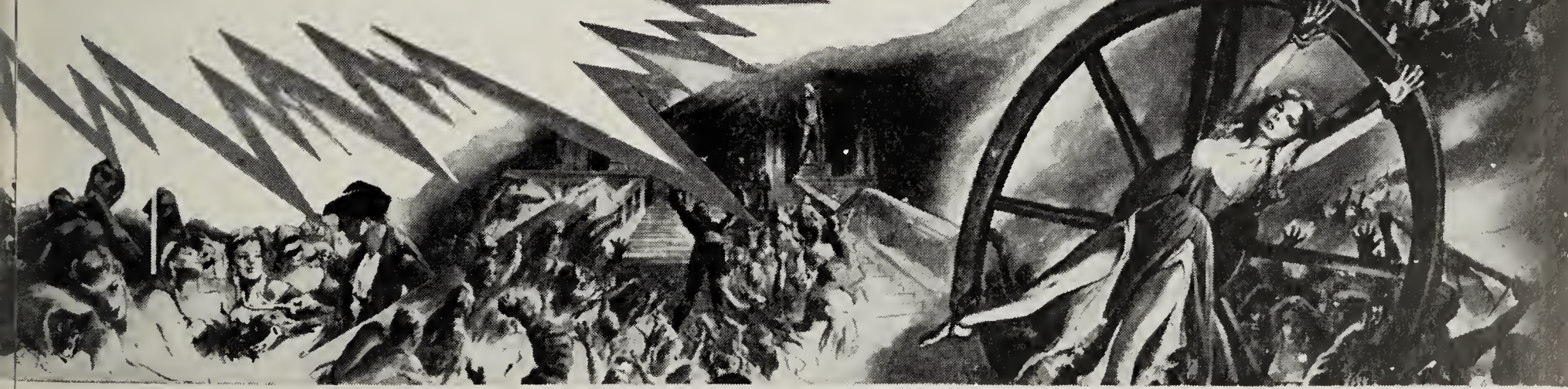
WASHINGTON

WEST VIRGINIA

WISCONSIN

ALASKA

HAWAII



CENTURY-FOX SHOWMANSHIP!

New York News Letter

— By Mel Konecoff —

CHARLES SKOURAS, president, National Theatres, announced last week at a luncheon-interview session that the Roxy, recently acquired from 20th Century-Fox and now one of the key houses in the circuit, will shortly undergo a change in stage policy with the presentation of ice shows the year 'round. If this is successful, other circuit key spots around the country will get similar treatment, and will become part of a network using ice shows almost exclusively.



KONECOFF

The Roxy is expected to close for several weeks around Dec. 7, and should reopen shortly before Christmas, with an enlarged stage and a renovated marquee. This is expected to cost in the neighborhood of \$85,000. Other theatres that may go for the ice policy are in Denver, Detroit, St. Louis, San Francisco, and Los Angeles.

Skouras reported that he had great confidence in the industry, and that he was prepared to spend quite a bit on the Roxy to reestablish the house as the mecca for audiences. Dave Katz will continue as executive director and film will be bought from any company that has suitable product. It is expected that the price policy will be the same.

Skouras also expects to have Eidiphor installed at the Roxy as soon as 20th-Fox builds a set. He believes that Cinerama will prove a great success, and, despite the fact that a few bugs still have to be ironed out, he would like to set the installation for about 50 of his houses if it were possible.

Other revelations: Experts are still being sponsored to work on three dimensional films. . . . National Theatres has divested itself of 45 theatres to date, half the number decreed by the government under the consent decree. . . . Attendance at circuit theatres is better than last year where there is no TV to provide competition. . . . He foresees a good future for the first-run, which he expects to remain and bring in profitable returns, but he thinks that the second and third-run would suffer, and be forced out of business when TV spreads on a nationwide basis. . . . Perhaps the entry of Eidiphor in color can be the answer to TV competition in addition to good pictures, the elimination of taxes, and better deals for exhibitors from distributors. . . . Getting back to the ice shows, "names" won't necessarily be in order, merely good performers who can put across a show on



Charles M. Reagan, MGM vice-president, center, recently was presented in New York City with a silver plaque of the National Conference of Christians and Jews "for devoted service to the cause of brotherhood" by Ned Depinet, with J. Robert Rubin, Loew's vice-president, looking on.

ice, although big names won't be discouraged.

Footnote: Si Fabian, Skouras' guest at the luncheon, emphasized strongly that, contrary to printed opinions, he thinks there is no evidence that the Federal Communications Commission has prejudged the subject of theatre television. Opinion seems to be that the industry presented a very strong case at the FCC hearings. He feels optimistic as to the outcome.

Add Footnote: Among those present, in addition to those mentioned, were: Isabelle Austin, Dick Dickson, Ed Zabel, John Lavery, R. H. McCullough, Walter Bantau, Carl Moeller, John Bertero, David Katz, Arthur Knorr, Alfred Schurtleff, Charles Schlaifer, and Christy Wilbert. The Greek food was quite good, in case anyone is interested.

TRIP AND REPORT DIVISION: Americo Aboaf, U-I foreign sales manager, upon his return from a nine-week trip which took him over 30,000 miles through 20 countries and through 25 cities, reported that American films are still doing very well almost everywhere, despite moves to flavor local industry, the threat of war and terrorists, business declines, etc. He reported that U-I product is doing particularly well abroad, and urged the industry to put up a united front in its dealings abroad and also to assert itself more aggressively in order to hold the gains already made.

Japan: Conditions are potentially good despite the limited import of American films. The army has released almost all the theatres, with the exception of the Ernie Pyle. Of the 3,600 theatres in the country, 10 per cent play American films, 30 per cent Japanese, and 60 per cent mixed presentations. Local production is being protected by subsidies in the works, and is on the increase, but exhibitors prefer unlimited importation. Theatres are in rough shape, with better care the remedy. They are open from 9 a. m. to 10 p. m. with 50-cent top for first-runs.

Manila: Theatres are well-kept, and exhibitors are exploitation-minded. Several new theatres are under construction. Local production plays to 41 per cent of the gross, with 39 producers making 75 features in five studios.

Formosa: Business is big due to Chinese Nationalist troops being stationed here.

Business Drooping In Broadway Sector

NEW YORK—A decided drop was noted in the Broadway first-run grosses over the weekend. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"OPERATION SECRET" (WB). Paramount, with stage show, expected the opening week to hit \$73,000.

"WAY OF A GAUCHO" (20th-Fox). Roxy, with stage show, claimed \$51,000 for Tuesday through Sunday, with the opening week expected to tally \$55,000.

"THE HAPPY TIME" (Col.). Radio City Music Hall, with stage show, garnered \$72,000 for Thursday through Sunday, with the second, and last week, down to \$115,000.

"THE LUSTY MEN" (RKO). Criterion claimed \$13,000 for the third session.

"THE SNOWS OF KILIMANJARO" (20th-Fox). Rivoli reported \$27,000 for the eighth week.

"CAIRO ROAD" (Realart). Globe looked forward to \$9,000 on the second, and last, week.

"THE WORLD IN HIS ARMS" (U-I). Mayfair anticipated \$14,000 for the fifth week.

"LIMELIGHT" (UA). Astor was heading toward \$32,000 for the third week.

"EVERYTHING I HAVE IS YOURS" (MGM). Loew's State was down to \$16,000 on the second week.

"THE PRISONER OF ZENDA" (MGM). Capitol opened to an estimated \$40,000 week.

"BREAKING THROUGH THE SOUND BARRIER" (UA). Victoria claimed the opening week would reach \$34,000.

The only deals approved by the local governments are percentage deals, which permit distributors to take out money.

Hong Kong: New theatres are being built despite the Red threat, and exhibitors feel that the present business boom justifies undertaking new construction.

Indonesia: There are some 500 theatres here. If conditions ever are settled, the potentials for the business are good.

Singapore: Terrorists are active close by, but, in spite of this, business is good in the 180 theatres in the area.

Rangoon: Terrorists are quite active hereabouts but theatres doing very well also.

Calcutta and India: Theatres are doing well. Of the 3200 in the country, only a few play American films with about 99 per cent giving playing time to local product, made at the rate of about 250 annually. The second Technicolor feature was recently completed.

Pakistan: Recently separated from India, this country is not desirous of showing Indian product, and, as a result, has banned all film imports, although it would like to see American film enter. American companies have an adequate supply on hand for the immediate future.

Cairo: Theatres destroyed during recent riots have been restored, and are operating, and the government has agreed to bear part of the costs for reconstruction.

Israel: This country is fighting hard for survival.

Italy: American films have lost ground to local product although gross receipts

(Continued on page 19)

RKO To Use Major Film Test Run Policy

Cohen Corporations Sue For Millions

NEW YORK—Five majors and their subsidiaries and theatre affiliates were named by three Max A. Cohen corporations controlling the New Amsterdam in an \$11,895,000 treble damage anti-trust suit filed in federal court last fortnight.

RKO, Paramount, Warners, Columbia, and United Artists are the defendants. Anso Enterprises, owner of the theatre; Andwell Amusement Corporation, operator of house from 1937 to 1949, and Ancore Amusement Corporation, which operated the house from 1949 to now, are the plaintiffs. The plaintiffs also seek an injunction against alleged illegal practices, as well as a court order that the defendants negotiate and deal in good faith with the plaintiffs for the showing of product following the Broadway engagements without regard to the time the features are played in RKO and Loew's houses.

The complaint charges that defendants in March, 1951, arbitrarily refused to negotiate features for the New Amsterdam on 21-day availability following Broadway runs, and 28 days after the Radio City Music Hall, despite the fact that they had previously promised such availability. Beginning in March, 1949, Paramount, Columbia, and United Artists are alleged to have refused the licensing of features for the New Amsterdam simultaneously with the first showing on the Loew's Circuit. This, according to the complaint, has created a scarcity of first-grade product for the New Amsterdam, and is part of an illegal nationwide conspiracy to monopolize film distribution and exhibition. A similar suit involving the New Amsterdam was filed in 1949 by the Cohen corporations.

F. R. Dodson Passes

ATLANTA—Fred Ryan Dodson, 50, 20th-Fox branch head and prominent in the industry throughout the south, died last week. He had been associated with the company since 1925. For many years he was a salesman, and, in 1942, was named branch manager.

Audience Reaction, Best Ad Approach To Be Judged; Changes In Division, District Setup Reported; Elections Delayed

NEW YORK—Charles Boasberg, RKO general sales manager, and Walter Branson, assistant sales manager, announced to the press last week that the company will follow a policy of test runs on several pictures in an effort to determine the type of campaigns that will be most beneficial to exhibitors in regard to audience reaction and advertising and promotion. Campaigns could then be changed if necessary. He emphasized that RKO did not intend to hold back on releases but rather to aid theatres to cash in on the product.

Boasberg said that, with the cooperation of Arnold Picker, new executive vice-president in charge of distribution, quicker decisions could now be made.

He cited "Androcles And The Lion", released in a few situations, but now withdrawn until after Jan. 1 in order to prepare a new advertising campaign.

Another example of greater freedom was the decision to change "The Murder" to "The Bystander", made after a brief conference. Formerly such a move would have required considerable contact with the studio.

Boasberg also announced that the Huntington Hartford omnibus picture containing two short stories would be available either as a single release or separately to theatres operating with double feature policies. The two stories are Joseph Conrad's "The Secret Sharer" and Stephen Crane's "The Bride Comes To Yellow Sky." They will be combined under the title of "Face To Face" for release in the major cities. In the rest of the country, they will be released as a double feature under two titles: "The First Command" and "The Sheriff Of Yellow Sky". The film will open in New York's Trans-Lux around Christmas.

The nine RKO features scheduled for release between now and Feb. 1 represent a combined negative cost of \$18,000,000.

Abbott, Costello Drop Suit Vs. U-I

HOLLYWOOD—Bud Abbott and Lou Costello last week announced that they were cancelling the \$5,00,000 suit for damages charging breach of contract that they had started against Universal-International a year ago in United States District Court, New York.

The comedians charged with the company had, without permission, allowed their feature films to be cut into short subjects, and distributed by Realart for showings in "nickelodeons, saloons, and private homes." Abbott and Costello had also questioned Universal's right to re-issue the films through Realart and the accounting methods used by the company. In a statement released by the company, the comedians said, "The suit was initially filed on the basis of an incomplete audit by our representatives. On completion of the audit, we found the facts to be contrary to all our contentions."

Scheduled for test runs are "Blackbeard, The Pirate", "Androcles And The Lion", "Never Wave At A WAC", "Beautiful But Dangerous", and "Montana Belle." Pre-release engagements have been set for Samuel Goldwyn's "Hans Christian Andersen" and Walt Disney's "Peter Pan."

Boasberg emphasized that films had been test run before for purpose of appraisal of public reaction, but this will be the first time that all major films will be test run as a policy.

It was reported also last week RKO's present three division sales department setup may be reduced to two divisions. The north-south division would be eliminated, and integrated with the eastern and western divisions. The Canadian division, a part of the north-south division, headed by Carl Peppercorn, would be split geographically into the remaining two divisions. Other districts affected would be the southeastern, under Dave Prince; southwestern, under Ben Cammack, and metropolitan, under L. S. Gruenberg.

The eastern division now has two districts, eastern, under R. J. Folliard, and east central, under M. E. Lefko. Nat Levy is division chief. The western division is split into three districts, midwest, under Herbert Greenblatt; Rocky Mountain, under A. L. Kolitz, and western, under J. H. MacIntyre.

Maurice Segal was named trade paper representative for RKO. Formerly trade press contact with Paramount, Segal entered the industry in 1941, when he joined the pressbook department of 20th-Fox. Following three and a half years of army service, he returned to that company in 1946. He joined Century Circuit in 1947 as assistant to the director of advertising and publicity.

The RKO board recessed last week after holding a brief meeting that left three directorships and the presidency vacant.

Board chairman Grant postponed his trip to the coast to discuss production matters,



Harry Brandt, president, Independent Theatre Owners Association, recently introduced new RKO executives Arnold Picker, Charles Boasberg, and Walter Branson at a luncheon tendered by the ITOA in New York City. Seen, left to right, are: Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association; Arnold M. Grant, chairman, RKO board; Branson, assistant general sales manager; Brandt; Picker, executive vice-president, and Boasberg, the company's veteran general sales manager.

Something to b
your horn abou
'til New Years!



"MIRACLE OF
STARRING C

GARY COOPER IN **"SP**
ARMISTICE DAY!
"OPERATION
ALSO ST

THANKSGIVING!
ALAN LADD ★ **VIRGI**

CHRISTMAS!
"ABBOTT AND **COSTELL**
with PHILIP CAREY · RITA

NEW YEARS!
DORIS DAY ★ **RAY B**
IN SUPER
COLOR BY
TECHNICOLOR

Warner Bros.!



ow
from now



"TITIMA" COLOR BY **WARNERCOLOR**
with ANGELA CLARK and The Children • SUSAN WHITNEY • SHERRY JACKSON • SAMMY OGG •
Screen Play by CRANE WILBUR and JAMES O'HANLON • Music by Max Steiner • Produced by BRYAN FOY • Directed by JOHN BRAHM

"BIGFIELD RIFLE" COLOR BY **WARNERCOLOR**
with THAXTER • DAVID BRIAN with PAUL KELLY • LON CHANEY • PHILIP CAREY • JAMES MILLICAN • GUINN "BIG BOY" WILLIAMS
Screen Play by CHARLES MARQUIS WARREN and FRANK DAVIS • Music by Max Steiner • Produced by LOUIS F. EDELMAN • Directed by ANDRE DeTODT

"SECRET" STARRING **CORNEL WILDE • KARL MALDEN • STEVE COCHRAN**
with THAXTER with PAUL PICERNI • LESTER MATTHEWS • DAN O'HERLIHY • JAY NOVELLO
Screen Play by JAMES R. WEBB and HAROLD MEDFORD • Produced by HENRY BLANKE • Directed by LEWIS SEILER

"MAYO IN THE IRON MISTRESS"
COLOR BY **TECHNICOLOR** with JOSEPH CALLEIA • Screen Play by JAMES R. WEBB • From the Novel by Paul I. Wellman • Music by Max Steiner
Produced by HENRY BLANKE • Directed by GORDON DOUGLAS

"DOWN" STARRING **DENNIS MORGAN**

with PICERNI • AMANDA BLAKE • RAY TEAL • JAY NOVELLO • GEORGE O'HANLON • Written by TOM BLACKBURN • Produced by BRYAN FOY • Directed by NOEL SMITH

"MEET CAPT. KIDD" CO-STARRING **CHARLES LAUGHTON**
with HILLARY BROOKE • BILL SHIRLEY • LIEF ERICKSON • and Introducing FRAN WARREN • Written by HOWARD DIMSDALE and JOHN GRANT
Songs by Bob Russell and Lester Lee • Produced by ALEX GOTTLIEB • Directed by CHARLES LAMONT • A WOODLEY Production • Distributed by WARNER BROS.

"GER IN APRIL IN PARIS" with **CLAUDE DAUPHIN**
with VE MILLER • GEORGE GIVOT • PAUL HARVEY • Written by JACK ROSE and MELVILLE SHAVELSON • Musical Numbers Staged and Directed by LeRoy Prinz
"APRIL IN PARIS" Lyrics by E. Y. Harburg, Music by Vernon Duke • Original Songs - Lyrics by Sammy Cahn, Music by Vernon Duke
Direction by Ray Heindorf • Produced by WILLIAM JACOBS • Directed by DAVID BUTLER

The International Scene

Canada

The Motion Picture Industry Council of Canada, meeting in Ottawa, has decided to form a Canadian film institute to promote good public relations for the industry. J. Arthur Hirsch, Montreal, has been named special planning committee chairman. This decision was an outcome of discussions of the council in its annual convention, during which it discussed television and other developments relating to the motion picture industry. A. J. Mason succeeded J. J. Fitzgibbons as head of the council. Mason is an exhibitor from Springhill, N.S. Before retiring from office, Fitzgibbons told delegates that the Canadian film industry does not consider television to be a competitor in the entertainment field. While TV is recognized as a challenge, he said he thought it would spur the motion picture industry to do an even better job of public service. Fitzgibbons said he believed television would bring many advantages to the industry, such as discovering new personalities. The 25 delegates held a two-day meeting mostly behind closed doors, discussing television, a national movie week which would bring names from Hollywood and England to various Canadian centres, and closer cooperation with daily newspapers. Mayor Charlotte Whitton, Ottawa, welcomed the delegates. She noted that local women's groups were receiving much better cooperation from theatres in arranging suitable picture programs for children. Other officers elected were: vice-president, David G. Griesdorf, Odeon Theatres of Canada Limited; secretary-treasurer, Rube W. Bolstad, Famous Players, and executive-secretary Arch Jolley, all of Toronto. Prior to the Motion Picture Industry Council meetings, the National Committee of Motion Picture Exhibitor Associations of Canada met, and voiced particular objections to permission being given by the CBC for the telecasting of its programs over a pay-as-you-see system. The system mentioned is Rediffusion, which leases lines to private homes, and supplies radio programs, telecasts, and music. The CBC was also castigated by Basil Salamis, delegate of Quebec Allied Theatrical Industries, who suggested that opposition be declared against the CBC and the National Film Board for production for TV when Canada's private film producers were capable of filling the need. He recommended that TV channels be sought by the large and small circuits, and held that the CBC's refusal to grant licenses to applicants meant that it was using public funds to defeat its competitors. Dick Main, head, association's television committee, asked that the CBC limit itself to educational and cultural activities, as recommended by the Massey Report. A number of delegates said that their associations were looking forward to the revision of the Ontario amusement act, which might become a model for other provinces. The meeting reelected Morris Stein and his executive, which included F. Gordon Spencer, Saint John, N.B.; Ken



U-I's "The World In His Arms" was given a top-flight sendoff in Belgium recently as the result of plans laid by U-I manager Joseph Denis. Included in the publicity was this trailer-truck and three-dimensional models of some sail boats.

Leach, Calgary, and H. C. D. Main. Arch H. Jolley is again executive secretary.

Though building in general in Canada continues at a snail's pace because of the steel restrictions, already 58 theatres have been opened since the beginning of the year. There have been 33 standard-type houses and 25 drive-ins. Work is under way on one house, and plans are being prepared for four projects, two of which are drive-ins. Two theatres have also reopened after extensive renovations and alterations. Open for business are the 400-car Highland Drive-In near New Glasgow, N.S., built by Garson Theatres Limited, an Odeon affiliate, and Plaza Theatres Limited's 504-seat Royal in Dryden, Ont., where one house was in operation and another one is under construction. Under way is Paul Gauthier's Lux in Quesnel, B.C., where the only other theatre is Gauthier's 315-seat Rex.

CANADIAN CLIPS: The Scarboro Drive-In, Toronto, is the last of the ozoners to close for the year. . . . A hypnotism act was featured on the stage of the Paramount, Brantford, FPCC unit. . . . The Century, Oakville, was left with a cracked safe when robbers broke into the manager's office. . . . The Stoney Creek



Among those present at the recent world premiere of Charles Chaplin's UA release, "Limelight," at the Odeon, Leicester Square, London, England, were Sir Michael and Lady Balcon. H.R.H. Princess Margaret attended the showing.

Drive-In, Stoney Creek, Ont., first in Canada, closed, and the town's first closed-in house, the Fox, opened. . . . The Canadian Film Weekly Year Book of the Canadian motion picture industry is in the mails, edited by Hye Bossin. . . . In the eighth week of a "Stunt-A-Week" contest conducted by Dan Krendal among the 20 theatres in his western Ontario district, Jim McDonough, Tivoli, Hamilton, leads in total number of points, followed by Bill Burke, Capitol, Brantford, and Harry Wilson, Capitol, Chatham, in that order. Heading the list on the latest week's points was Burke. . . . Rediffusion, Inc., Montreal, is being sued by Admiral Radio Corporation for infringement. The Montreal firm supplies wired TV, radio programs, and music to Montrealers. . . . A show held at the Odeon, Guelph, boosted the Variety Village fund by \$816, sponsored by the Guelph Theatre Managers Association, Ted Doney, president. . . . Annice, daughter of Ben Okun, Biltmore Theatres, married. . . . Jack Arthur, FPCC, is the center of a program entitled "Mr. Show Business", telling his life story.

In Toronto, Ont., Pioneer Films Limited, which distributes Allied Artists and Monogram product in Canada, moved its offices from 277 Victoria Street to the second floor of the King Edward Hotel. O. R. Hanson is president.

—HARRY ALLEN, JR.

Mexico

In Mexico City, Antonio de G. Osio, head, National Association, one of Mexico's three major exhibitor organizations, announced that the groups would seek a court injunction against new film reforms. Exhibitors charge that the new laws create an official monopoly for the distribution of Mexican films, eliminate private producing units, and intervene in the management of theatres by dictating the number and type of films they must exhibit. However, Cesar Santos Galindo, head, Churubusco Studios, and president, Association of Producers of Mexican Films, and Jorge Negrete, Union of Film Production, strongly approve the new measures, and urge that exhibitors and producers unite "for a new era of Mexican screen." The two labor unions hail the new law as a forward step that will mean more work for the 15,000 persons directly connected with the film industry and the 60,000 indirectly allied with it. The film industry held talks with J. C. Lopez, director, Department of Interior's film division, who stated he hoped an "understanding" would be reached, and the new law put into practice. However, it is understood the new decree will not be published in the Official Diary until the talks are ended. Meanwhile, Cesar Galindo, head, Mexican Association of Film Producers, was holding talks with exhibitors for the purpose of "harmonizing interests" and a "communal" effort with all forces working for the best interests of the national industry. Film houses were not yet complying with the 50 per cent proviso, which goes into effect when amendments are published in the Official Diary, with exhibitors probably given 30 days to comply. In accordance with the new Film Law, Banco Nacional Cinematografico, (National Film Bank) has begun financing of all Mexican production.

TOA Warns Members To Hold Off On ASCAP

NEW YORK—A TOA committee comprising Walter Reade, Jr., Arthur H. Lockwood, and Herman M. Levy is conferring with ASCAP, and theatre owners have been advised not to sign any applications for music licenses until the discussions have been completed, it was revealed last week.

The committee met with ASCAP representatives last month to discuss rates required by ASCAP for incidental music licenses in theatres and drive-ins, and the TOA asked that the rates, especially for drive-ins, be reconsidered.

TOA is withholding a list of public domain music it has drawn up until ASCAP and BMI can check it, at which time it will be released to TOA members. Until then, TOA warns members to be wary of lists of non-payment music until checked by ASCAP and BMI. While BMI presently requires no fees or licenses for its music, it is expected that it will follow the lead of ASCAP. Drive-ins are also warned to be sure that rented tape recorded music has been cleared by ASCAP.

Cooperation Urged At Carolinas Meeting

CHARLOTTE—The Fourth Estate is not the big bad wolf it has been pictured by many exhibitors of the nation, Dick Pitts, director of public relations, Theatre Owners of America, pointed out at the 40th annual convention of the Theatre Owners of North and South Carolina, this week.

"Big names make big news," he said. "We can't get away from that. And many times the treatment of those big names is overboard on emphasizing the sinful side of Hollywood.

"However, last year I made a comprehensive survey of 83 of the leading newspapers in this country to determine just what sort of play the press was giving the motion picture industry. The ratio in favor of Hollywood, its people, and its product, was better than 10 to 1. There was more than 10 times as much space devoted to the promotion of stars and pictures than there was to the alleged sinful side of the industry.

"On the other hand, while many newspapers surveyed were extremely generous with space, the majority were not. And that majority principally was in the smaller cities of the nation. Too many of them went for days and days with no mention of motion pictures whatever. If the space given by the minority was matched by the majority, the ratio in favor of motion pictures would be 50 to 1, or more."

The first step in improving exhibitor-press relations, Pitts declared, is to get acquainted.

"Yours is a long-range program. You can't be insidious. You must be honest and sincere. Don't antagonize your editor by putting him on the carpet for a bad review. Sometimes he's right. If he is, tell him so. Try to help him get the 'feel' of the paying customers. Don't alibi Holly-

Kirsch To Strike Keynote At Allied Windy City Convention, Nov. 17-19



When Arnold Grant, left, chairman, RKO board, recently introduced several of his top executives to the press at a conference in New York, on hand, left to right, seated, were: William Clarke, treasurer; Al Crown, foreign manager; Charles Boasberg, general sales manager; Walter Branson, assistant sales manager, and standing, Harry Pimstein, assistant to the board chief; Robert Hawkinson, foreign administrative manager; William Zimmerman, head, legal department, and Garret van Wagner, comptroller.

wood or its product. Don't boot-lick the guy. Don't remind him of how much advertising you are buying in his paper. Make him your friend. Basically, he's a pretty good guy—just underpaid and generally unhappy."

Eight screen personalities touring North and South Carolina under the auspices of "Movietime, U.S.A.," were also on hand at the meeting, Rod Cameron, Laura Elliott, Alice Kelley, William Lundigan, Chill Wills, and Kathleen Crowley, and Robert Hardy Andrews and Douglas Morrow, writers.

Speaking on the shortage of prints, President Alfred Starr declared in part:

"Print shortages, as everyone knows, are brought about chiefly by multiple runs in a given area on the same clearance, resulting in day-and-date contracts which the distributor finds it impossible to fulfill. It is just too easy for the distributor to charge the exhibitor with being the sole cause of this unhappy situation. It is true that many exhibitors demand equal clearance with other theatres over a wide area, but this demand stems most logically from the fact that all the exhibitors in that area are required to pay the same terms for the picture. Any exhibitor has the right to ask himself why he should follow another theatre on a later run when both are paying the same terms.

"In many cases he would be very glad to drop back to 60 days, 90 days, or even six months if he were given an incentive to do so by getting lower film rentals thereby. In my opinion, the distributor is almost entirely responsible for the shortage of prints that results from this unhealthy condition, and it seems perfectly obvious to me that a change must be made lest the whole system of clearances fall apart and chaos replace it.

"At the bottom of this entire situation is the senseless policy of the distributors of maintaining a uniform national policy as regards each picture. It is perfectly

CHICAGO—It was announced last week that the keynote speaker at the National Allied convention on Nov. 17-19 will be Jack Kirsch, president, Allied of Illinois, and general chairman of the convention. The first meeting will be called to order by Ben Marcus, treasurer, and Wilbur Snaper, president and permanent convention chairman, will welcome the delegates. The Nov. 17 and Nov. 19 meetings will be highlighted by film clinics, with William A. Carroll as coordinator.

Clinics will have as chairmen:

Small towns, Charles Niles; large towns, Ben Marcus; large cities, John Wolfberg; key neighborhood and sub-runs, Morris Finkel; outdoor theatres, Rube Shor, and circuit buyers and bidding, Irving Dolinger.

The TESMA trade show will be operated during the convention, and time for viewing the exhibits will be provided in each day's program.

The second day highlight will be a demonstration of RCA large screen television featuring a closed circuit panel discussion participated in by N. L. Halpern, and the Allied television committee including Trueman T. Rembusch, chairman; Kirsch, Leon R. Back, Snaper, John Wolfberg, and Nathan Yamins.

Allied has arranged a social program including hospitality gatherings, cocktail parties, and entertainment for the ladies. The convention will wind up with an industry banquet.

Disney In 16mm. Field

NEW YORK—Roy O. Disney, president, Walt Disney Productions, last week disclosed that Walt Disney will make a number of films available in the 16mm. field beginning shortly after Jan. 1. The company will release varied attractions with the list headed by "The Alaskan Eskimo", the first Disney film produced exclusively for 16mm. audiences. It also is the initial production in a dramatic new series, "People And Places". All releases are in color.

Already Disney has licensed 65 distributing units scattered across the country to handle these films, under the direction of Carl Nater, heading the company's non-theatrical department.

fantastic to reason that a picture worth 40 per cent in a large metropolitan theatre is also worth 40 per cent in a small theatre in a small town. Distribution can restore order to the industry by making price and percentage concessions to the smaller marginal theatres who need help if they are to survive. And by making similar concessions to subsequent run theatres, they can relieve the tremendous pressure of simultaneous demands for prints, and, at the same time, can give the theatre-going public a much longer interval of time in which to see a particular picture.

"I call upon distribution to lead the way in providing the solution to the print problem before it explodes in their faces. The existing condition is almost intolerable, and it grows worse every day."

This Was The Week When

MGM set 12 pictures for tentative release for the four months starting on Jan. 1., making a total of 17 productions from the company in six months. . . . The American premiere of "Breaking Through The Sound Barrier" was held at the Victoria, New York City. . . . Paramount's central division, headed by division manager James J. Donahue, held the number one spot in the company's sales drive, with Howard Minsky's mideastern division runner-up. . . . Roxy Theatre, Inc., declared a quarterly cash dividend of 37½ cents per share on the preferred stock.

MGM revealed that it will use 106 newspapers with a total circulation of 50,000,000 for "Plymouth Adventure", scheduled to get a saturation national break during Thanksgiving Week. . . . "Outposts In Malaya" had its American premiere at the Radio City, Minneapolis, and Paramount, St. Paul, Minn. . . . UA's "Bill Heineman Drive" went down the home stretch with the Los Angeles, New Orleans, and New Haven exchanges holding down first places in their respective exchange groups. . . . Spyros P. Skouras, 20th-Fox president, arrived in Sydney, Australia, for a three-week survey of company interests and industry conditions there and in New Zealand.

20th-Fox started a series of exploitation briefings in every exchange center in cooperation with Collier's and Look magazines on behalf of "The Thief Of Venice", to detail information on the national advertising campaign. . . . Allied Artists extended the "Morey 'Razz' Goldstein Drive" through January 30. . . . Allied Artists' board members convened on the coast.

Trade's Educ. Help Praised

HOLLYWOOD—Studio leaders were honored last week by a group of nationally known educators for the "significant contributions" Hollywood films are making as teaching aids in schools throughout the United States. Host at a dinner and reception at the Beverly Hills Hotel honoring the film industry was Dr. Roy E. Simpson, Superintendent of Public Instruction in California.

He was joined in the tribute by many prominent educators, including Dr. Willard E. Givens, former executive secretary, National Education Association; Dr. Mark May, Yale University; members of the State Board of Education, and some of California's leading school administrators.

The organization through which some of Hollywood's films are brought to the nation's classrooms is Teaching Film Custodians, non-profit educational affiliate of the Motion Picture Association of America.

IRB Rules On 20th-Fox Stock

NEW YORK—Stockholders of 20th Century-Fox Film Corporation were notified by the company last week that the Bureau of Internal Revenue had ruled that exchange of common stock in 20th Century-Fox Film Corporation, a New York corporation, for common stock in 20th Century-Fox Film Corporation, a Delaware corporation, and in National Theatres, Inc., did not result in taxable gain or loss.

The Bureau ruled that cost or other tax basis in the old stock should be allocated to the stock in the two new companies as follows: 74.1445 per cent to stock in 20th Century-Fox Film Corporation, a Delaware corporation, and 25.8555 per cent to stock in National Theatres, Inc.

"Featherbedding" Case Due

WASHINGTON—The U. S. Supreme Court will hear argument in an industry case involving "featherbedding" charges against the American Federation of Musicians on

NY Congressman Raps Theatre TV Spread

BUFFALO—Area exhibitors were considerably perturbed last fortnight when Congressman Edmund Radwan, running for reelection, went on record against theatre TV in a telecast over WBEN-TV.

He called theatre TV a "menace", and described his efforts to have the attorney general's office investigate possible violation of the anti-trust laws.

He said, in part: "I was the first member of Congress to protest this situation. When reelected, I am continuing this project because exclusive television is a menace which should be prevented before it grows into a menace that could deprive the general public of the best features that may be offered in your own living room."

RKO Theatres Net Down

NEW YORK—Consolidated net profit of RKO Theatres Corporation and subsidiary companies for the third quarter of 1952 was declared last week as \$448,608.89, after taxes and all other charges, including loss of \$173,640.02 on sale of capital assets. This compares with consolidated net profit for the third quarter of 1951 of \$502,205.26, after taxes and all other charges, including profit of \$1,690.49 on sale of capital assets, before taxes.

Consolidated net profit for the first nine months of 1952 was \$623,411.88, after taxes and all other charges, including loss of \$157,121.47 on sale of capital assets, compared with consolidated net profit for the first nine months of 1951 or \$1,053,844.67, after taxes and all other charges, including profit of \$380,577.22 on sale of capital assets, before taxes.

Nov. 17. The National Labor Relations Board took the case to the highest court after a circuit court of appeals upheld the charge brought by Gamble Enterprises' Palace, Akron, O.

Plans Progressing For Pioneers Fete

NEW YORK—Committee chairman for the Motion Picture Pioneers jubilee dinner at the Hotel Astor on Nov. 25 were announced last week by Jack Cohn, Pioneers president, and Ned E. Depinet, chairman of the dinner. The dinner is honoring N. J. Blumberg, chairman of the board, Universal Pictures Company, as the "Pioneer Of 1952."

Harry J. Takiff, secretary-treasurer, and Marvin Kirsch, vice-president, have been appointed administrators for the dinner. John J. O'Connor, vice-president, U-I, will be in charge of honored guests. Gilbert Josephson will be in charge of the physical arrangements for the dinner and reception, Charles Alicoate and Ray Gallagher will be in charge of admissions and new member inductions, and David A. Bader will be in charge of new members.

Approval of a second group of applicants for membership in the Motion Picture Pioneers was announced by Cohn. The deadline for the receipt of applications for membership in the Pioneers is Nov. 15. Reservations for tickets to the jubilee dinner will be accepted up to and including Nov. 24.

Included in the second group of applicants approved are Robert J. Fannon, Republic; George Gullette and Henry W. Hobart, both of New York, and retired; William Meinhardt, Tacme Film Service; William Onie, Oxford Amusement Company, Cincinnati; A. A. "Jack" Renfro, Theatre Booking Service, Omaha; Edward Ruby, New York City; William F. Ruffin, Ruffin Amusement Company, Covington, Tenn.; John A. Schnack, Electric, Larned, Kans.; David M. Sohmer, Lippert; Dudley M. Williston, Williston, Indianapolis, and Benjamin Wray, Film Delivery Service.

NT Adds Hines To Board

LOS ANGELES—The first meeting of the board of directors of National Theatres, Inc., since its divorcement from 20th-Fox was held at the office of the company last fortnight.

Consideration of declaration of a dividend was postponed until the next meeting.

Earle G. Hines, New York, who lately retired as chairman of the board, General Precision Equipment, and who was for 18 years on the board of Wesco Theatres Corporation, principal subsidiary of National Theatres, Inc., was elected a member of the board. In addition to the president, Charles P. Skouras, the following directors were elected to the finance committee: General B. F. Giles, Hines, Willard Keith, Richard W. Millar, John B. Bertero, and H. C. Cox.

August Collections Up

NEW YORK—The Bureau of Internal Revenue September report on general admission tax returns indicated last week that boxoffice returns for August were the best of any month of the year. Collections totaled \$32,174,968, topping the same period last year by over a million. Motion picture theatres are generally credited with 75 per cent of the general amusement tax receipts.

**\$AVAGE \$UPER \$ERIAL THRILLS\$
THAT MEAN BOXOFFICE
DOLLAR·BILLS\$!**

Outlaw vs Apache in
the sizzling kind of ac-
tion that keeps serial
fans coming . . .
and coming . . .
AND COMING!

SON OF GERONIMO

APACHE AVENGER

starring

CLAY MOORE

with Rodd Redwing · Tommy Farrell
Eileen Rowe · Bud Osborne

Story and Screen Play by GEORGE H. PLYMPTON, ROYAL K. COLE and ARTHUR HOERL
Produced by SAM KATZMAN · Directed by SPENCER G. BENNET

A COLUMBIA SUPER-SERIAL

Cash in on
the current craze
for Cowboy-
and-Indian
spectacle!

Some Arbitration Details Revealed

NEW YORK—It was learned last week that under the proposed arbitration plan, local arbitration committees, under the National Arbitration Committee, will supervise the regional tribunals called for in the proposals submitted to the five exhibitor organizations by the distributors. The local groups, established in each exchange center, will give equal representation to exhibitors and distributors.

The national committee will designate the area over which the local groups will exercise jurisdiction. The local committee will provide a clerk, compile a panel of neutral arbitrators, and arrange for a place for hearing. The arbitrators must be chosen and the parties to the arbitration must be notified of their identity not less than 20 nor more than 30 days after the filing of a complaint.

If the parties are restricted to an exhibitor complainant and distributor respondent, each will designate one arbitrator; if there are one or more respondents, they will designate an arbitrator by majority vote. The two arbitrators will choose a neutral third party by agreement. If they cannot agree, the local committee will choose the third arbitrator. The national committee will fix the rate of compensation for neutral arbitrators, and fix allowances for travel expenses.

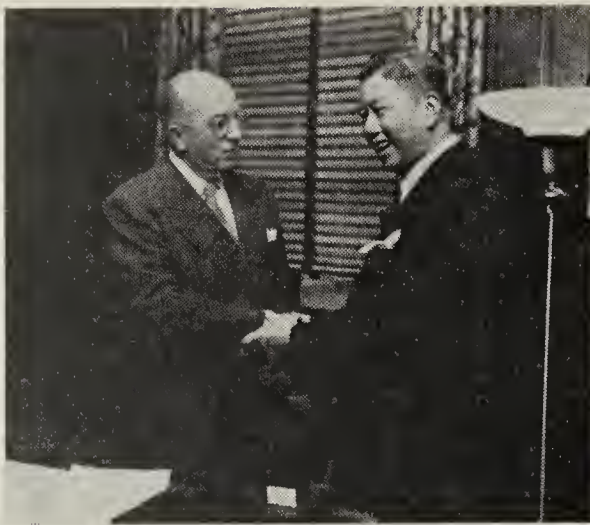
Exhibitors making use of the conciliation provision of the proposed arbitration system to settle controversies arising with distributors would be permitted the services of one assistant or consultant to present their case. This assistant would approach originally a branch manager, and then, if desired, a general sales manager or sales manager appointed by him.

The conciliation provision is part of the revised plan submitted by distributors to the five exhibitor associations, and comprises four sections, all brief and relatively simple. The first provides that exhibitor-distributor controversies, even those subject to arbitration, may, if the exhibitor wishes, be submitted to conciliation in an effort to dispose of them "amicably, informally, and quickly."

The mechanics of conciliation are as follows: The exhibitor sends the branch manager a written request for a hearing, and states the specific problem to be conciliated. The meeting is held in the exchange between the exhibitor and his assistant, and the branch manager, who may also name one assistant. The meeting will be held the first Monday or Friday seven days after the original request. The exhibitor may then contact the company's general sales manager for additional meetings in the home office. The exhibitor may again be accompanied by one aide, but the proposed plan gives the sales manager the right to have "such assistants as he may desire."

The proposals emphasize that neither party is obligated to dispose of the problem in the manner proposed by the other, and that refusal of the conciliation proposal will not be considered a reflection on the good will of either party.

It is also provided that conciliation proceedings will be deemed not only confi-



J. A. McConville, Columbia International chief, in New York recently greeted Vicente Rufino, president, Rufino Brothers, Manila, exhibitors in the Philippine Islands. Rufino is world-touring.

dential but without prejudice, and will not interfere with the usual negotiations between exhibitor and distributor for the licensing of product. Neither will it be a bar to an exhibitor resorting to either arbitration or litigation.

The "rules of the game" of the arbitration proposal now being studied by the five exhibitor associations contain just one "break" for the distributors, it was learned.

The competitive bidding section, six pages long, is the largest in the draft, and, with the one exception, is devoted to defining bidding limitation. The so-called "break" insuring the distributors of fair play states that if in any proceeding covered by the competitive bidding section, the arbitrators find that bidding was fairly conducted by the distributor in accordance with sound business practice, and that there was no apparent purpose to discriminate against the complaining exhibitor or to favor the one to whom the picture was licensed, the arbitrators shall find in favor of the distributor.

The provision further states that "in the absence of any apparent purpose to discriminate, the arbitrators shall not attempt to substitute their judgment for

Texas COMPO Battles Unfair State Levy

DALLAS—Texas COMPO showmen last week began a campaign to effect a change in Texas state tax legislation as it applies to theatre admission.

The goal is the elevation of a \$1 level of the 10 per cent state levy now imposed on the boxoffice net of 51 cents or over, which puts exhibitors in the uncomfortable position of choosing between a "frozen" 50 cent top or subjecting patrons to exorbitant taxation. The Texas exhibitor wishing to increase his net as little as 10 per cent or to 55 cents is required to subject the patron to a 14 per cent tax on the increase, represented by six cents state and an additional one cent federal.

Texas COMPO has prepared a 10-page booklet embodying the reasoning. Committees of theatre owners have been carefully instructed as to method of approach and argument to be used in meeting, as a group, with the state Representative and Senator serving their particular political subdivision.

Paramount Report Shows Higher Profit

NEW YORK—Paramount Pictures Corporation last week estimated the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the third quarter ended on Sept. 27, 1952, at \$1,878,000 after provision for United States and Canadian income taxes. These earnings include non-recurring capital gains of approximately \$500,000 after deducting applicable income taxes. These earnings, including such capital gains, represent \$.80 per share and, excluding capital gains, \$.59 per share on the 2,342,088 shares outstanding and in the hands of the public as of that date.

Consolidated earnings for the quarter ended on Sept. 29, 1952, were estimated at \$1,373,000, and represented \$.60 per share on the 2,302,125 shares then outstanding.

Consolidated earnings for the nine months ended on Sept. 27, 1952, after taxes are estimated at \$4,663,000 and include the non-recurring capital gains referred to above. These earnings, including such capital gains, represent \$1.99 per share and, excluding capital gains, \$1.78 per share on the shares then outstanding.

Consolidated earnings for the first nine months of 1951 were estimated at \$4,205,000, and represented \$1.83 per share.

The consolidated earnings reported above do not include Paramount's share of net undistributed earnings of partially owned non-consolidated subsidiaries. Such share amounts to \$123,000 for the third quarter of 1952, as compared with \$183,000 for the same period in 1951, and \$340,000 for the first nine months of 1952 as compared with \$179,000 for the same period in 1951.

The board voted a quarterly dividend of \$.50 per share on the common stock.

that of the distributor as to which of the several offers was best, or to the propriety of rejecting all bids on the grounds of inadequacy."

Fabian Optimistic On TV

NEW YORK—Si H. Fabian, head, Fabian Circuit, and chairman, NETTC, expressed confidence last week that the industry would be successful in its efforts to win from the FCC the allocation of exclusive channels for theatre TV. He termed the case presented by the industry "the most thorough ever brought before the FCC."

Fabian warned that although the FCC had no reason to turn down the industry request, AT and T would probably offer some opposition to the plan at the January hearings.

Sonney-Kirby Bows

HOLLYWOOD—Dan Sonney, Sonney Amusement Enterprises, Inc., and Clayton Kirby, director, have organized Sonney-Kirby Enterprises, for the production of roadshow attractions, it was revealed last week.

The organization has completed "A Virgin In Hollywood."

The second production of the series, now in the course of preparation, is from a published magazine story, "The Girl Goes West."

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

MGM

"Million Dollar Mermaid"—Headed for the better money.

UA

"Breaking Through The Sound Barrier"—Import has the angles for the selling.

Konecoff

(Continued from page 10)

are about the same. This year should see 128 Italian films produced, compared to 102 last year. Three hundred and sixty-nine American films released this year garnered 62 per cent of the gross compared with last year's 351, which brought in 67 per cent. Theatres are doing very well.

Vienna: Reconstruction is about completed here, but business is only fair as it was before the war, with things being relatively quiet.

PRESS AGENCY: An MGM press agent insists it's so, so we guess we'll have to believe him. One exhibitor wanted to play "Ivanhoe", but a rival outbid him for the epic. The pining exhibitor, however, didn't come off altogether in the red for his opposition did such a big business that the overflow unable to get into the house to see you-know-what came to his house. If it all sounds confusing, it's a condition of the times, or so they tell us.

THE METROPOLITAN SCENE: Leonard Spinrad, news and feature editor, Warners' publicity department, is resigning to become an independent consultant on motion pictures for editorial and industrial clients. . . . Cliff Cane, eastern business manager, U-I advertising and publicity department, became the father of a son for the second time. . . . Helen Hayes is the latest stage star to join the cast in "Main Street To Broadway." . . . Charlie Franke joined Paramount as trade paper contact. He has our best wishes. . . . Maurice Segal joined RKO as trade paper contact, switching from Paramount. . . . The widely publicized analysis of drive-ins published by Jack Levin Associates has gone into a third printing. . . . Federated Films is getting a good magazine break in the December issue of Our World on "The Joe Louis Story." . . . Okeh pressbooks are out on "The Steel Trap" and "Eight Iron Men."

16mm. Suit Delay Okehed

LOS ANGELES—The government has granted defendants in the 16mm. case a postponement of their answer-date from Nov. 15 to Dec. 15, according to William C. Dixon, chief, west coast anti-trust division, Department of Justice. It is the second 30-day extension granted.

U-I Declares Dividends

NEW YORK—At a meeting last fortnight, the board of directors of U-I declared a semi-annual common stock dividend of 50 cents per share. It also declared a dividend of \$1.0625 per share on the 4¼ per cent cumulative preferred stock of the company.



Leo Jaffe, elected a vice-president, Columbia International Corporation recently, is also assistant treasurer of the parent company, Columbia Pictures Corporation, and a veteran in trade.

BOOK REVIEW

THE SPICE OF VARIETY. Edited by Abel Green. 277 pages. Henry Holt and Company. \$3.50.

Abel Green has dipped into the backlog of articles which have been written by top names in the entertainment world for the annual Variety anniversary issues, and has come up with a collection that is often brilliant, often witty, and always fascinating.

The authors whose works appear read like a page from the Who's Who of show business. A quick glance reveals Eddie Cantor, Fred Allen, Harry Hershfield, Joey Adams, Ethel Barrymore, and the topics are just as varied in theme and approach as those who penned them.

With the Christmas season coming up, "The Spice Of Variety" should be kept in mind as an ideal gift.

GPEC Income Up

NEW YORK—General Precision Equipment Corporation last week reported a net income of \$529,321 in the quarter ended on Sept. 30, equal to 80 cents per share on the common stock. In the same period a year ago, income was equal to 21 cents a share on the common stock, and amounted to \$124,048.

Net sales for the period totaled \$16,416,947, showed an increase of 136 per cent over last year. Directors declared a dividend of 25 cents per share of common stock, and \$1.25 on the preferred.

Cinerama Heads Confer

NEW YORK—The group discussing Cinerama production and exhibition plans recessed last week with the understanding that talks would be resumed soon either in New York or Hollywood.

Participating were Dudley Roberts, Jr., Cinerama president; Louis B. Mayer, chairman of the board, and Merian G. Cooper, general manager in charge of production. Mayer headed for Miami, Fla.,

Tests For "Blackbeard"

NEW YORK—RKO announced last week that a series of test showings of "Blackbeard The Pirate" have been scheduled for Thanksgiving. The film goes into release on Dec. 25.

Backed by special campaigns, the picture is set to open in Cleveland, Philadelphia, Pittsburgh, and Washington.

PEOPLE

NEW YORK—David Lewis, regional director, continental Europe for Loew's International Corporation, announced last week that Elias Lapinere will rejoin the MGM organization on Jan. 1 as special publicity representative in Europe, working on big pictures only.

NEW YORK—Russell V. Downing, president and managing director, Radio City Music Hall, last week was elected to the board of directors of Rockefeller Center, Inc. Downing joined the Music Hall as treasurer in 1933, was named executive vice-president in 1948, and was appointed president last March.

HOLLYWOOD—Cinécolor Corporation announced last fortnight that James S. "Sam" Burkett, veteran producer-distributor, has been named general sales manager. David Griffith has been named executive officer for Cinécolor in England.

ROCHESTER, N. Y.—Adolph Stuber, vice-president in charge of sales and advertising for Eastman Kodak Company, celebrated his 40th anniversary with the company last fortnight.

Technicolor Net Down

NEW YORK—The consolidated net profit after taxes on income of Technicolor, Inc., for the quarter ended on Sept. 30 was last week estimated to be \$474,087, equivalent to 50 cents per share, as compared to \$500,131, equivalent to 54 cents per share, for the corresponding quarter of 1951, with taxes for the third quarter of 1951 adjusted to the effective rate paid for the entire year, according to Dr. Herbert T. Kalmus, president-general manager.

The consolidated net profit after taxes for the nine months ended on Sept. 30 is estimated to be \$1,499,507, equivalent to \$1.60 per share, as compared to \$1,561,525, equivalent to \$1.68 per share, for the corresponding nine months of 1951, with taxes for the nine months of 1951 adjusted to the effective rate paid for the entire year.

Mass. Exhibitor Sues

BOSTON—A \$1,500,000 anti-trust suit against a group of theatres and distributors was filed last week by Lendonsol Amusement Corporation, headed by Leonard Goldberg, operator, Adams, Quincy, Mass.

The action charges conspiracy and monopoly to deprive the Adams of first-run product. Defendants are B and Q Associates, M and P Theatres, New England Theatres, Publix Netoco, American Theatres, Loew's Boston Theatres, Keith Massachusetts Corporation, RKO Theatres, the eight majors, and Republic.

Leo Jaffe Elevated

NEW YORK—Election of Leo Jaffe as a vice-president of Columbia Pictures International Corporation was announced last week following a meeting of the board. Jaffe is also assistant treasurer, Columbia Pictures Corporation, parent company. Herman Golden, comptroller, Columbia International, was promoted to assistant treasurer, succeeding Bernard E. Zeeman, recently named Columbia International treasurer.

Miscellaneous

In the Newsreels

MOVIE TONE NEWS (Vol. 35, No. 90) Korea: Marines in action. Boston: Pier blaze. Italy: British jet liner. East Coast, USA: Forest fires. New York: Vyvyan Donner's fashions. Football: Georgia Tech 28, Duke 7; Michigan State 14, Purdue 7.

NEWS OF THE DAY (Vol. XXIV, No. 220) Korea: Marines in action. New York: Crown jewels of Britain in replica. North Borneo: Duchess of Kent greeted. Egypt: Premier Naguib reviews troops. Football: Michigan State 14, Purdue 7; UCLA 28, California 7 (except Charlotte, Atlanta, Memphis, and New Orleans); Georgia Tech 28, Duke 7 (Charlotte, Atlanta, Memphis, and New Orleans).

PARAMOUNT NEWS (No. 23) England: Coronation preparations. Korea: Marines in action. Chester, Ill.: Prison riot ended. Columbus, O.: Prison riot. Football: Michigan State 14, Purdue 7; Texas 31, Southern Methodist 14.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 410) Germany: Russians block tanks. England: Coronation preparations. France: Plane crash. Canada: "Mr. Canada" selected. Football: Georgia Tech 28, Duke 7; Yale 21, Dartmouth 7; Michigan State 14, Purdue 7. Washington: Mummers' parade (Washington, D. C. only). Mail early to troops overseas.

WARNER PATHE NEWS (Vol. 24, No. 25) Columbus, Ohio: Prison riot. England: Coronation preparations. Egypt: Premier Naguib reviews troops. Off Australia: Seal hunt. California: Around-the-clock fashions. Football: UCLA 28, California 7; Georgia Tech 28, Duke 7.

TELENEWS DIGEST (Vol. VI, No. 45-A) Chicago and New York: Campaign ends. Africa: Disputed Morocco airbases. Canada: Latest test for RCAF fliers. Ann Arbor, Mich.: Illinois 22, Michigan 13.

MOVIE TONE NEWS (Vol. 35, No. 89) Indo-China and The Philippines: Typhoons. Chester, Ill.: Prison riot. Korea: Battle of ridges. The Mediterranean: Naval maneuvers. Fort Bragg, N. C.: Helicopter troops. France: Motor maniacs. New York City: Sweepstakes winner.

NEWS OF THE DAY (Vol. XXIV, No. 219) Korea: Battle of ridges. England: Queen Elizabeth at Command Performance. Chester, Ill.: Prison riot. Venice, Italy: Flood. New York City: Sweepstakes winner. New York: Eagles trip Giants. France: Motor maniacs. New York: Campaigns reach climax.

PARAMOUNT NEWS (No. 22) Chester, Ill.: Prison riot. France: Dam dedicated. England: Queen Elizabeth presides at Command Performance. USA: Forest fires. France: Wrestling.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 409) New York: Vishinsky. Korea: Battle of ridges. Germany: Kesserling freed. Indo-China: Typhoon. France: Flying toothpick. Germany: Hiroshima peace bells. New York: Sweater fashions. New York: College All-Stars defeat Knicks.

WARNER PATHE NEWS (Vol. 24, No. 24) Korea: Battle of ridges. New York: Vishinsky. Germany: Nazi Kesserling freed. France: Dam dedicated. Wales: Queen opens dam. Germany: Hiroshima



Eddie Solomon, Leo Pillot, and Ira Tulipan were recently elevated to new posts in the 20th-Fox advertising, publicity, and exploitation department.

peace bells. Hollywood: Doris Day sparks "gift lift" for Korea. New York: Campaigns reach climax (Philadelphia, New York, and Washington only). Football: 49'ers whip Dallas; Maryland stars bare bribe attempt.

TELENEWS DIGEST (Vol. VI, No. 44-A) New York: Campaigns reach climax. Kentucky: Forest fires. Chester, Ill.: Prison riot. India: Nehru visits dam. East Africa: Riots.

NATIONAL LEGION OF DECENCY

Nov. 6, 1952

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Prisoner Of Zenda" (MGM); "The Promoter" (English-made) (U-I); "Ride The Man Down" (Rep.); "Springfield Rifle" (WB); "Stars And Stripes Forever" (20th-Fox); "The WAC From Walla Walla" (Rep.); UNOBJECTIONABLE FOR ADULTS: "Against All Flags" (U-I); "Black Castle" (U-I); "Tropic Zone" (Para.); OBJECTIONABLE IN PART: "Bloodhounds Of Broadway" (20th-Fox); "The Iron Mistress" (WB); "Face To Face" (RKO); "Invasion, U.S.A." (UA); "My Pal Gus" (20th-Fox).

NATIONAL BOARD OF REVIEW

Nov. 1, 1952

SELECTED FEATURES: "Forbidden Games" (French-made) (Times); "The Prisoner Of Zenda" (MGM); "Operation Secret" (WB).

Oct. 25, 1952

STARRED SELECTED FEATURE: "Breaking Through The Sound Barrier" (UA) (English-made).

Beznor Raps "Plant" On Colosseum Demands

MILWAUKEE—David Beznor, counsel, Colosseum of Motion Picture Salesmen, last week labelled the report that the organization was prepared to drop demands for higher wages in favor of an increased expense allowance a possible "plant" by persons seeking to create dissension in the group or "an industry 'trial balloon' to get Colosseum reaction."

Beznor warned that any effort to thwart the legitimate demands of the group will be "vigorously resisted," and emphasized that Colosseum demands will be decided at the group's convention in Atlanta on Nov. 21.

Content Important, Blaustein Declares

HOLLYWOOD—Julian Blaustein, delivering the second lecture in the Screen Producers Guild six-lecture series before the Cinema Department, University of Southern California, last fortnight, declared that now, more than ever before, movie audiences want to know what is the content of a picture as well as who is in it before they step up to the boxoffice to buy their tickets.

Blaustein told his college audience that a major studio producer cannot depend solely upon his studio's story department, but must do a great deal of digging on his own in order to come up with material suitable for translation to the screen.

The 20th-Fox exec maintained that a producer must have a genuine enthusiasm for his project in order to insure at least minimum success for his picture. He also explained that one of producer's functions is that of custodian of the concept who must be responsible all the way down the line for the picture's development.

The producer's lecture subject was "The Basic Idea," or carrying through with the original idea for a picture from its inception to final shooting script. This talk, like other five in the Screen Producers Guild series, was photographed on sound film for distribution to educational institutions throughout the country.

A lively question and answer period followed the producer's formal talk.

Prior to the lecture, "The Day The Earth Stood Still," a Blaustein production at 20th Century-Fox, was shown to the class.

VCI Highlights Revealed

PITTSBURGH—John H. Harris, chairman, Variety Clubs International midwinter meeting Nov. 21, 22 and 23, revealed last week that Tent 1 is making elaborate plans to entertain the visiting delegates to the 25th anniversary celebration of the founding of the Variety Clubs.

Scheduled are attendance at the Pitt-Penn football game and the pro football game between the Pittsburgh Steelers and St. Louis Cardinals and an elaborate banquet.

A telethon show has been set to raise money for building a wing on the Pittsburgh Hospital to be named in honor of Catherine Variety Sheridan. It is expected that many stars and personalities will appear on the telethon together with the officers of the club and foreign delegates and visitors.

RKO Shorts List Set

NEW YORK—RKO will supplement its feature output with a program of 81 short subjects, Sidney Kramer, shorts sales manager, announced last week. The schedule calls for 13 RKO Pathe specials, four Gil Lamb comedies, two "Newlywed" comedies, six Leon Errol comedies, six Edgar Kennedy comedies, two musical two-reelers, 13 "Sportsopes", 13 "Screenliners", 18 new Walt Disney one-reelers, two "True Life Adventures", a program called "Mickey Mouse's Birthday Party", and a special Pathe number, "Operation A-Bomb", in color.

BETTER MANAGEMENT

Exploitation Keys To Profitable Merchandising

Philadelphia WB Launches "Crusade"

PHILADELPHIA—Enthusiasm marked the sessions at which the men of Stanley-Warner theatres, Philadelphia zone, met at the Bellevue-Stratford Hotel last fortnight. The meeting was presided over by Ted Schlanger, zone manager for Eastern Pennsylvania, Southern New Jersey and Delaware.

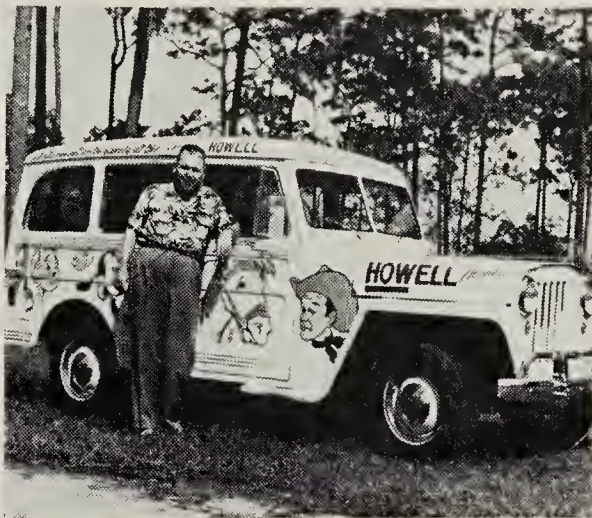
Schlanger, in launching a six-month drive entitled the "Showmanship Crusade", stated that the "Showmanship Crusade" was a broad experiment, and that he was asking all segments of the industry to cooperate in the undertaking in the district.

The "Crusade" is to be conducted in the zone from Dec. 1-May 31. There will be prizes to the managers during this period in an amount in excess of \$3700. Details of the "Crusade", which embraces a comprehensive campaign for the selling and exploitation of all attractions during that period, as well as promotional campaigns, which have an aggregate value of \$125,000, were presented to the managers in a special brochure for the general meeting.

At a luncheon on the first day of the general meeting, all of the distributor representatives of every film company, as well as their district managers, joined the Philadelphia managers.

A delegation of home office executives, headed by Harry Kalmine, president-general manager, Warner Theatres, and including Ben Wirth, home office real estate head; Carl Siegel, president, Warner Brothers Service Corporation; W. Stewart McDonald, assistant treasurer, Warner Brothers Pictures, and Harry Goldberg, director of advertising, Warner Theatres, all addressed the meeting.

As special guests were Jerry Pickman, in charge of advertising, publicity, and exploitation for Paramount Pictures, and Stirling Silliphant, 20th-Fox.



Residents of Palatka, Fla., can't forget the movies whenever they see French Harvey, manager, Howell, that city, driving around in his white jeepster completely decorated with cartoon and western characters. The car makes its biggest hit with children of the district, of course.

During the closing period of the first day's session, the meeting was addressed by Lee Ellmaker, Jr., vice-president, The Daily News in charge of advertising, and Dean McCullough, managing editor, The Daily News, who directed their remarks to the assemblage regarding the giant jackpot promotion.

Harry Kalmine highly complimented the preparation and the work of the undertaking.

On the second day the meeting was addressed by all department heads: J. Ellis Shipman, contact manager; Ted Minsky, film buyer; Dan Triester, assistant film booker and buyer; Henry Eberle, in charge of sound department; Herman Levine, head of real estate; Robert L. Mills, head of engineering, and Lester Krieger, assistant zone manager. As a special guest, Robert Coyne, executive director, COMPO, conducted an open forum on the question of tax repeal, and how to work for it.

All in all, the meeting was one of the most successful in years.

Cleveland Houses Use TV As An Ally

CLEVELAND—What is claimed to be the first sustained program combining movies and TV will be initiated here on Nov. 16 when a movie-sponsored half-hour program initiates its 13-week contract over WXEL.

The program is scheduled from 1 p. m. to 1.30 p. m., with the sponsors a group of Greater Cleveland first-runs and seven distributors. Object is to reach the greatest number of people with information about current and coming pictures. Sponsoring producers are MGM, Paramount, 20th-Fox, Warners, Columbia, United Artists, and Universal-International. The first-runs that are sharing the program costs are Loew's State, Ohio, and Stillman; RKO Palace, Warners' Allen, the Hippodrome, Tower, Lower Mall, and Fairmount. All are downtown first-runs except the Fairmount, which is a deluxe suburban house.

Producer of this innovation in direct selling to the public is the Music Corporation of America. Bill Gordon will emcee the weekly program, which will feature leading local theatre personnel, who will give forth interesting items about pictures. They will also participate in a movie quiz answering questions submitted by the listening audiences, with guest tickets to any of the theatres in the group for any questions not answered correctly. It is also planned to have visiting movie personnel of all fields appear on the program, and, when possible, to incorporate trailers and clips of coming attractions. The program is called "Lights-Camera-Questions". Its cost is estimated at approximately \$1,000 a week.

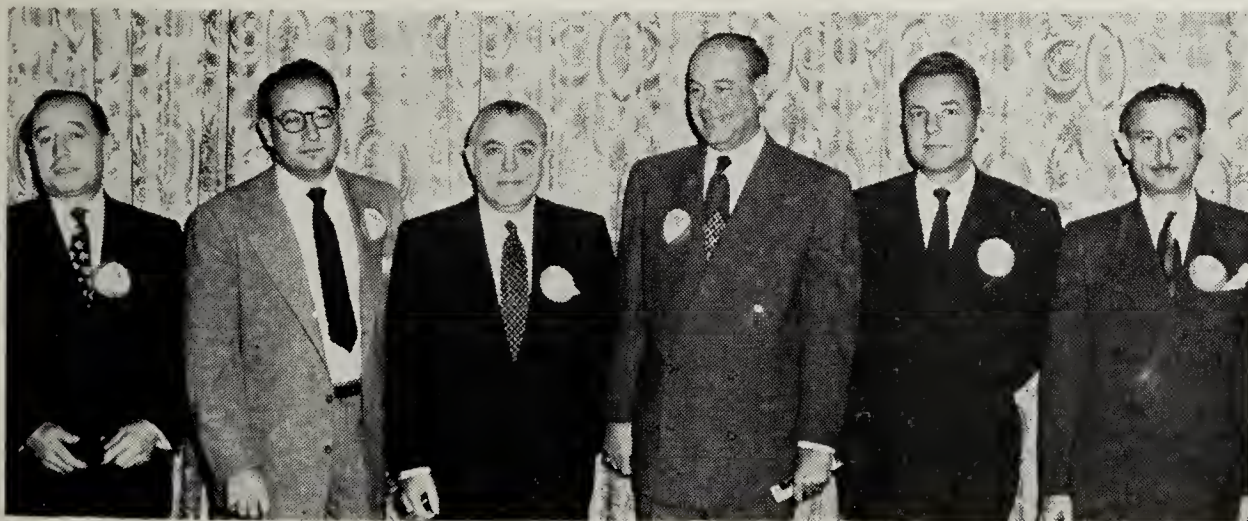
This movie-TV program is an outgrowth of a movie-radio program put on last year without sponsorship.

Arveson Wins MGM Contest

NEW YORK—Arthur Arveson, manager, Paramount, Anderson, Ind., was last week announced by MGM as the winner of the first prize in the "Carbine Williams" "Promotion Prize of the Month" contest. "Carbine Williams" is the fourth picture in the series, with cash awards totaling \$1,000 divided among seven theatres submitting the best campaigns.

Arveson received \$500. The second prize, \$250, was sent to the team of Lou Cohen, manager, and Norm Levinson, assistant, at Loew's Poli, Hartford, Conn. Third prize, \$50, goes to Ike Hoag, Stuart, Lincoln, Neb.

Other theatres and managers who received prizes of \$50 each are William Hastings, RKO Orpheum, Denver; Henry Sommers, Durwood, Leavenworth, Kans.; Matt Saunders, Poli, Bridgeport, Conn., and Max Cooper, Skouras Glen Cove, Glen Cove, N. Y.



Among those seen at the recent two-day Stanley-Warner Theatres' "Showmanship Crusade" meeting at the Bellevue-Stratford Hotel, Philadelphia, were, left to right, Harry Goldberg, National theatres' advertising director; Jerry Pickman, vice-president, Paramount Pictures; Harry Kalmine, president-general manager, Warner Theatres; Ted Schlanger, S-W Philadelphia zone manager; Stirling Silliphant, publicity director, 20th-Fox, and Ben Wirth, who is the veteran Warner Theatres' home office real estate head.

Mayer Hits Myths In Women's Club Talk

NEW YORK—Speaking before the Women's Press Club last week, Arthur L. Mayer, former executive vice-president, Council of Motion Picture Organizations, listed five misconceptions which large numbers of people have of the motion picture industry and labeled them myths.

The beliefs that Mayer attacked were:

That the public is hungry for mature pictures with messages but is deprived of them by uneducated Hollywood tycoons; that foreign films are superior to American pictures; that the motion picture is on the verge of bankruptcy; that it is now being replaced in the affections of the American people by television, and that Hollywood is dominated by a "greasy crew of communists and fellow travelers."

Tri-Opticon Rights To Lesser

HOLLYWOOD—The United States rights to the British developed Tri-Opticon process, which imparts a third-dimensional illusion to films, have been acquired by Sol Lesser, it was announced last week. Raymond Spottiswoode, technical director, Stero-Techniques, Limited, a British company, is here with film and projection equipment which Lesser will use in trade showings by 10 units in all major cities.

Tri-Opticon has a revolutionary camera mount and a mechanical calculator which correlates variable factors involved, and comes up with mathematically and optically precise readings which the mount translates into the position of the cameras. All other photographic equipment is standard. Special glasses such as are made by Polaroid are required for viewing.

Maier Heads Warner Club

NEW YORK—At the annual meeting of the delegates of the Warner Club, Inc., Herman Maier, chief construction engineer and general purchasing agent, Warners, was last week elected president of the club, succeeding Bernard Rosenzweig.

Other officers elected for the ensuing year include Tom O'Sullivan, vice-president; Frank Kiernan, vice-president in charge of membership; Ruth Weisberg, vice-president in charge of welfare; Fred Stengel, vice-president in charge of claims; Harry Mayer, vice-president in charge of social activities; John Holmes, treasurer; Barry O'Connor, assistant treasurer, and Harry Olson, secretary.

Theatres Sign For MOD Aid


NEW YORK—The National Foundation for Infantile Paralysis announced last week that pledges obtained indicate that the worst polio year in United States history is inspiring the nation's theatremen to a record support of "The March of Dimes" for its coming January campaign.


More than 12,000 exhibitors have agreed to run "March of Dimes" trailers and to take collections of some type. Theatres not yet contacted, who wish to support the campaign particularly in the third week in January, are urged to call their local chapter of "The March of Dimes", or write to Bill E. Danzinger, National Foundation for Infantile Paralysis, 120 Broadway.


The Tip-Off On Business


(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date in accordance with newer information, exhibitors will be able to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (NOVEMBER 12, 1952)

Swell, topnotch, record-breaking or close to it in all types of houses. 


Good, although not breaking the walls down, but solid returns. 


Just fair, nothing out of the ordinary, returns about average. 


Disappointing, way below the average expected, decidedly off. 


The Week's Newcomers


BECAUSE OF YOU (95m.) (U-I) 


LIMELIGHT (141m.) (UA) 


OPERATION SECRET (108m.) (WB) 

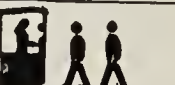
SOMETHING FOR THE BIRDS (82m.) (20th-Fox) 

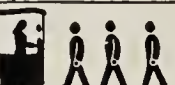
SPRINGFIELD RIFLE (93m.) (WB) 


THE BLACK CASTLE (81m.) (U-I) 


THE BLAZING FOREST (91m.) (Paramount) 


THE FOUR POSTER (103m.) (Columbia) 


THE HAPPY TIME (94m.) (Columbia) 

THE PRISONER OF ZENDA (101m.) (MGM) 


THE SAVAGE (94m.) (Paramount) 


THE TURNING POINT (84½m.) (Paramount) 


TOUGHEST MAN IN ARIZONA (93m.) (Republic) 

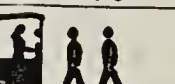
WILLIE AND JOE IN BACK AT THE FRONT (87m.) (U-I) 


Continuing

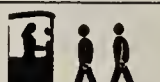
BECAUSE YOU'RE MINE (103m.) (MGM) 

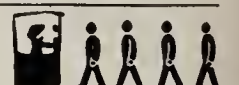
BONZO GOES TO COLLEGE (79½m.) (U-I) 


DREAMBOAT (83m.) (20th-Fox) 


EVERYTHING I HAVE IS YOURS (91m.) (MGM) 


HORIZONS WEST (81m.) (U-I) 


HURRICANE SMITH (90m.) (Paramount) 


IVANHOE (106m.) (MGM) 


LURE OF THE WILDERNESS (92m.) (20th-Fox) 


MY WIFE'S BEST FRIEND (89m.) (20th-Fox) 

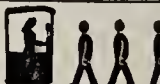
NIGHT WITHOUT SLEEP (77m.) (20th-Fox) 


O'HENRY'S FULL HOUSE (118m.) (20th-Fox) 


PARK ROW (83m.) (UA) 

SOMEBODY LOVES ME (97m.) (Paramount) 


THE BIG SKY (122m.) (RKO) 


THE CRIMSON PIRATE (104m.) (WB) 


THE GOLDEN HAWK (84m.) (Columbia) 

THE LUSTY MEN (113m.) (RKO) 


THE MIRACLE OF FATIMA (102m.) (WB) 


THE QUIET MAN (129m.) (Republic) 

THE RING (78m.) (UA) 

THE SNOWS OF KILIMANJARO (114m.) (20th-Fox) 

THE THIEF (85m.) (UA) 

WAY OF A GAUCHO (91m.) (20th-Fox) 

YANKEE BUCCANEER (86m.) (U-I) 

PHYSICAL THEATRE



A most beautiful and effective front was accomplished by the Bay Theatre, National City, California, in the installation of attraction panels in a background of vertical neon tubing, which is particularly eye-catching at night. The Wagner attraction panels are each nineteen feet long.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

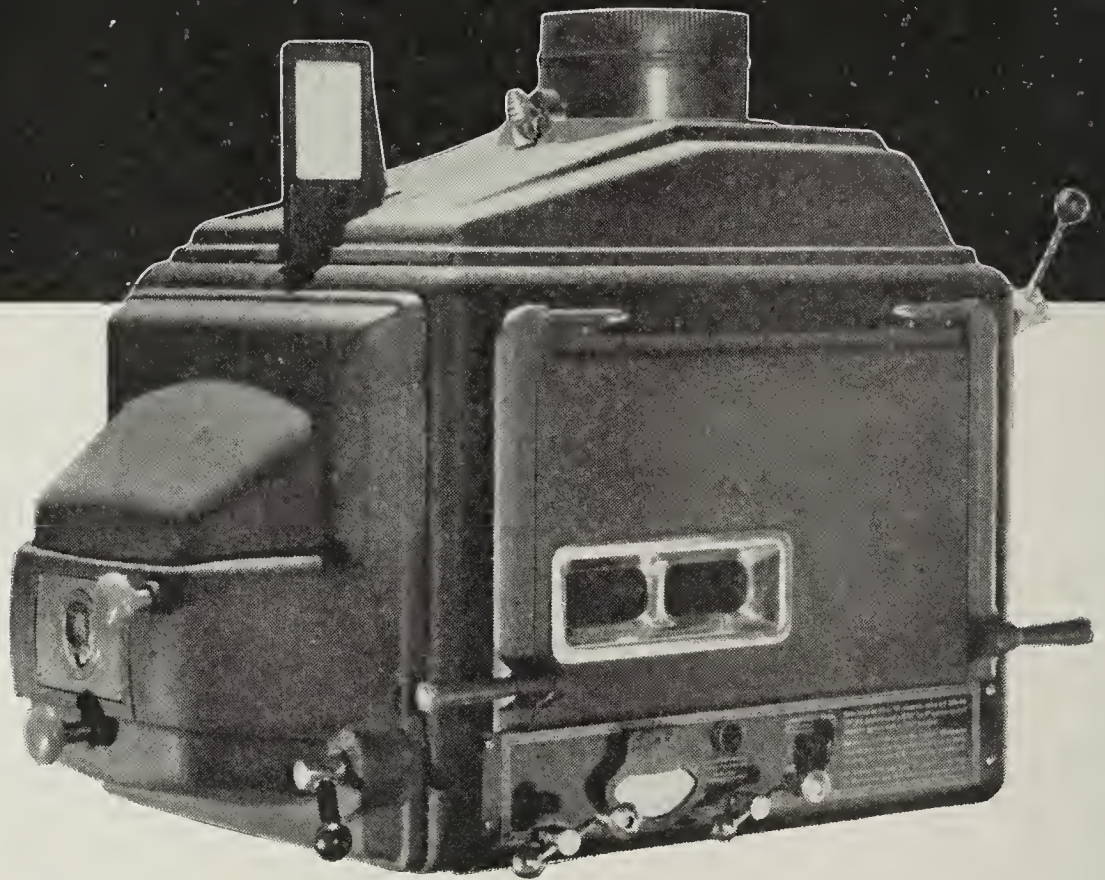
Arnold Farber, Editor

IN THIS ISSUE:

THE CONVENTION BEGINS.....	Page 5
SAFETY PRECAUTIONS.....	Page 8
SWANK PREVIEW THEATRE	Page 10
NEW PRODUCTS.....	Page 12
TELEVISION GOES OUTDOORS.....	Page 15

RADIANT ENERGY RADIANT ENERGY

One thing your theatre can't do without



Theatregoers have been educated to expect super-brilliant projection. Therefore, screen light in abundance is as essential as the very films you buy. Regardless of how big your screen may be, install

NATIONAL EXCELITE

75-130 Ampere High Intensity Reflector Type

PROJECTION ARC LAMPS

and you'll have the brightest pictures and at the lowest cost.

DISTRIBUTED BY

NATIONAL
THEATRE SUPPLY

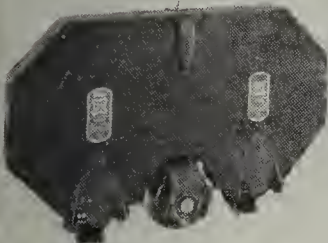
Division of National • Simplex • Bludworth, Inc.

"THERE'S A BRANCH NEAR YOU"

THEATRE PRODUCTS OF

dependability
economy
beauty

GoldE

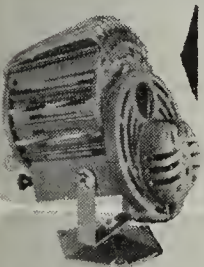


GoldE **REWIND** **THE** **OPERATOR'S** **FAVORITE**

Always dependable. Silent and safe! U.L. Approved. Eliminates fire hazards. Positive friction... Can't clinch film. Tilt-back case... Reel can't fly off. Micro-switch safety cut off... when door opens or film breaks, motor stops.

GoldE **TICKET BOX... HANDSOME!**

Streamlined to fit any lobby. Sturdy construction—20 gauge steel. Lifetime cast aluminum top. Piano hinged door. Cylinder-locked. Baked enamel finish—Mandarin Red, Burnt Orange, Royal Blue. Special colors available at slight extra cost.



GoldE **ROTOCHROME** **FOR COLOR** **IN MOTION**

Six beautiful flowing colors add decorative interest to your theatre. Compact, lightweight, easy to use as an electric clock. Long-life lamp. 500 Watts—brilliant, changing color. Pipe clamps, wall and ceiling brackets available.



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LAYING IT

On The Line

The Convention-Trade Show

The film industry is entering one of the most interesting and challenging phases in its history. The repeal of the 20 percent tax, the threat of television, rising costs, and material shortages are only a few of the many complex problems which face the industry, and which must be solved. And some of these solutions appear to be at hand.

The recent opening of Cinerama, with the tremendous response it received from the public and the press, the debut of theatre television in drive-ins, the development of the maskless screen, the early appearance of three-dimensional movies, and large screen color TV, all of these advances offer overwhelming testimony that the movies has the vitality and imagination to not only meet the competition, but even surpass it.

However, while these developments are encouraging, they should by no means be any cause for complacency. There are still many things which will require the combined and concerted efforts of all branches of the industry before there will be any time to sit back. And that is why the coming ALLIED-TESMA-TEDA assembly in Chicago next week, is so vital and important.

There is little doubt that there will be heated debate and probably some harsh words spoken, and while never pleasant this is not a completely undesirable thing. For it is a positive indication of the intensity of feeling and interest, out of which valuable ideas and suggestions often appear.

The Chicago conclave is important because it will be able to deal with problems that concern the entire industry, and also cope with situations on the level of the individual theatre. Just as there have been improvements made on a large scale, the equipment dealers and manufacturers have been constantly striving to perfect and develop methods and means of making individual theatre operation a safer and more profitable enterprise.

The exhibitor attending the trade show will have ample opportunity to scan the entire equipment field. It is worthy of note that the program has been so arranged to leave time open in order to attend the trade show. It will be possible for everyone to see, test, and learn about many new products which will be on display in Chicago for the first time. Whether he is interested in carbons or concession stands, seats or drive-in screen towers, it will be found in the many booths, and in many cases there will be a number of directly competing products to select from.

From November 15 to 19 three fine organizations will be offering proof to themselves, and the entire nation, that the film industry deserves its high place in the American way of life. It will also offer proof that in the true spirit of free enterprise, the motion picture industry is capable of meeting competition honestly and squarely.

Let all those who will be in Chicago next week, give the meeting the attention and support it is worthy of receiving.

The time is almost here. Let the convention-trade show begin.

PHYSICAL THEATRE • A sectional department of EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.

SEEING IS BELIEVING!

THE BIRTH OF A NATION AND THE BIRTH OF AN ART

IN 1915

MOTION PICTURES GRADUATED FROM FASCINATING NOVELTY TO INTERNATIONALLY RECOGNIZED ART-FORM WITH RELEASE OF

D.W. GRIFFITH'S

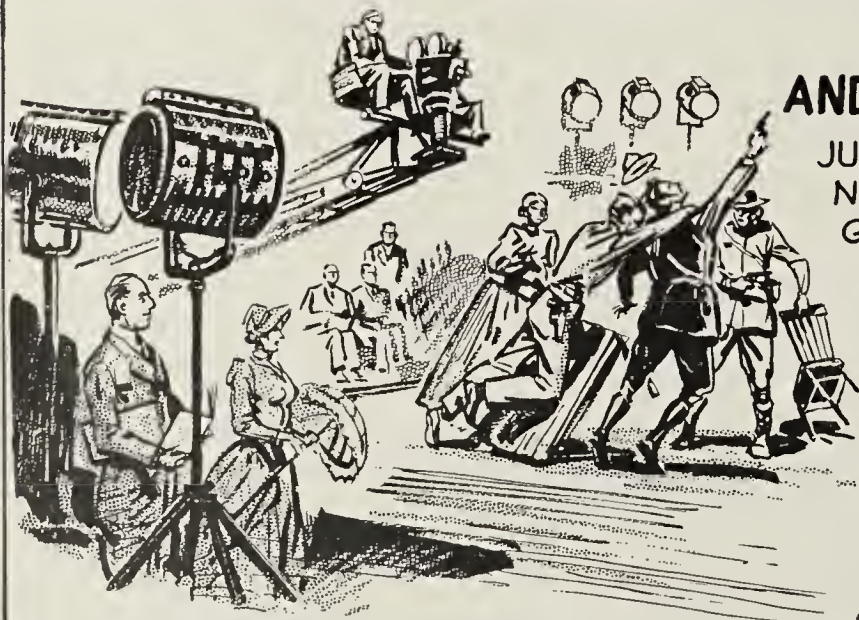
"BIRTH OF A NATION".

BIG BOX OFFICE WAS BORN, TOO. THE FILM HAS GROSSED OVER 15 MILLION DOLLARS!



ANOTHER PIONEER

...THE "NATIONAL" CARBON ARC... HEIGHTENED THE DRAMATIC EFFECT AND VERSATILITY OF SUCH GRIFFITH "FIRSTS" AS CLOSE-UPS, BACK-LIGHTING, AND SHARP-SHADOW COMPOSITION.



AND STILL PIONEERING ...

JUST OUT, NATIONAL CARBON'S NEW 9mm "SUPREX" CARBON GIVES GREATLY IMPROVED SCREEN LIGHT FROM MIRROR-TYPE LAMPS...

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SEE IT IN ACTION!



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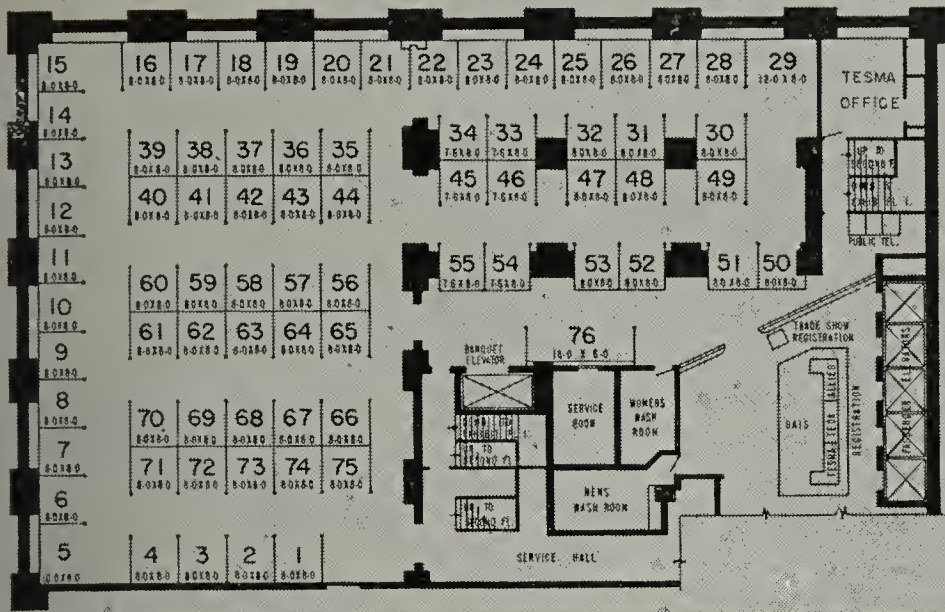
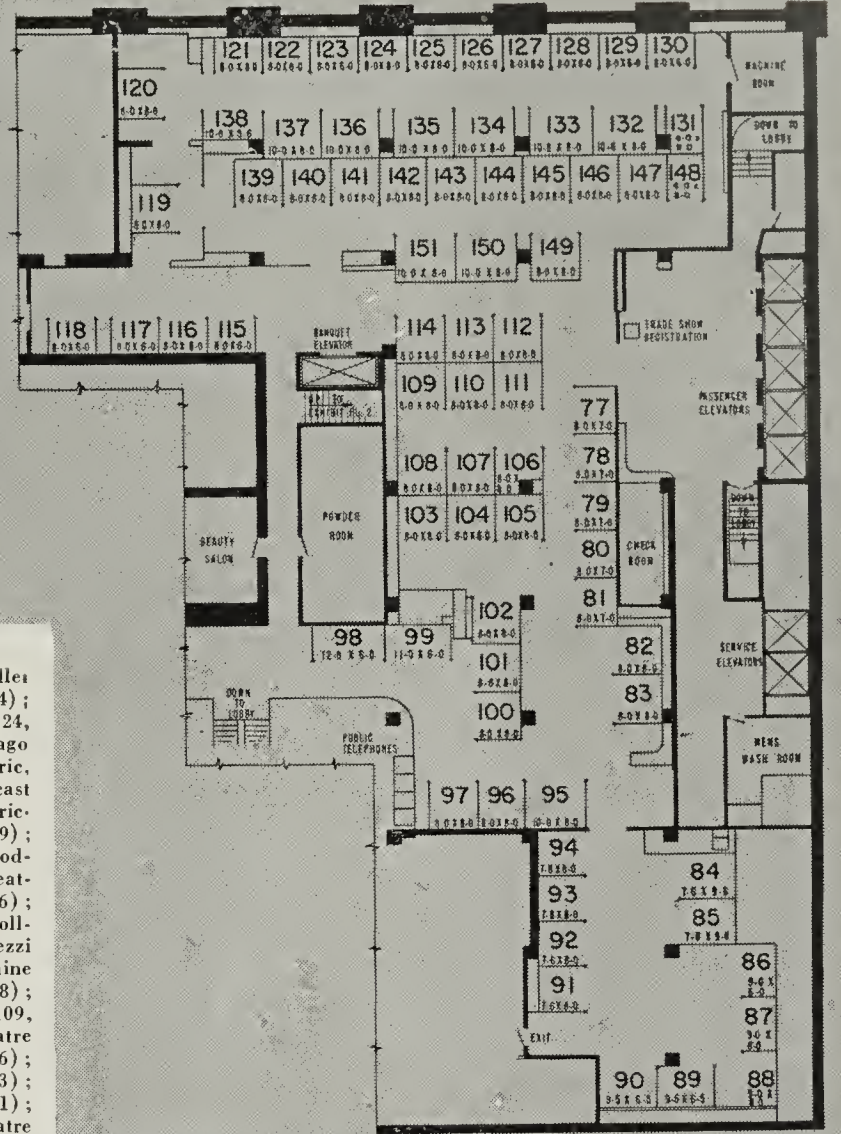


EXHIBIT FLOOR NO. 1.



Company name is followed by booth number in parenthesis: ABC Popcorn, (102); Adler Silhouette Letter, (43-44); American Seating, (82); Anderson Wagner, (11); Argus, (114); Ashcraft, (8-9); Associated T. and R., (58); Automatic Devices, (140); Ballantyne, (124, 125, 126, 127); Bally, (104-105); Bausch and Lomb, (25); Century Proj., (10); Chicago Used Chair Mart, (103); Coca-Cola, (56, 57, 64, 65); Compro, (42); Continental Electric, (21); C. Cretors, (41); Dad's Root Beer, (83); Dawo, (61); De Vry, (119); Diecast Aluminum Speakers, (138); Drive-In Theatre Manufacturing Company, (26, 27); Electric-Aire Engineering, (40); EPRAD, (144); General Register, (59); Globe Ticket, (39); GoldE, (52); Gordos, (60); Helios Carbons, (115); Hewitt Robins, (77); Heywood-Wakefield, (35, 36); Hires, (19); Hollywood Servemaster, (62); Huff's, (76); Ideal Seating, (12, 13); Imperial Electric, (63); International Proj., (79); International Seat, (6); Irwin Seating, (72); A. and M. Kraghucian, (108); Knoxville Scenic Studios, (1); Kollmorgen Optical, (145); Krispy Kist Korn Machine, (120); Kroehler, (66); La Vezzi Machine Works, (54, 55); Lawrence Metal Products, (99); Leedom Carpet, (7); Lorraine Carbons, (51); Majestic Enterprises, (76); Manley, (31, 32); J. E. McAuley, (78); Miracle Whirl Power Rides, (95, 96, 97, 100); Mission Dry, (149); Motiograph, (109, 110, 111); National Carbon, (146, 147); National In-Kar Heaters, (62); National Theatre Supply, (80); Neumade Products, (14, 15); Orange Crush, (121); Oxford Electric, (46); Pepsi-Cola, (112, 113); RCA, (5); Raytone Screen, (16); Rex Specialty Bag, (143); J. E. Robin, (48); B. F. Shearer, (107); Star, (132); Strong Electric, (150, 151); Superior Electric, (141, 142); Supurdisplay, (67, 68); Theatre Seat Service, (50); Theatre Specialties, (81); Universal, (139); Vocalite Screen, (99); Wagner Sign, (28, 29); Wenzel Proj., (45); Whitney Blake, (106); Edw. Wolk, (53).

THE CONVENTION BEGINS

The ALLIED-TESMA-TEDA Convention-Trade Show Opens In Chicago November 15

From all parts of the country exhibitors, theatre supply manufacturers and dealers are packing their bags and preparing to converge in Chicago for the giant ALLIED-TESMA-TEDA convention and trade show, which begins November 15. For months, ever since it was decided that the three organizations would hold a joint meeting, the officers and members of the three respective groups have been working out the many details that naturally arise in any operation as large as this one.

Hotel accommodations have to be arranged for, meeting rooms and facilities have to be found, for those participating in the trade show it means selecting booths, organizing suitable display equipment and material, deciding who shall attend, arranging for such things as water, or gas, or spotlights, or any number of small but important details. The next few days will see the final rush to tie up all the loose ends, and then all will be ready for what should certainly be one of the most important and constructive industry get-togethers of the year.

Drawing from their experience in convention-trade shows of previous years, the program committees of ALLIED, TESMA, and TEDA have arranged a schedule which they feel will work for the greatest benefit of all those attending, and get the most value out of the hours which have been set aside for business.

PHYSICAL THEATRE

Vol. 7, No. 12 November 12, 1952

The first day, November 15, has been arranged so that most of the time will be used to set-up and install the equipment in the trade show booths. Also, the light schedule will permit those attending to arrive, settle their hotel accommodations and take a little look around before getting down to serious business.

The trade show will have its official

opening on Sunday, November 16. Although it has not yet been definitely decided, there is a possibility that the trade show that night will be thrown open to the general public. The deciding factor will be ALLIED'S success or failure in arranging with the Hollywood Studios for the appearance of a group of stars and starlets.

Monday will see very important meetings held by TESMA and TEDA. The first thing in the morning the Theatre Equipment and Supply Manufacturers Association will conduct its annual meeting at which the election of four new members of that organization's board of directors will be announced. The balloting for these new directors is done by mail prior to the convention. At the same time the Theatre Equipment Dealers Association will be in session at which their directors are to be elected. The trade show will be open until 10.00 p. m., and it should be noted that on that evening Allied has not scheduled any activity. This has been done in order to allow all the exhibitors attending to have free time in which to visit the booth

ALLIED TESMA TEDA CALENDAR

Saturday, November 15

- TESMA:**
 a. Morning—Installation of equipment in baths.
 b. 2 p. m.—Informal opening of trade show. Trade show closes at 6 p. m.
- TEDA:**
 Nothing special scheduled.
- ALLIED:**
 2 p. m.—Board of Directors meeting.

Sunday, November 16

- TESMA:**
 a. Morning—Meeting of TESMA Board of Directors.
 b. 2 p. m. to 10 p. m.—Formal opening of trade show.
- TEDA:**
 a. Morning—Meeting of TEDA Board of Directors.
 b. 12:30 p. m.—Annual TEDA luncheon for TESMA and TEDA members and guests in Terrace Room, Hotel Morrison.
- ALLIED:**
 a. 10 a. m.—Board of Directors meeting.
 b. 12:30 p. m.—Directors luncheon.
 c. 2 p. m.—Board of Directors meeting.

Monday, November 17

- TESMA:**
 a. 9 a. m.—Annual meeting of TESMA at which election of four new members of board of directors will be announced.
 b. 12 noon to 10 p. m.—Trade show.
- TEDA:**
 9 a. m.—Annual meeting of TEDA at which time directors will be elected.
- ALLIED:**
 a. 2 p. m.—Open meeting.
 b. 3 p. m.—Film clinics.

Tuesday, November 18

- TESMA:**
 a. 9 a. m. to 11 a. m.—Trade show open only to exhibiting manufacturers and theatre supply dealers.
 b. 11 a. m. to 5 p. m.—Trade show open to registered dealers, exhibitors, etc.
- TEDA:**
 7:30 p. m.—TEDA annual cocktail hour, dinner, and party at the Ivanhoe Club.
- ALLIED:**
 a. 9:15 a. m.—Film clinics.
 b. 12:30 p. m.—Luncheon.
 c. 2 p. m.—Open forum.
 d. 8 p. m.—Allied party at Chez Paree.

Wednesday, November 19

- TESMA:**
 a. 10 a. m. to 4 p. m.—Trade show open.
 b. 4 p. m.—Final trade show closes.
- TEDA:**
 No special event scheduled.
- ALLIED:**
 a. 1:30 p. m.—Committee meetings.
 b. 6:30 p. m.—National Carbon Company cocktail party.
 c. 8 p. m.—All industry banquet attended by all TESMA-TEDA-ALLIED members and guests.

display area.

In addition to the various closed meetings there will also be a number of open forums and Allied will be conducting film clinics which should prove of great interest and value to all. It is at the open forums, in which everyone has the opportunity to speak and voice his ideas, and very often the heated and spirited debates that develop come up with many worthwhile and sage suggestions, and possible remedies to industry problems.

On the final day of the convention and trade show Allied once more will clear the entire morning to permit its members to take advantage of the wonderful chance to get a comprehensive and overall look at what the equipment field has to offer them in the way of making their theatres a more profitable enterprise. It should also not be overlooked that the exhibitors, in addition to seeing all types of equipment, will be able to converse and get direct assistance and advice from the men who design, develop and sell this equipment. If for no other reason, this chance to exchange ideas and explain personal problems makes the combined trade show and convention worthwhile.

Naturally, the purpose of the show is to promote and create the sale of new theatre equipment, and from the large number of booths, and the variety of equipment and supplies to select from, it will undoubtedly stimulate many theatre-men to replace outmoded equipment with some of the new products to be shown.

The value of exhibitors, manufacturers and dealers from all over the nation getting the chance to meet in both business and social activities can not be stressed too much. This inter-change of ideas and opinions often creates a sense of unity and good-will that last far beyond the life of the convention.

In the floor plan chart in the issue of October 22, Diecast Aluminum Speakers is shown as being in booths 26 and 27. Actually booths 26 and 27 will be occupied by the Drive-In Theatre Manufacturing Company. Diecast Aluminum Speakers will occupy booth 138.—Ed.

Company Entertainment Chart

Company	Activity	Who Is Invited
ANDERSON AND WAGNER	Suite of rooms	Theatre men by appointment.
BALLANTYNE COMPANY	Cocktail party and buffet supper	Dealers only. Each dealer may bring four or more theatre owners. Date to be announced.
	Suite of rooms	Theatre men by appointment
CENTURY PROJECTOR	Dealer meeting	Dealers only. Date to be announced.
	Suite of rooms	Theatre men by appointment.
DIT-MCO	Small group dinners and luncheons.	Open to all by invitation. Dates to be announced.
	Suite of rooms	Open House.
HEWITT-ROBBINS	Suite of rooms	Theatre men by appointment.
HEYWOOD-WAKEFIELD	Suite of rooms	Theatre men by appointment.
KROEHLER MANUFACTURING COMPANY	Suite of rooms	Theatre men by appointment.
MIRACLE WHIRL SALES	Suite of rooms	Theatre men by appointment.
MOTIOGRAPH	Suite of rooms	Open house.
NATIONAL THEATRE SUPPLY	Suite of rooms	Theatre men by appointment.
NEUMADE PRODUCTS	Suite of rooms	Theatre men by appointment.
REX SPECIALTY BAG CORPORATION	Suite of rooms	Open house.
WAGNER SIGN SERVICE	Suite of rooms	Open house.
WENZEL PROJECTOR COMPANY	Suite of rooms	Open house November 16 and 17 from 5-7 p. m.
WHITNEY BLAKE	Suite of rooms	Theatre men by appointment.

Allied-TESMA-TEDA Convention Capers

Organization	Activity	When And Where
TEDA	Annual luncheon	November 16, 12:30 p. m., Terrace Room, Hotel Morrison. For members and guests of TESMA and TEDA.
TEDA	Annual cocktail hour, dinner, and party	November 18, 7:30 p. m., Ivanhoe Club, North Clark Street. For TESMA and TEDA members.
ALLIED	Party	November 18, 8 p. m., Chez Paree. For members and guests of Allied.
NATIONAL CARBON COMPANY	Cocktail party	November 19, 6:30 p. m., preceding all-industry banquet.
COMBINED	All Industry banquet	November 19, 8 p. m., Terrace Room, Hotel Morrison. For all TESMA, TEDA, and Allied members and guests.

A telephoned description of the Northwest Indian motif at Northgate Theatre in Seattle, Washington, permitted the design experts who loom RCA Theatre Carpet to create the distinctive totem-pole pattern.

Fifteen hundred yards of RCA custom-loomed carpet carry the interior theme through Sterling Theatres' Northgate Theatre.



Exclusively Yours

from the designer's sketch to your floor

PLAN now to give your theatre real individuality with your own, designer-inspired, RCA custom-loomed carpets.

Loomed for RCA by Thomas L. Leedom Company, of Bristol, Pennsylvania, RCA carpets offer you the exact design you want, executed by expert craftsmen. In their hands your pattern is transformed into carpeting that is exclusively yours—carpeting that will stay beautiful for years.

... OR SELECT FROM STANDARD PATTERNS

If you wish, you may order your RCA custom-loomed carpets from a wide variety of standard patterns. These rich, high-pile carpets are available in four outstanding grades: the **ACHIEVEMENT**, the **HEADLINER**, the **TOP PERFORMER**, and the **SHOWMAN**. They're as economical as they are beautiful.

Call your RCA Theatre Supply Dealer today. Ask him about your exclusive carpet design—or have him show you the many standard designs he can offer.

DOES YOUR CARPET HELP

YOUR "HOME-COMFORT" PROGRAM?

Can your carpet take the scrutiny of today's tough market? Can it compete with the luxury of today's home?

Look at your carpet critically. Perhaps new carpeting should be your next step toward offering entertainment with all the comforts of home.



THEATRE EQUIPMENT
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In Canada: RCA VICTOR Company Limited, Montreal



SAFETY PRECAUTIONS

Duties of the Theatre Staff To Prevent and Fight Fire and Panic

Theatre men, as a rule, are easy-going and optimistic fellows to whom disaster appears a distant and unlikely contingency. Unfortunately fire is a calamity that strikes without warning, throwing theatre audiences into a state of panic. Feeling trapped and helpless, people react violently to any sudden appearance of flame and smoke.

Fully aware of this natural fear of fire, and the often disastrous reaction to it, the importance of having the manager and staff prepared, and capable of handling such an emergency, can not be stressed too strongly.

Conscious of the ever present danger a large theatre circuit recently reexamined the whole problem of fire and panic prevention, and formulated a forthright and simple list of safety practices, which it distributed to all employes.

One of the prime requisites for averting a panic is CALMNESS. A staff which is calm itself not only can get attention of an audience, but can hold it with assurance while coping summarily, for example, with a small, smoky blaze in the basement. And during the course of a really serious fire, while members of the audience are being whisked from a burning building, a calm front may stave off complete chaos.

This is a list of some of the do's and don't's in prevention of and in case of fire.

Manager

1. Will be thoroughly familiar with all local ordinances relating to fire prevention, fire protection, and safety in the theatre. He will be responsible for the safety of all patrons and employes in the building through his supervision in carrying out every regulation in this outline.

2. He will inform all of his employes of the local ordinances mentioned in Number 1.

3. He will make daily inspections of all exits, panic bolts, etc., making more frequent checks of exits during freezing weather to make sure the doors are not frozen tight. In the event panic bolts are not working properly, this situation will be corrected without any delay.

4. A weekly inspection will be made of all first-aid and fire-fighting equipment, making sure that they are in their proper places and in working order.

5. Make immediate investigations of all reports from employes or patrons of possible hazardous conditions, such as blocked aisles or doorways, torn carpets, excessive trash in rest rooms—just to mention a few. Have the hazardous condition remedied immediately.

As soon as smoke or any signs of fire are detected the manager should make an immediate and hurried examination, and unless he is absolutely sure beyond any doubt that it is minor, and an extinguisher will take care of it, the fire department should be called at once. This is where a great deal of good judgment and common sense will have to be exercised quickly. In many fires, a few minutes delay in calling the fire department has cost many lives. If the fire department is called all proper fire fighting equipment should be used in order to hold the fire in check.

If it is necessary to evacuate the building, the manager should make a calm personal appeal, in full view of the audience, from the stage if possible. He should explain that there is an emergency and that the building must be evacuated.

A theatre manager should hold regular staff meetings to make sure that his personnel is familiar with all the rules and regulations dealing with the prevention of fires and to instruct them in how to behave when an emergency arises to avert panic in the audience.

Operators

1. Report to the manager immediately any equipment found in improper working condition.

2. In case of fire, drop shutters in the projection booth immediately.

3. Upon receipt of notice of evacuation from manager or assistant, turn up house lights, drop shutters, turn off machines and turn off all other high voltage possible without putting out house lights.

Doormen

1. See that patrons put out their cigarettes as they enter the theatre.

2. Observe people in the lobby and see that the No Smoking order is observed.

3. In case the theatre must be evacuated, open all outside lobby doors at once. Aid in keeping the crowd moving out orderly.

Ushers

1. Make a practice of observing all lights that are supposed to be burning when the theatre is open. Report to the manager any that are not.

2. Report to the manager any conditions observed that may be hazardous.

3. Report to the manager any persons who refuse to abide by the regulations.

Maintenance Personnel

1. Keep all fuse and switch panels clean and closed up. Check constantly for faulty or worn wiring.

2. Be familiar with the location and use of all emergency fire-fighting equipment.

3. Replace burned out lights promptly.

4. Report to the manager any dangerous condition that you might find.

5. Keep heating room and other parts of the basement in orderly manner.

6. In case of fire, assist in fighting it with emergency equipment until the fire department arrives.

Everyone must be alert at all times. The lives of many people are in the hands of the theatre management and staff while the theatre is open to the public. It is the sacred duty and responsibility of the management to be aware of proper safety and emergency procedures and be able to perform them calmly and with dispatch. The safety rules listed here are merely good theatre management. Every theatreman knows best how each of these basic rules fits his situation.



The doorman should see to it that the patrons put out their cigarettes as they enter the theatre, and he should observe people in the lobby to see that the No Smoking orders are observed.

SMPTE Officers For 1953

WASHINGTON, D. C.—The Society of Motion Picture and Television Engineers elected new officers at its 72nd convention held here recently. Herbert Barnett, assistant to the president of General Precision Equipment Corporation, New York, was named as the next SMPTE president. Barnett will assume office for a two-year term beginning January 1, 1953. He succeeds Peter Mole, who has been president of the Society for the past two years.

Others who were elected to two-year terms are: executive vice-president, Dr. John G. Frayne, engineering manager, Westrex Corporation, Los Angeles; editorial vice-president, Dr. Norwood L. Simmons, motion picture engineer, Eastman Kodak Company, Hollywood; convention vice-president, John W. Servies, vice-president, National Theatre Supply Company, New York; secretary, Edward S. Seeley, chief engineer, Altec Service Corporation, New York; governors, east, Gordon A. Chambers, motion picture film department, Eastman Kodak Company, Rochester, N. Y.; Charles L. Townsend, television operations, National Broadcasting Company, N. Y.; governors, central, Frank E. Carlson, engineering department, General Electric Company, Cleveland, and Malcom G. Townsley, assistant vice-president, in charge of engineering, Bell and Howell Company, Chicago; governors, west, William A. Mueller, chief engineer, sound department, Warner Brothers, Burbank, Cal., and LeRoy M. Dearing, director of research, Technicolor Motion Picture Corporation, Hollywood.

Kodak Advances Nine

ROCHESTER, N. Y.—Nine executive appointments at Eastman Kodak Company's camera works and navy ordnance division were recently announced by Newton B. Green, manager of the two Eastman divisions.

James A. Noble, formerly general superintendent of manufacturing becomes assistant manager at the camera works. Herman H. Waggerhauser was named as general superintendent of manufacturing, replacing Noble. Appointed as director of the new apparatus department at the camera works is Fordyce E. Tuttle. Dr. Herbert Trotter, Jr., was made the assistant director in the new apparatus department, as was Dr. Fred M. Bishop. Joseph L. Boon was appointed as superintendent of apparatus research in the new apparatus department, with David L. Babcock named as assistant superintendent. The position of general superintendent of the development and engineering department at the camera works went to Alvin E. Schubert, and John Christie was appointed as general superintendent in the same department.

More Trad TV Installations

CHICAGO—Motiograph, Inc., exclusive distributor of the Trad theatre television system, recently announced two more theatre installations. One is at the Telenews Theatre in San Francisco, and the other at Milton Schwaber's new Met Theatre in Baltimore. The equipment for the Telenews was purchased from the B. F. Shearer Company, West Coast equipment house.



Pictured is Herbert Barnett, newly elected president of the SMPTE, who takes office January 1, 1953. He replaces Peter Mole, who remains on the Society's Board of Governors as past president. Barnett is assistant to president of General Precision Equipment Corporation, New York City.

W. Va.'s Largest Ozoner

HUNTINGTON, W. VA.—The new 1100-car capacity East Drive-In Theatre, which was designed by Motiograph, Inc., is said to be the largest in the state.

Included among the Motiograph equipment installed by the Charleston Theatre Supply Company were projectors, 100-ampere arc lamps, a 125/250 ampere generator, and in-car speakers.

Included among the ozoner's extra features are swimming and fishing pools, a playground, a miniature golf course, and a double ramping setup that permits the maximum use of parking space.

New Bell & Howell System To Give Silent Films A Voice

CHICAGO—The Bell and Howell Company recently announced the development of a system which will make it possible and practical to supply a sound track to silent film. It permits the magnetic recording and playback of sound directly on standard silent film, perforated along both of its edges.

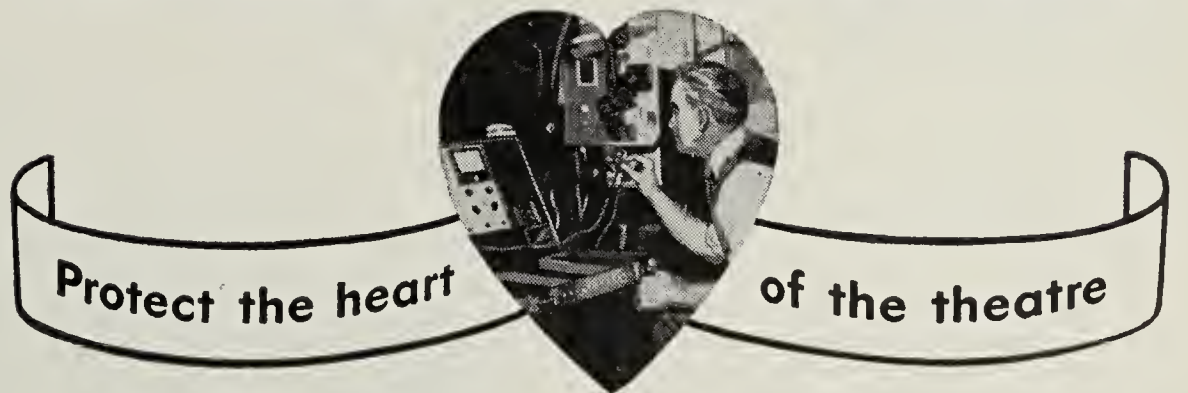
The great stockpile of presently mute pictures can be supplied with a voice, according to the company, for only three-and-a-half cents a film foot, which is the cost of the Bell and Howell Sound-stripe service.

Since it was previously necessary to make a copy of the silent movie on a film perforated only on one edge, in order to supply sufficient space for the magnetic sound track, the field for converting to sound was limited as there are only a limited number of cameras that would accommodate single perforated film. The Bell and Howell Company said that with its new system it would now be possible to take silent film exposed in all types of 16mm. motion picture cameras, both magazine and roll film, and supply them with magnetic sound.

Hornstein Report On New Carbon

NEW YORK—Joe Hornstein Company, theatre equipment dealers, report that a large number of theatres are switching to the new 9mm. positive and 8 mm. negative superex carbons for the projector arc lights, in order to get better light on the screen.

THOUSANDS OF EXHIBITORS



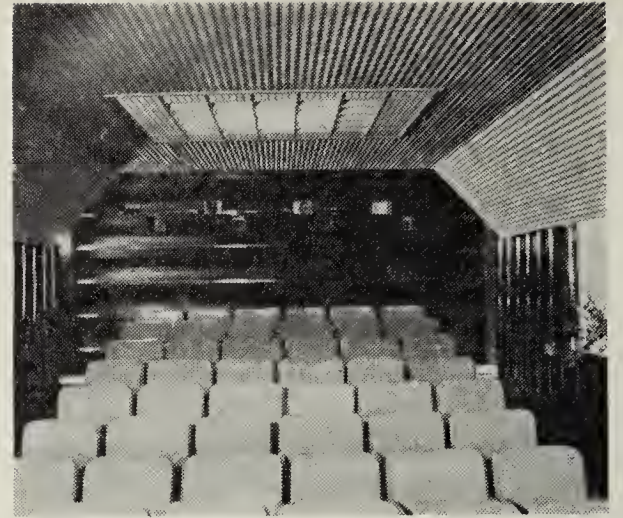
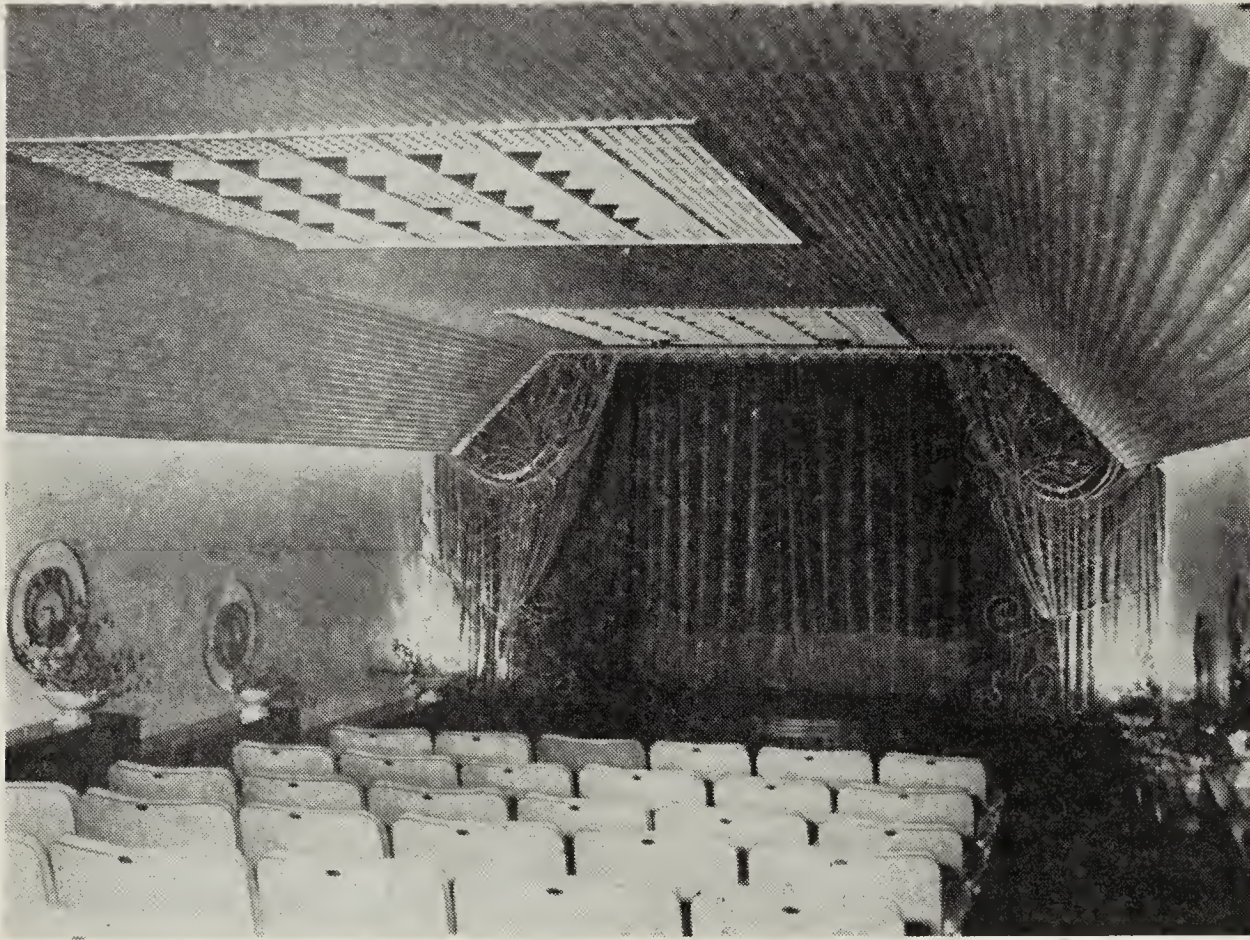
with **RCA SERVICE**
and there's a reason why:
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Prompt • Efficient • Courteous



RCA Service Company, Inc.

A RADIO CORPORATION OF AMERICA SUBSIDIARY
CAMDEN, NEW JERSEY



On the left is a rear view of the beautiful and modern Embassy Preview Theatre, Bombay, India. Seating 48 persons the air-conditioned theatre has an air of grace and dignity not usually to be found in screening rooms. ABOVE: A view of the auditorium showing the undulated wood treatment for improved acoustics and styling.

Swank Preview Theatre

Screening Room Tops in Style and Comfort

The value of preview screening rooms is very often overlooked but they do have an important place in the industry. No manufacturer of fine dresses would dream of showing his new line in a dreary showroom. And that is exactly what preview screening rooms are; showrooms in which new film product is offered. It is there that the press representatives are given their first view of a new film in order to evaluate and give favorable, or unfavorable comment. It is there that the exhibitor is taken to see a film and decide whether or not he will book that picture. The preview room is the place where important persons often make up their minds as to whether or not they will lend their names and aid to a film, or its promotional campaign. There are many and varied uses to which these rooms are

put, in addition to the obvious one of watching a film for personal enjoyment in comfort.

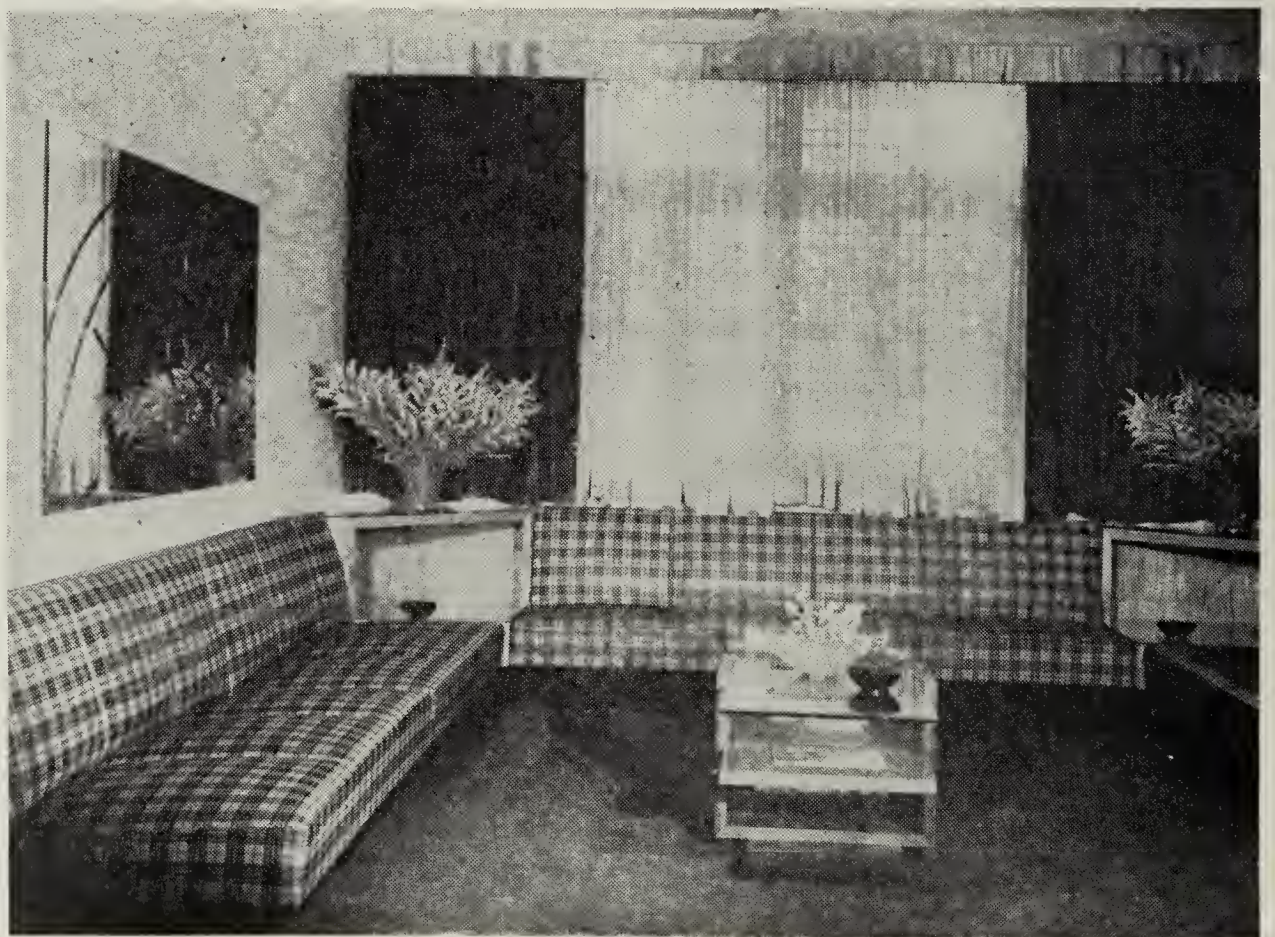
No one would ever dream of intimating that on the basis of a beautiful screening room a bad picture will suddenly become an Academy Award contender. Nor is there any chance that a critic will alter his opinion because of his surroundings. However, all of us are human enough to be distracted, and possibly annoyed, in a room that is neither comfortable, or pleasing to the eye.

A glowing example of what can be done to make the preview theatre a place

that is both functional and the ultimate in style and taste, can be found in the Embassy Preview Room maintained by Photophone Equipment Ltd., the Simplex Projector distributor in Bombay, India.

Making use of the finest and most modern equipment and designs, the Embassy Preview Theatre creates an air of elegance and dignity that is felt from the moment one enters. The auditorium seats 48 persons, and is completely air-conditioned. When viewed from the entrance the plaster-of-Paris ceiling gives the impression that it is suspended from the top. The grills in the center of the ceiling are for lighting and the air conditioning. Additional lighting is provided from either side of the suspended ceiling. The floral iron grills on the stage and on the walls, are painted in flame red and coated with fluorescent paint for Black Light effect. The theatre is fully carpeted in deep red with matching velvet curtains. The 24-inch wide seats are manufactured in India, and covered with grey rexine. Marble vases and fresh flowers and leaves add to the decoration. The latest 35mm. and 16mm. projection equipment has been installed.

BELOW: A view of the passage leading from lounge into the auditorium. The door in the background leads to powder room. Six circular lights with special plastic grille provide effective lighting. On the right is another section of lounge showing comfortable seating arrangements and the beauty of the decor.



Lees 15 City TV Sales Meet Set

NEW YORK—In a deal arranged by the Theatre Tele Sessions division of Theatre Network Television, James Lees and Sons Company, carpet manufacturers, recently announced that they will conduct a national sales conference in fifteen cities over a closed circuit theatre television network. This marks the first use of large-scale theatre TV for industrial purposes.

At noon on December 8 the hour-long program from New York will be carried by American Telephone and Telegraph facilities to theatres in Boston, Chicago, Cincinnati, St. Louis, Cleveland, Denver, St. Paul, Philadelphia, Pittsburgh, Washington, Detroit, Salt Lake City, San Francisco, and Los Angeles.

Arrangements for leasing theatres in the fifteen cities will be handled by TNT, with Lees' specifying the size and type of house desired. Exhibitors will receive an amount for the rental plus a fee for operating costs. Lees will also select certain cities in which facilities for two-way audio communication will be arranged, making it possible for questions to be asked and answered immediately.

If this December 8 TV sales meeting proves to be a success, theatre television may be adopted as a regular method of communicating with dealers, according to a spokesman for Lees. It is expected that several hundred persons will attend the meeting in each of the fifteen theatres participating.

The event will be held in the morning before the theatres are open to the public.

NPA Issues D-I Suspension Order

WASHINGTON, D. C.—The National Production Authority, Department of Commerce, recently announced the issuance of a suspension order against W. O. Beardon and L. H. Doyal, partner in the Tascosa Drive-In Theatre, Amarillo, Tex., after hearing commissioner H. Bascom Thomas ruled that they had violated NPA orders and regulations by constructing the outdoor theatre which required more than 200 pounds for its completion and using copper in excess of permitted quantities. However, the order stated that the violations were not accompanied by a fraud or fraudulent representation on the part of Beardon or Doyal.

As a result of the suspension all priority assistance and allocations as well as authority to use controlled materials in the construction of additional drive-ins will be withheld from Beardon and Doyal for the duration of the Defense Production Act.

Install Third Caldwell Screen

ELMIRA, N. Y.—The New Elmira Theatre recently reopened after undergoing extensive alterations that cost an estimated \$200,000. Most interesting new piece of equipment was the newly developed Caldwell Halo Screen of the National Theatre Screen Refinishing Company, Buffalo. This is the third installation of the new screen, the other two being in Buffalo and Chicago.

Other signs of the alteration were to be found in the theatre's new seats, air conditioning, new side wall decorations, rest rooms and lounges.



Top honors of the Society of Motion Picture and Television Engineers for technical and scientific achievement were recently awarded to Dr. Herbert T. Kalmus, president of Technicolor, Inc., Hollywood (represented, due to illness, by his associate, Wadsworth Pohl, center); Axel G. Jensen, second from left, Bell Telephone Laboratories; John I. Crabtree, second from right, assistant superintendent of Eastman Kodak Company's research laboratory, and D. L. MacAdam, right, also of Eastman. The awards presented by Peter Mole, left, president of SMPTE, are the David Sarnoff Gold Medal award for television to Jensen, the Samuel L. Warner Memorial award for motion picture engineering to Kalmus, the society's Progress Medal award to Crabtree, and the Journal award to MacAdams, recognizing the outstanding technical paper published by the society's journal in the preceding year.

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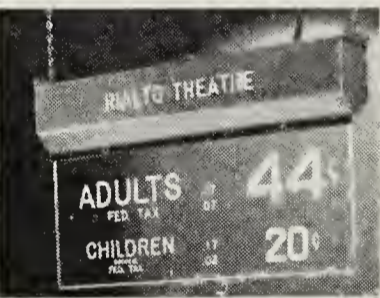
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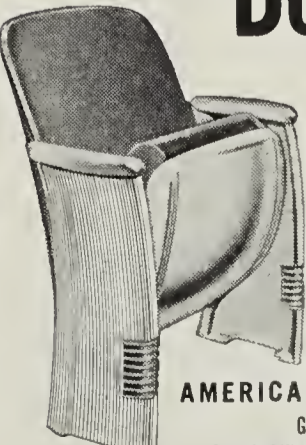
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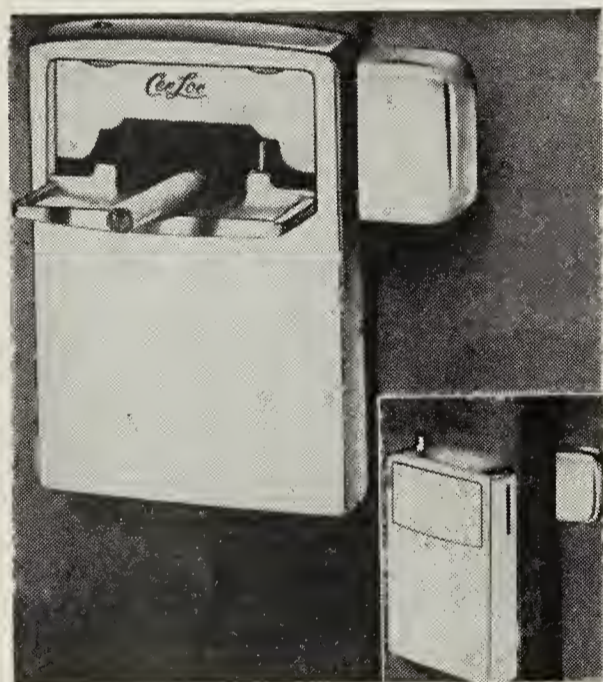


Dual Purpose Stall Lock

Electric-Aire Engineering Corporation, Chicago, has announced the availability of Cee-Loc, a dual purpose combination, self-cleaning cigarette shelf and toilet stall door lock.

Cee-Loc, according to the manufacturer, provides a clean place to lay a cigarette, and a disposal unit that automatically disposes of ashes and butts. The cigarette shelf is automatically brought into position for use when the stall door is locked. The door is unlocked by lifting the cigarette shelf, and at the same time the ashes are dumped into a fully concealed self-contained receptacle, which is quickly removed for emptying through the use of a special key supplied by the manufacturer.

The shelf may also be used as a safe place to hang a purse or handbag, and since the door can not be opened without removing the bag from the shelf, it is claimed there is no possibility of it being stolen or forgotten.



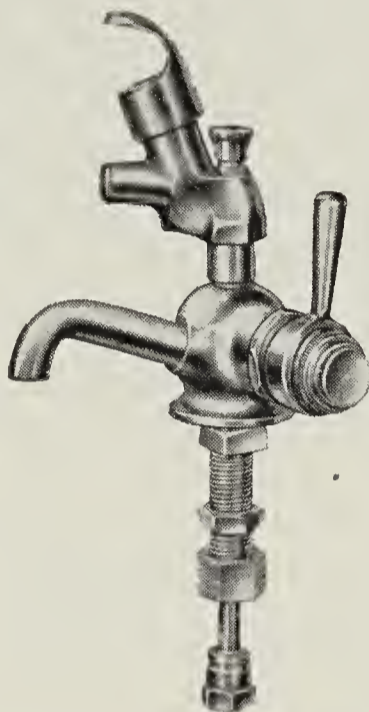
A dual purpose self-cleaning cigarette shelf and toilet stall door lock known as Cee-Loc and manufactured by the Electric-Aire Engineering Corporation in Chicago.

Combination Bubbler-Faucet

A dual purpose combination fixture especially designed for installation on the cold water supply of a laboratory for furnishing both drinking water and wash water was recently announced by Century Brass Works, Belleville, Ill.

The push-button bubbler and self-closing lever handle faucet operate independently of each other, with the bubbler mounted at a height where it will not become contaminated, according to the company. The bubbler head contains stream control, and is positive anti-squirt, it is claimed. The drinking stress will not exceed the pressure limits of the laboratory, and is said to be self-adjusting to variations in water pressure.

The unit is of complete brass construction, with all exposed surfaces highly polished and chrome plated.



Century Brass Works' new dual purpose combination fixture which, according to the manufacturer, furnishes cold water for drinking as well as water for washing.

New Slide Projector

The development of a new universal high intensity arc slide projector, said to project pictures of a size and brilliancy comparable to large screen theatre projection, was recently announced by the Strong Electric Corporation, Toledo, O.

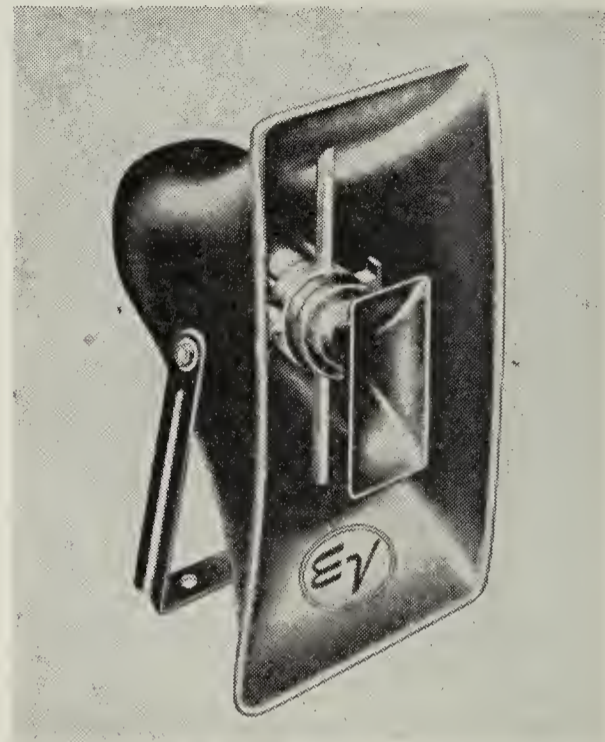
Able to accommodate slides from two inches by two inches, to four inches by five inches, it is said to have many uses for drive-ins, TV and movie studios, class rooms, and auditoriums. This high intensity arc projects a snow white light as compared to the yellow light of the Mazda, heretofore relied upon for slide



The Strong Electric Corporation's new universal high intensity arc slide projector. Said to be capable of projecting a picture of large screen theatre quality.

projection. Said to be extremely simple to operate, any 110-volt A.C. convenient outlet is all that is needed to obtain a power supply.

The projector is 78 inches in length, and adjustable legs permit establishment of the optical center at a height of from 36 inches to 55 inches. A projection angle of as much as 27 degrees downward, and of 10 degrees upward, is afforded.



The CDP public address speaker is claimed by the manufacturer, Electro-Voice, Inc., to be the first ever made of fiberglass.

New Loudspeaker System

The CDP Compound Diffraction Projector, a new public address loudspeaker for improved voice penetration and full range musicasting, was announced by Electro-Voice, Inc., Buchanan, Mich.

Said to be fundamentally new in concept the CDP utilizes two coaxially mounted diffraction horns working from both sides of a single diaphragm. It is claimed by the company that it delivers two and one-half octaves more musical range than usual public address units of even larger size, and the articulation index for speech reproduction is at least 20 per cent superior to reentrant horns.

The manufacturer claims the CDP is the first ever molded of fiberglass for

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extra strength and improved acoustic properties, and has proved itself to be practically indestructible in field tests.

The entire unit is weather-proof, blast-proof, splash-proof, and drain holes permit subsequent operation after complete water immersion. It is finished in gun-metal gray, and can be installed horizontally or vertically for augmented dispersion.

Two Man Ladder

The main feature of its new heavy duty platform ladder, according to the Dayton Safety Ladder Company, Cincinnati, is the safe and easy way in which two persons can work from it at one time.

The ladder is equipped with wide steps and a roomy work-platform on the one side, and dowel-type steps on the other side. These dowels, the manufacturer says, are reinforced with heavy steel struss rods. There is a large sized shelf at the top for placing tools, changeable letters for marquees, etc.

A handy addition to the maintenance equipment of conventional and drive-in, the ladder is available in various sizes ranging from four to 16 feet.

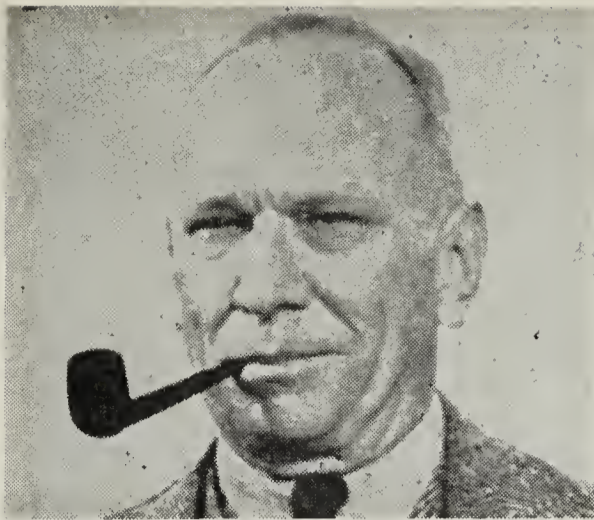


This new heavy duty platform ladder made by the Dayton Safety Ladder Company, is said to be safe for two men to work from.

RCA To Rent Cuing Equipment

CAMDEN, N. J.—The RCA Service Company, Inc., and the Teleprompter Corporation announced recently that Teleprompter cuing equipment, widely used in television studios, will shortly be made available to public speakers in other fields on a nationwide basis. The announcement was made by E. C. Cahill, president of the RCA Service Company, and Irving B. Kahn, executive vice-president of the Teleprompter Corporation, New York.

The RCA Service Company will provide a rental service for Teleprompter equipment used by speakers at conventions, merchandise presentations and sales meetings, and other public gatherings.



Earle G. Hines recently retired as chairman of the Board of General Precision Equipment Corporation. Hermann G. Place, president, and chief executive officer of the Corporation was named to take the place of Hines as chairman of Board.

10 Projects Approved By NPA

WASHINGTON, D. C.—The National Production Authority recently announced its approval of material allotments for the construction of ten new theatres throughout the nation, with an estimated cost of \$574,431.

Ozoners were given the lion's share as eight drive-ins were okehed for a total of \$483,431, and conventional houses were given the go-ahead to the tune of \$91,000.

The drive-ins and allotments were Brooks Drive-In Theatre Corporation, Presque-Isle, Me., \$32,580; Vance W. Harr, Dillsburg, Pa., \$41,200; Pitts-Kilmarnock Drive-In Theatre Corporation, Kilmarnock, W. Va., \$20,100; Black Hills Amusement Company, Rapid City, S. D., \$110,000; Central States Theatre Corporation, Charles City, Ia., \$35,000; Claude Parish, Topeka, Kans., \$220,071; L. E. Wilson, Shattuck, Okla., \$10,000, and Walter Matney, Decatur, Tex., \$10,480.

NPA's stamp of approval for the construction of conventional houses went to Martin Martell, Hato Rey, Puerto Rico, \$79,000, and Theatrical Enterprises Corporation, San Diego, Cal., \$12,000 for alterations.

These allotments made during the July 1 to September 30 period call for delivery during the last half of this year, and the first half of 1953.

Trade Show Personnel

Booths 78, 79, 80, 81 and 82 at the coming TESMA-TEDA trade show in Chicago will be occupied by National Theatre Supply, International Projector Corporation, Theatre Specialties, and the McAuley Manufacturing Company. A. E. Meyer will represent International Projector Corporation, and the National Theatre Supply group will include W. E. Green, W. J. Turnbull, J. E. Currie, R. L. Bostick, L. C. Ownbey, and J. N. Servies.

Install More Synchro-Screens

DETROIT—Five theatres in the Michigan area have recently had the new RCA Synchro-Screen installed by the Ernie Forbes Theatre Supply Company.

The theatres with the new installations are the Loma, Coloma, the Strand, Paw Paw, the Ideal, Ithaca, the Daniel, Saginaw, and the Dearborn, Dearborn.

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GE Develops Method To Dim Fluorescent

CHICAGO—A practical system for dimming fluorescent lamps smoothly and efficiently was recently demonstrated by General Electric lighting engineers at the annual technical conference of the Illuminating Engineering Society.

The new system makes it possible to control the brightness of a fluorescent lamp merely by the turning of a knob, and just as easily as incandescent lamps, it is claimed.

Consisting of a dimming control unit and especially designed ballast, the equipment is still in the design stage. However, G-E reports that early release for production is anticipated.

Heart of the system is a new circuit, designed by G-E engineers John H. Campbell and Harry E. Schultz, which maintains the starting voltage but changes the current to affect the light output. This makes it possible to dim fluorescent lamps from maximum brightness until they produce practically no light at all, or to stop at any point in the dimming range.

Although fluorescent lamps produce more than three times the white light,

and up to 25 times the amount of colored light, provided by incandescent lamps of the same wattage, the inability to control this light made it impractical for use in theatres. The G-E engineers are sure that this new method of dimming will solve this problem.

First Quarter Metals Allotment Announced

WASHINGTON, D. C.—Steel, copper and aluminum allotments for first quarter 1953 production of civilian-type products were recently announced by R. A. McDonald, Administrator of the National Production Authority, Department of Commerce.

The new allotments maintain the fourth quarter level of 50 per cent of base period consumption of copper and 55 per cent of aluminum.

McDonald said, "NPA wants to increase the availability of metals to the consumer goods industries as quickly as expanding supplies and defense needs permit, but several developments have nullified the possibility that first quarter allotments could be raised above those of the fourth quarter."

There is a production loss of more than a million pounds a day in aluminum, he explained, as the result of deficiency in hydro-electric power from lack of rainfall. In copper "a number of uncertainties," including the lowered scrap deliveries, prevent any increase from the fourth quarter.

"Despite the impact of the steel strike," McDonald continued, "screened military and defense-supporting needs for first quarter steel will be met. But this leaves only enough for initial allotment of 33 per cent of base for most civilian-type goods."

RCA To Enter New Field

CAMDEN, N. J.—The RCA Victor division of the Radio Corporation of America will enter the gas and electric range business, as well as the gas and oil heater field, by arranging to acquire the Estate Stove Company, it was recently announced.

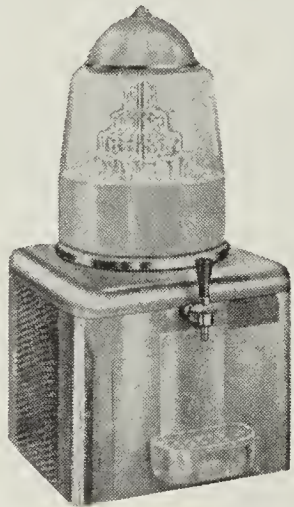
The plan calls for RCA to form a new subsidiary, the RCA-Estate Appliance Company, Inc., with Cecil Dunn, president of the Estate Stove Company, to become head of the new subsidiary.

First Italian Ozoner

ROME, ITALY—A sign that the Italian economic picture is a bit brighter is the recent report that the first drive-in theatre in Italy is scheduled to open in the very near future. The planned drive-in will have a capacity of 450 automobiles.

First in '52 at 76 at TESMA

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Model 720R
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- Stages, Curtains, Decoration
- RADIO CORP. OF AMERICA
- Complete Indoor and Outdoor Theatre Supplies & Equipment
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DRIVE-IN THEATRES

RUTHERFORD, N. J.—With the rapid strides being made in the theatre television field it was only a matter of time until its vast potential as an attraction for drive-ins was tapped. The first step towards achieving that goal was taken by the S-3 Drive-In, near Rutherford, New Jersey, when the recent Walcott-Marciano heavyweight title bout in Philadelphia was shown. The rather amazing results are worthy of study and analysis.

The decision to move television into the drive-in was made by the Smith Management Company, Boston, who own the S-3. Although there were a number of serious obstacles, the management felt that the technical problems could be overcome, and that it certainly was worth the try. One of these problems was the size of the drive-in. The largest in the state of New Jersey, and one of the largest in the country, the S-3 has a capacity for 1,300 automobiles.



After much consideration, it was decided to use the RCA instantaneous equipment. The RCA engineers set up their standard model theatre television system, model PT-100A, in a five-ton truck, which served as the outdoor projection booth. Arrangements were made to have the signal microwaved from the Empire State Building, which is five and one-half miles from the S-3.

In an attempt to get as many people as possible in to see the debut of television for the outdoor theatre, temporary facilities were made available for viewers who arrived on foot. The price scale set up was ten dollars per car, with no limit on the number of people in the car. The "walk-in" trade was charged \$10 for groups of four. With such admission prices it can easily be seen that this was not just a stunt, but a new and lucrative source of income for the drive-in.

By fight time the S-3 was filled to its 1,000-car capacity, and some 1,200 persons were admitted on foot. Despite the early announcement that the attraction was sold out there was a terrific jam that slowed the movement of cars down to a crawl, for miles on either side of the theatre.

Those who were fortunate enough to get in were witnesses to a number of very important "firsts". The 24 by 36 foot TV picture was the largest ever projected



ABOVE: A view of the huge 24 by 36 foot television picture of recent Marciano-Walcott title bout on the screen of the S-3 Drive-In, near Rutherford, New Jersey. The sell-out event represented first use of theatre TV for ozoners. On the left: The RCA instantaneous theatre television equipment is shown mounted aboard the truck which acted as the outdoor projection booth. Folding chairs were for the overflow crowd that attended this initial use of TV for drive-ins.

Television Goes Outdoors

Debut of Theatre TV in Drive-In Provides Some Important Answers

anywhere, and the quality of the picture was excellent throughout the entire show. The projection throw of more than 125 feet was the longest ever used in theatre television. However, the part of the precedent shattering evening which probably gave the S-3 management the most satisfaction, was the fact that it established a new attendance record for the drive-in.

The RCA people, who installed the equipment used, and the operators of the S-3 have helped to supply a number of answers to many drive-in operators who

want to know just what, if anything, does large screen TV mean to them. On the technical side, it was proved that the equipment presently available, and with no important or special extras, can supply a good, steady picture under normal drive-in operating conditions. It was also proven that it is not necessary to sacrifice picture size for quality.

From the business point of view, it was graphically demonstrated that the public will give overwhelming support to TV in the drive-ins, at special prices, if the attraction is strong enough. Naturally, the patron will not stand for paying a heavy price to see something that is mediocre. However, with the increasing number of theatres installing TV equipment, the industry will soon be in a position to bid for the top events in the world of sports and entertainment. And if the S-3 experience is an indication of things to come, drive-ins will play a major role in the development of theatre television.



Part of throng which jammed the S-3 Drive-In to see the largest TV picture ever shown, with the longest projection throw ever used in theatre television. Seats were installed for overflow from the cars parked on ramps in the background.

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September 22, 1952

Mr. Walter E. Green
President
National Theatre Supply
92 Gold St.
New York 7, N.Y.

Dear Mr. Green:

When we decided upon a definite date for the world premiere of THE SNOWS OF KILIMANJARO at the Rivoli, we realized the importance of the picture was such as to make imperative the best possible projection equipment for its presentation.

In THE SNOWS OF KILIMANJARO, Darryl F. Zanuck had already turned out a masterpiece for 20th Century-Fox. It was now up to us at the Rivoli to bring it to our screen in all the beauty and brilliancy of its Technicolor and new techniques in photography in order to make certain that it would prove one of the foremost box-office pictures in the history of the industry.

As a result of our surveys and through the cooperation of Mr. Allen G. Smith, manager of your New York branch, we installed three Simplex X-L projectors with four-inch diameter F:2.0 Bausch & Lomb projection lenses.

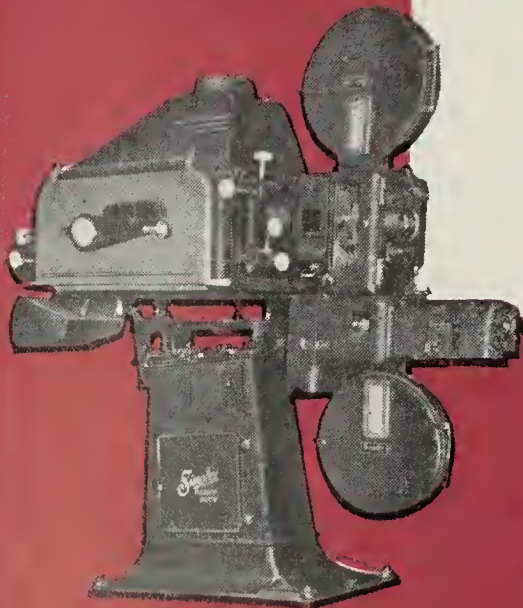
The result was everything we could hope for. We are immensely pleased, and you are to be congratulated for having available such great projection equipment and an organization which can do so splendid a job in engineering and installation.

Unquestionably, 1952 photography needs 1952 projection equipment.

Sincerely

Montague Salmon

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Atlanta

Nancy Hogan, Kay, resigned. . . . Miss Opala Giles, Kay, was host at a dinner and dance given in honor of her daughter and son-in-law. . . . J. E. McLeory, Monogram's Charlotte sales representative, was in for a visit.

Passing of Fred W. Dobson, branch manager, 20th Century-Fox, for the past 20 years, who died of a heart attack after several months' illness, was mourned by all.

R. M. Kennedy is new owner of the Capital and Betsy, Elizabethton, Tenn. . . . On the Row were: J. E. Martin, Grand, Montezuma, Ga.; John Thompson, Family Drive-In, Gainesville, Ga., and J. H. Thompson, Martin and Thompson Theatres.

Wil-Kin Theatre Supply Notes: Jack Hunt, sales representative, reported the sale of equipment to the new drive-in, Livingston, Tenn., owned by Dwain Peterson and Frank Rose, and new equipment to the King Spring Drive-In, Johnson City, Tenn. . . . Joe Meyer, sales representative, sold booth equipment to Leonard Theatre, owner, K. L. Todd, Cottonwood, Ala.

Charlotte

The Fourth Estate is not the big bad wolf it has been pictured by many exhibitors of the nation, Dick Pitts, director of public relations, Theatre Owners of America, pointed out at the 40th annual convention of the Theatre Owners of North and South Carolina at the Hotel Charlotte. "Big names make big news," he said. "We can't get away from that. And many times the treatment of those big names is overboard on emphasizing the sinful side of Hollywood. However, last year I made a comprehensive survey of 83 of the leading newspapers in this country to determine just what sort of play the press was giving the motion picture industry. The ratio in favor of Hollywood, its people, and its product, was better than 10 to 1. There was more than 10 times as much space devoted to the promotion of stars and pictures than there was to the alleged sinful side of the industry. On the other hand, while many newspapers surveyed were extremely generous with space, the majority was not. And that majority principally was in the smaller cities of the nation. Too many of them went for days and days with no mention of motion pictures whatever. If the space given by the minority was matched by the majority, the ratio in favor of motion pictures would be 50 to 1, or more. So—in a manner of speaking, we have a lost press as well as a lost audience." The first step in improving exhibitor-press relations, Pitts declared, is to get acquainted. "You can

wine and dine a newspaper man, and make him feel that possibly there is some compensation for his small salary after all, but, if you really want to get on the inside track with him, and his editor, provide him with news. Call him on news tips, even if they don't concern your business. Yours is a long-range program. You can't afford to be insidious. You must be honest and sincere."

Memphis

On the final day of the annual convention of the Tri-States Theatre Owners of Arkansas, Mississippi, and Tennessee, it was decided unanimously that the organization would adopt the arbitration plan of TOA, the 16mm. suit, and the fight on the amusement tax. . . . A committee headed by M. A. Lightman, Jr., and Kermit Stengal will ask all ex-

hibitors to open their books to the Representative in their district so that Congressmen may become more fully acquainted with the hardship of the discriminatory amusement tax on houses. The Independent Theatres of Arkansas also endorsed the arbitration plan, 16mm. suit, and fight the taxes. Congressman Cliff Davis met with the group at its final luncheon session, and assured it of his effort for repeal of the tax. The new board for Tri-States is headed by M. A. Lightman, Jr. Other members are K. K. King, Bill Sockwell, Mrs. Jesse Howe, Louis Haven, Gordon Hutchins, Miss Nan White, Orris Collins, Bert Hays, E. W. Clinton, Charles Eudy, Ben Jackson, Earl Elkins, R. X. Williams, T. M. Jourdan, Norman Fair, Mrs. H. A. Fitch, W. F. Ruffin, Jr., Miss Louise Mask, Lipe Henslee, Jack Marshall, and Ed Sapinsley.

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New Orleans

The city commission of Panama City, Fla., instructed City Attorney Mayo to draw up an ordinance for a one-cent amusement tax on all theatre tickets.

On their vacation in Colorado Springs, Colo., Mr. and Mrs. Max Connett and daughter, Barbara, were guests of Alexander Film Company, Roy King, southern division sales manager, performing the honors.

Cecil Kelly, owner-operator, Fox, Plain Dealing, La., purchased the May building from Nan Emerson for commercial business. Emerson had recently shut down theatre operation following a fire.

Paramount manager William Holiday, office manager Milton Aufdemorte, and salesmen E. E. Shinn, H. S. Wycoff, and T. P. Thompson are back from Atlanta and a sales and merchandising southern division conclave.

Louis Dwyer, Paramount, was vacationing. . . . The erection of a film studio is underway in Mobile, Ala., by Film Productions, Inc. Executive officers are Manning W. Spottswood, president; Richard Arthur, McGeoch, vice-president, and Jack H. Lewis, secretary-treasurer.

C. A. Gulotta, Fox, is resting comfortably after hospital treatment.

UA's screenings were "Monsoon" and "Babes In Bagdad." . . . Among city and suburban exhibitors seen around were: L. J. Dupepe, Aerron; Stanley Fabregas, Arabi; Clarence Thomasie, Harvey, La.; E. W. Jones, St. Bernard Drive-In; William Sendy, Patio; S. J. Gulino, Kenner, La.; Paul Brunet, Dixie, and Al Crook, Castay's Arrow.

Esmond Grosz and the missus, now in Arizona, were in visiting with his family, the Francis B. Grosz', owner-operators, Cortez, made the rounds. He was Film Row's printer for a great number of years, now owned and operated by Port Printing Company.

Paramount's Pep Club donned masques and costumes for an evening of fun and frolic with refreshments, games, fortune telling and prizes held in the recreation room. Everyone attended, including manager Bill Holiday.

Don Kay checked in. So did R. L. Johnson, Johnson Theatre Supply and Service, who is handling several equipment installations in Louisiana drive-ins under construction.

Thomas McElroy, in for a couple days from his home in Shreveport, La., called attention that he and Joy N. Houck, Joy Theatres, Inc., are associates in the recently opened Leo Drive-In, Monroe, La.

John Kenlo attended the State Fair in Shreveport, La., to visit with his many showmen buddies and then motored here to be at hand at the LaPlace Drive-In for "Street Corner."

It was a great day for the youngsters from Loxley, Silverhill, Summerdale, Rosintown, and Robertsdale, Ala., when the Kiwanis Club of the latter town went all out to celebrate "National Kids Day." Mrs. E. B. Handlin, manager, Robertsdale, owned by Mrs. Harry Bye, gave the use of the theatre and facilities to the Kiwanis Club for two free cartoon shows.

Good friend Shirley Folsie, NSS, who furnished news, packed bag and baggage to the tune of "California Here I Come." She is situated in her new domicile in Oakland. Joe Moll, who had charge of the exchange's standard poster department, has taken over as head of the service department and Eddie Mahoney, in charge of the specialty department, now also looks after the department vacated by Moll.

Carl Rebeck, LaFourche parish oil man, Avery Island, La., and owner, Rebex, Lake Charles, La., operated by P. E. Rebeck, was a caller.

Officers Paul Ketchum, president; E. E. Shinn, secretary-treasurer, and Harold Wycoff, vice-president plan to attend the Colosseum meeting in Atlanta on Nov. 22-23. . . . Exhibitors in from Mobile, Ala., for screenings and buying and booking were Harry Brown, Ed Frankel's Century, and W. E. Limroth, Giddens and Rester Theatres. . . . Grand pere Bob Kelly, Dixie Films, Inc., was back after an extended trek in Louisiana and Mississippi.

Mr. and Mrs. John Schaffer, Sr., Schaffer Film Delivery Service, were Houma, La., callers. . . . Joy Theatres, Inc., is now situated in new headquarters in the Warwick, a minute's stroll from Film Row.

A preliminary meeting of all branch managers for the Will Rogers Memorial Hospital Christmas "Salute" drive was called by exchange area chairman William Holiday, Paramount. Following the meeting, the men remained for a little get-together on the United Fund Drive, suggested by Harold F. "Babe" Cohen, unit chairman. It was agreed that the best thing to do was to hold a mass meeting of all employees of all companies with special outside speakers to outline the story of the United Fund and the importance of support. L. C. Montgomery, Delta Theatres, Inc., one of the exhibitors attending both get-togethers, offered the use of the Joy for the assembly.

Mr. and Mrs. Harold F. "Babe" Cohen planned to attend the Lippert franchise holders meet at the Blackstone, Chicago, on Nov. 13-14. . . . Exhibitors from Louisiana's Capitol City seen about were Roy Pfeiffer, Istrouma; Robert Long, Rebel Drive-In, and V. J. Caruso, Monte Sano.

W. E. Limroth, general manager, Giddens and Rester Theatres, Mobile, Ala., said the plans of the twin motorized theatre are completed, and the building will soon get underway.

New Orleans' veteran theatre owner, Jack Dicharry, again the picture of health, was out stepping with his sons, Joe and Jack, Jr., on their rounds. He is head, Lincoln, and also interested in the Circle and Carver.

Charles A. Asche, Jr., will join National Theatre Supply's sales force. . . . Joe Silver, 20th-Fox, and Al Silver, RKO, and families along with other immediate relatives, helped their mother Mrs. C. Silver, celebrate her birthday. . . . Going over bookings with their buying and booking representative, J. G. Broggie, were B. V. Sheffield, Sheff, Poplarville, Miss., and I. Oberlin, Ritz, Natchez, Miss.

Joel Constant and son, Edward, Constant, a 16mm. ozoner, in Marksville, La., were shopping around for 35mm. equipment. They plan to convert.

J. C. Keller, Jr., Eunice, La., entered the drive-in field with his first on the Eunice-Basile Highway.

Herb Paul, Dixie Films, is back in circulation after a week's illness. . . . Booking and visiting were: Mrs. O. J. Barre, Luling, La.; Teddy Solomon, McComb, Miss.; F. G. Prat, Vacherie, La.; H. Hargroder, Hattiesburg, Miss.; E. R. Sellers, Opelousas, La.; James Tringas, Fort Walton, Fla.; Mr. and Mrs. Ira Olroyd and youngsters, Franklin, La.; Frank Smith, Grand Isle, La.; Sam Pasqua, Gonzales, La.; Jack O'Quinn, Kaplan, La., and Wilbur Jolet, Weeks Island, La.

Florida Jacksonville

Mrs. Mary Craig replaced Patsy Ann Register, resigned, as the Warner office PBX operator. . . . Mrs. Selma Standley is a new booker's stenographer at Warners. . . . Glenn Gryder, local booking chief, Talgar Circuit, with home offices in Lakeland, Fla., announced for Bolivar Hyde, Talgar general manager, that Talgar planned to open the new Star-Lite Drive-In at Plant City, Fla. Talgar already operates the Capitol, Plant City. . . . Kenneth Jackson, 20th-Fox branch manager, went to Atlanta for the Georgia Tech-Vanderbilt game. . . . The Wotmetco Circuit, has taken over the Sky Drome Drive-In, Lake Worth, Fla. . . . Bill Duggan, Colony manager, Winter Park, Fla., was substituting at the State, Gainesville, Fla., while Fred Minor, regular manager, was recuperating from an illness. . . . Philco expects to fill the Florida with attentive housewives on the mornings of Nov. 20-21 with a free cooking school. . . . Bill Wallace, Benton Brothers Film Express, went to Harrisburg, Pa., to best man his brother's wedding. He squeezed in a scenic trip through the Great Smoky Mountains.

Georgia Savannah

John A. Cunningham is moving to Miami, Fla., where he will operate two theatres. He is the owner of the Edison, Miami, and will also operate the 27th Avenue Drive-In there.

NEWS OF THE

Territory

Chicago

Allied Artists received complete cooperation of the United States Marine Corps at the Midwest premiere of "Battle Zone" at the RKO Grand.

Gus Constant is remodeling the Castle, which he took over from Great States Circuit, Bloomington, Ill. . . . Four charity drives received the endorsement of the amusement activities committee, of which John Jones is chairman, for local participation. Charities approved and general chairmen chosen are: Community Fund, Herb Sheeler; Will Rogers Memorial Fund, Jack Rose; "The March of Dimes," David B. Wallerstein, and La Rabida Sanitarium, Ralph Smith, assisted by Irving Mack and William K. Hollander.

Grabbing of money from theatre cashier windows had been so prevalent in the Loop that Les Stepler, McVickers manager, ordered the sills lowered in the cashiers' windows. . . . Hans M. Balle opened the newly named Roxy, Peconica, Ill.

Cinema lodge, B'nai B'rith, plans to make an award in February to an outstanding humanitarian in show business. . . . Milton Brown, with Great States Theatres 22 years, was appointed city manager at Freeport, Ill., to supervise operations of the Auburn, Midway, Palace, and Times.

The wedding trip of Johnny Humenik, McVickers assistant manager, and Beverley Kufahl, chief of staff, was marred when their auto, hitting a slick spot, ran off the road at Ashland, O., hit a lamppost and a barbed wire fence, and overturned. The young bride was pinned beneath the auto, and her leg fractured in four places. Humenik was severely bruised and police had to cut the wire fence to free them.

Tom Danner and Paul Stehman opened their new 350-car drive-in, with room for expansion, just south of Alsey, Ill.

MGM production chief Dore Schary, his wife, and daughter, Jill, visited. . . . Tom Allegretti, prominent lawyer, and Magdalene Lizette, Telenews assistant manager, were planning to wed. . . . Attorneys and officials of Balaban and Katz, RKO, and Warner Theatres were in session with the stage hands union, which is asking for an increase from \$2.09 an hour to \$2.45. Twelve houses are affected by the situation.

Wade Houghton was named a Today aide. . . . Alex Dolnick, attorney, and associates bought the Plaza from Dave Gould. . . . Mrs. Georgia Pitner, wife of the Strand and Uptown owner, Fairfield, Ill., is better after hospitalization.

Closed since summer, the Grand, Lincoln, Ill., reopened weekends. . . . Balaban and Katz, Paramount, and RKO were dismissed by Judge LaBuy as defendants in the Avenue, Alex, Bell, California, and Eagle anti-trust suits because of the statute of limitations expiration.

Hugh Martin, 41, Indiana-Ohio division district manager, Balaban and Katz Great States Theatres, was killed in an auto accident near Marion, Ind. Starting with B and K 23 years ago, he rose to the advertising department, and was then promoted to his last assignment. His home was in South Bend, Ind. He leaves his widow, two sons, and a daughter.

The Kerredge, Hancock, Mich., observed its 50th anniversary with oldtime movies. . . . The Adelpia was thrown open to children of Rogers Park in an "off-the-street" idea sponsored by the Rogers Park-Clark Business Association during Hallowe'en.

A janitor was held prisoner for two hours by three robbers after the Cosmo closed. The safe was opened, and about \$160 taken. . . . The Oriental arranged reduced parking rates for patrons.

The Scheidler Theatre Company opened its new 300-car drive-in near Hartford City, Ind.

Alfred McDonough, retired theatre executive, passed on. . . . The State-Lake is receiving large screen television equipment. . . . The Roxy, Lockport, Ill., closed for a year, reopened.

Lyle Kelberlau, previously with the Valos Circuit, DeKalb, Ill., was named York assistant manager, Elmhurst, Ill.

New rooms are being built for the Variety Club in the lower level of the Congress Hotel. Temporary rooms are being occupied in the hotel. . . . Mrs. Carroll Calhoun was named Empire manager, Chrisman, Ill.

James Trinz took over the Plaza management. . . . Edwin Silverman, Essaness president, testified in the suit brought by his former business associates, Emil Stern and Edward Speigal, over the Oriental contract. Silverman held that the deal was speculative and gave no large returns to the Essaness Circuit.

George Busch, RKO chief booker, got word his son, Lieutenant George Busch, Jr., is stationed in Tokyo. . . . A new green-tinted chlorophyll popcorn was premiered at the National Association of Popcorn Manufacturers convention.

Dallas

Charles Baker, 58, who died at his Brady, Tex. home, owned the Palace and later the Lyric, which was remodeled and renamed the Brady. He operated them for a number of years until ill health forced him to retire.

Ross Aquilera became the ninth person to bring suit as a result of the

Queen, Austin, Tex., ceiling cave-in when he filed an \$86,000 claim against Trans-Texas Theatres, Inc., L. Novy, president, and Ruth Key, owner of the property under lease to the film concern. So far the theatre concern has paid a total of \$3,018.25 in claims without admitting negligence or fault. One other suit for \$36,670 is still outstanding.

Denver

Fox Intermountain Theatres opened the rebuilt 1,200-seat Paramount, Idaho Falls, Idaho, after spending \$100,000 on it. It also reopened the remodeled and modernized 850-seat Fox, LaJunta, Colo., after spending \$35,000. Bids are in for the new Fox to be 1,250-seat capacity, with the cost not estimated. If the bids are accepted, it is hoped to have the new theatre, to be used for first-run, ready within a year, according to Frank H. Ricketson, Jr., Fox Intermountain president.

Two holdups got about \$900 at the Tower when they forced their way into an office where the manager, Leroy Ramsey, and Donna Rathael, an aide were counting the money. After forcing their way into the office, the thugs tore a phone from the wall, slugged Ramsey into unconsciousness, and escaped.

Lee Theatres moved its offices from Film Row to Lem Lee's new home, just completed at the Monaco Drive-In, 40th and Monaco.

Dick Ivy, Allied Artists salesman, wanting to spend more time with his family traded jobs with Howard Ross, office manager-booker. Ivy formerly held the office jobs. . . . Dewey Gates sold the Trail, Evergreen, Colo., which he built, to B. A. Weil, Evergreen stockman. . . . William E. Mitchell, Pennsylvania theatre man, has been named manager, Rex, Rapid City, S. D.

Gordon Gibson, assistant manager, Aladdin, has been made manager, Hot Springs, Hot Springs, S. D., where he takes over from Mrs. Ray E. David, who has managed the theatre since her husband was promoted to the city manager-ship for the Black Hills Amusement Company at Chadron, Neb. When her husband was transferred, Mrs. David agreed to stay on until a suitable manager could be found.

L. G. Bartak, owner of the building, reopened the State, Lewellen, Neb., closed for several months. . . . F. A. Bateman, district manager, Republic, was in for conferences with Gene Gerbase, branch manager. . . . Glen Howard, shipper, Allied Artists, quit, and the job went to Al Swanson, who will carry on until Jack Pattison, in the army, returns.

The winter meeting of the directors of Allied Rocky Mountain Independent Theatres has been set for Dec. 2.

Seen on Film Row were: C. E. McLaughlin, Las Animas, Colo.; Don Beers, Santa Fe, N. M.; Herbert Gumper, Center, Colo.; Frank Barnes, Crawford, Neb.; Dr. F. E. Rider, Wauneta, Neb.;

Thos. Ribble, Albuquerque, N. M.; John Murray, Springfield, Colo.; Mrs. H. G. Wills, Hardin, Mont., and Dave Warnock, Johnstown, Colo.

Des Moines

In Dubuque, Ia., a quiz program in which school children telephoned their answers to WDBQ was set up by manager Raymond C. Langfitt, RKO Orpheum, to exploit "The Miracle of Our Lady of Fatima."

The Variety Club, Tent 15, is launching a fund-raising campaign to end on Dec. 8, the date for the annual Variety Club party at the Jewish Community Center. . . . Carl Hoffman has been named as manager, Omaha, Omaha, by Tri-States. . . . Bernie Bornbaum resigned as a salesman for RKO, and returned to his home at Omaha, Neb.

Kansas City

With the period from Jan. 11-17 labelled as "Hal Walsh's Clean-Up Week," the local WB office plans to set new records in the current drive.

Los Angeles

Anthony J. Xydias, 72, exhibitor, distributor and producer since 1906, died. He began his career with the purchase of a Dallas Theatre which he later expanded into a Texas circuit.

Milwaukee

The Thomas Circuit recently signed a service contract for 12 of its theatres with the RCA Service Company, Inc. The contract was negotiated by Thomas Renn, general manager. Theatres included are: the Braumart, Colonial, and Tri-City Drive-In, Iron Mountain, Mich.; Kerredge and Orpheum, Hancock, Mich.; Lode, Houghton, Mich.; Peoples, Laurium, Mich.; Rialto, Fox, and 64 Drive-In, Marinette, Wis.; Calumet, Calumet, Mich., and the Lloyd, Menominee, Mich.

Mrs. Mary Bliss, 20th-Fox, returned from an extended vacation in Europe. . . . The Variety Club held its election of officers.

Frank DeLorenzo, a pioneer projectionist of the Alhambra, ill since May, returned to work. . . . Wisconsin Allied is urging exhibitors to get in touch with their Representatives to support the demand for the repeal of the 20 per cent federal tax. This matter was also taken up at the Wisconsin Allied regional meeting at Wausau, Wis.

Mrs. Evelyn Gutenberg, owner, Grand, was in an automobile accident. . . . Monica Lewis toured Wisconsin under the sponsorship of Cameo stockings, and the alert Louis Orlove, exploiter, took advantage of this.

Minneapolis

The Metro, neighborhood house operated by Marvin Mann, closed, making the ninth Minneapolis house. Two weeks earlier, the neighborhood Lyndale ceased operations. In St. Paul, Minn., the Garden, owned by Sol Torodor, closed up. . . . Louis Deutsch, owner, State, Virginia,

Minn., will build a 350-400-car drive-in there.

Recent out-of-town exhibitors on Film Row were: Don Gilbert, Bryant, S. D.; Gordon Spiess, Glenwood City, Wis.; Pete deFea, Milbank, S. D.; Leo Gilles, Wahpeton, N. D.; Fred Schnee, Litchfield, Minn.; Burr Kline, Jamestown, N. D.; Clint Zimmerman, Castleton and Glen Ullin, N. D., and Earl Lovering, Kiester, Minn. . . . Charles McCarthy is the new manager, Egyptian, Sioux Falls, S. D., and Basil Seward, formerly with National Theatres, Los Angeles, is the new manager, Time, Rochester, Minn., succeeding Howard Threinen. Both houses are operated by Minnesota Amusement Company.

W. R. Frank, producer of UA's "Congressional Medal of Honor" series, was on a tour of UA exchanges. . . . The election and the polio epidemic were blamed for the boxoffice slump. . . . Rex Allen, Republic star, made a good will tour. . . . Elaine Groven is the new clerk at MGM.

Jack Kelley, MGM, was around. . . . Shirley Matson is the new receptionist, Columbia, replacing Barbara Urbeck. . . . Delores Kilmer, contract clerk, Columbia, is engaged to Private First Class Emory Boswell. They planned to be married in December. . . . Hy Chapman, branch manager, Columbia, is back after illness.

Ev Seibel, advertising manager, Minnesota Amusement Company, and Gil Braaten, of his staff, were on a partridge hunting expedition at Red Lake, Minn. . . . Minnesota Amusement Company was holding screenings for Catholic and Protestant clergymen and religious groups to promote "The Miracle of Our Lady of Fatima." . . . Alice Kuhlman, cashier, Warners, is recuperating after an operation.

Esther Bolnick, receptionist, Warners, is back from a vacation. . . . Dick Stahl has been named branch manager, North Star Pictures, by Julius Coller, II, Shakopee, Minn. Stahl was formerly Lippert branch manager. North Star distributes Masterpiece, Astor, and other independent product. . . . O. C. Christopher, Scandia exchange, was leaving for a lecture tour of Norway. . . . The Regent, Cedar Falls, Iowa, is being re-decorated. . . . Saul Malisow, branch manager, 20th-Fox, visited southern Minnesota.

Chick Evans, Midwest exploiter, 20th-Fox, was in. . . . Between 40-50 exhibitors in the territory are expected to attend the National Allied convention in Chicago. . . . The suburban St. Louis Park, operated by Harold Field and Harold Kaplan, requested first-run product on a status equal to that of Loop houses. Court action was threatened if the demand was not met.

Bill Westerman, formerly of National Screen Service, and Warren Burke joined the sales staff of Reid H. Ray Film Industries, commercial film producer. . . . Art Anderson, district manager,

Warners, out of Chicago, may lose the sight of an eye as the result of a hunting accident near Albert Lea, Minn. Anderson was shot in the stomach, chest, and one eye, and was brought to St. Mary's Hospital. . . . Joe Murphy and all other officers of the Reel Fellows of Minneapolis were returned at a meeting of the group. The social organization also combines the functions of the Colosseum of Motion Picture Salesmen of America. Delegates were named to the Colosseum in Atlanta.

At Duluth, Minn., B. D. Blackmore and associates have before City Council a petition for permission to build a drive-in at Lester Park, to cost approximately \$75,000. . . . An all-industry picnic next summer is being discussed if the all-industry Christmas party is successful.

Oklahoma City

Fred Rogers opened the new 69 Drive-In, McAlester, Okla. Formal opening was on Oct. 30 but the expected 400-car capacity had not been completed. He is also building a new drive-in five miles west of Wilburton, Okla., with 300-car capacity.

Jack Hankins, Hankins Drive-In, Lawton, Okla., is traveling fast. He flew in to get a short for his evening show. . . . C. R. Hester, Davison, Okla., will open his new Davison on Nov. 15. It has a 220-seat capacity. . . . C. D. Hicks, Rex, Skyvu Drive-In, Nowata, Okla., advised that the drive-in closed as of Nov. 1. . . . D. V. Terry, Woodward and Terry, Terrytime Drive-In, Woodward, Okla., plans to close his drive-in on Nov. 17 for the winter.

In Tulsa, Okla., J. C. Hunter, general manager, Tulsa Downtown theatres and prominent in the Oklahoma theatre field for 30 years, announced his retirement, and will be succeeded by Ralph Drewry, for several years his assistant, it was announced in Dallas by J. Harold Harris, president, Ritz Theatre, Inc., and Majestic Amusement Company, operating Tulsa's four major downtown houses. Hunter has purchased the New Yorker, apartment hotel in Fort Lauderdale, Fla., and will move there with Mrs. Hunter. Both men have spent the greater part of their lives in the same Tulsa theatres in which they now serve. Drewry was called into the navy in World War II. Returning, he built and operated a theatre in Okmulgee, Okla., and then became Hunter's assistant. He attended Tulsa University, and is a member of the Press Club, Circus and Spotlight Clubs, and Lions Club, and is a director of Oklahoma Variety Club. Harris, who announced the personnel change, also serves as vice-president and general manager, Theatre Enterprises, Inc.

Out-of-town visitors were: Mr. and Mrs. R. M. Downing, Crown, Collinsville, Okla.; Mrs. C. W. Duncan, Avon, Weleetka, Okla., and Redskin, and Avalon, Wetumka, Okla.; Husted Burns, Opera House, Apache, Okla.; Ritz, Fletcher, Okla.; Rio, Grandfield, Okla., and Ritz, Rush Springs, Okla.; W. F. Edmondston, Rex, Covington, Okla.; G.

N. Walker, OK, Newkirk, Okla.; Mr. and Mrs. Olin Harris, Jr., Star, Morris, Okla.; C. L. Lance, Palace, Canadian, Tex., and El Rancho, Ringling, Okla., and Eugene Martin, Alamo, Gem, and Franroy, Snyder, Tex.

Earl Pugh, booker, Paramount, was vacationing in San Antonio, Tex.

George M. Jennings, former circulation manager, The Daily Oklahoman, opened his new 81 Drive-In, Comanche, Okla., with a 250-car capacity.

The Sky-Vue Drive-In, Purcell, Okla., K. Lee Williams Theatres, Inc., has been closed for the winter, according to Levi Metcalf.

Omaha

The Circle A, Ashland, Neb., is scheduled to open on Nov. 15. Woody Simek has been rebuilding it since the old theatre burned. . . . 20th-Fox salesman Max McCoy, back on the job after a bout with the flu, reported his mother seriously ill in the hospital. . . . Monogram branch manager Sol Francis is back from a trip to the western part of the state.

Guy Slipper, 80, father of Glenn Slipper, manager, Omaha and Des Moines offices, National Theatre Supply, died after a lengthy illness. He formerly was in the theatre equipment business. . . . Charles Coryell, Bassett, Neb., exhibitor, was in Omaha for a checkup.

Don Shane, manager, Paramount, presented Elsa Lanchester with a birthday cake, on instructions from her husband, Charles Laughton, while the actress was appearing in "Private Music Hall."

Jack Renfro, Chief Barker, Variety Club, Tent 16, announced the date for the all-industry Christmas party as Dec. 13 at the Blackstone Hotel. Ticket sales were heavy for the Armistice Eve party at the Blackstone.

Paul Heaker, Alma, Neb., exhibitor, was operated upon at a Lincoln, Neb., hospital for a head injury suffered when he was hit with a golf club while instructing his son. He was taken to his home for convalescence. . . . F. A. Van Husan, head, Western Theatre Supply, and office manager, E. N. Eply will attend the national TESMA and TEDA conventions in Chicago. Mrs. Van Husan, visiting her daughter in Virginia, plans to visit the west coast.

A new drive-in will be built at Canton, S. D., by Mat Wuebben. . . . Rich Wilson, MGM salesman, on the sick list a couple of months, was able to make his territory again. . . . Al Gardner, Warner salesman, laid up with an attack of ulcers, returned to work.

Managers for Tri-States theatres in Nebraska attended a conference in Des Moines with district head William Miskell to map the Thanksgiving to Christmas campaign. . . . Mrs. Floyd McDermott is carrying on at the theatre at

Oconto, Neb., since the death of her husband. . . . Charles White, convalescing after an operation at the army's Fitzsimons Hospital, Denver, was visiting at Avoca and Oakland, Ia.

St. Louis

Funeral services for Mrs. Lulu Corwin, 59, mother-in-law of Lester R. Kropp, co-general manager, Fred Wehrenberg Theatres, and mother of Mrs. Margaret Gherardini, an employee of National Screen Service, were conducted at the Beiderwieden South Side Funeral Home.

In Pittsfield, Ill., the Zoe was reopened, and, according to Ted Dell, resident manager, Armentrout Circuit, it is to be operated each Saturday and Sunday.

In McLeansboro, Ill., construction has been started on the 250-car drive-in on Highway 14 between here and Benton, Ill., to be owned and operated by Curtis Downen, furniture store proprietor. . . . In Montgomery City, Mo., Otto Ingwersen, owner, 350-seat Ritz, plans the construction of a drive-in.

In Paducah, Ky., the entry of Doby B. Stout, Cairo, Ill., into the drive-in field in that sector, apparently has stirred the owners of opposition drive-ins into renewed activities. Lake Edwards, who operates the Starlight Drive-In, west of Paducah, is said to have definite plans for the construction of another drive-in immediately adjacent to the Starlight. An unconfirmed rumor has it that the Columbia Amusement Company, controlled by Leo Keiler, that operates the 1000-car Paducah Drive-In, may build another drive-in directly across from the 600-car Airport Drive-In.

In Anna, Ill., construction is progressing on the Rodgers Drive-In near the eastern city limits, to be owned and operated by the Rodgers Theatres, Inc., Cairo, Ill., headed by Carson W. Rodgers.

In Farmersville, Ill., the Palace is conducting a barn dance each Saturday from 9 p.m. to 1:00 a.m. on Sunday. . . . The Dickinson Tri-States, Inc., Mission, Kans., has been authorized to operate in Missouri as a "foreign corporation," and to transact, promote, carry on, and engage in the theatre and moving pictures business in all of its phases.

Jim Ellis, a partner of Herman Ferguson in the Malden Amusement Company, assumed the duties of booking and buying for the company's theatres because Ferguson was seriously injured in an automobile accident. Ferguson's car collided head-on with another automobile.

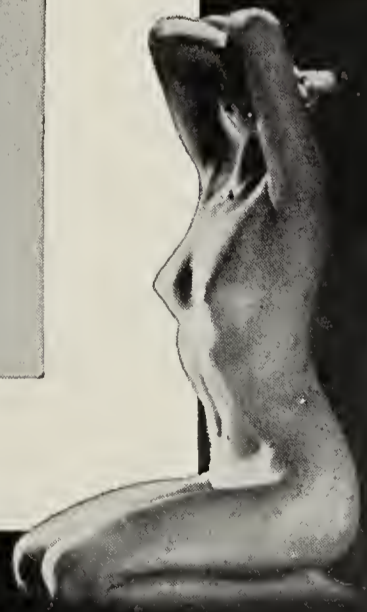
Ollie Broughton, auditor, Loew's, Inc., was checking the shipping, inspection, and other operations of the exchange.

Out-of-town exhibitors seen along Film Row included: Mrs. Frieda Paul and her son, Norman Paul, Carlinville, Ill.; Charles Beninati, Carlyle, Ill.; Paul Musser, Casey, Ill.; Forrest Pirtle, Jerseyville, Ill.; Loren Cluster, Salem, Ill.; Russell Armentrout, Louisiana, Mo.; Joe Goldfarb, Alton, Ill.; Tom Bloomer, Belleville, Ill.; B. Temborius, Breese, Ill.; Izzy Wienshienk, district manager, Publix, Alton, Ill.; Malcolm Reid, O'Fallon, Ill.; Eddie Lashmet, Toledo, Ill.; Mrs. Charles Obrecht, Cisne, Ill.; A. C. Wooten, Warrenton, Mo., and Mrs. Regina Steinberg, Madison, Ill.

Dale Thornhill, a former Texan, is the new resident manager for Fox Midwest Theatres at Benton, Ill., succeeding Earl Mitchell, now in Paducah, Ky.

Nat Steinberg, Republic manager, as a member of the board of directors for the Boys Club of St. Louis, extended an open invitation to his many friends both in and outside of the industry to attend the open house for the club at 915 Lafayette Avenue.

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a cucumber . . . and not expensive.
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Salt Lake City

Loretta Young, Utah-born actress, was rooting for a University of Utah coed in the national beauty and talent contest staged in conjunction with "Because of You," Centre. The 10 campus sororities and independent women's groups, plus Spurs, Cwean, and Mortar Board, entered two girls each, making a total of 28 entries.

Installation of network television is under way at the Utah, the first outlet for the state for showing a special events, prize fights, and other presentations. Ray M. Hendry, vice-president and general manager, Intermountain Theatres, Inc., affiliate of United Paramount Theatres, said the broadcasts reproduced at the Utah would travel to Salt Lake City via the micro-wave relay system of the American Telephone and Telegraph Company.

An invited audience of some 300 Salt Lake City notables attended a preview of "The Man In The White Suit," Tower. After the invitation screening, members of the audience were guests of L. Howard Marcus, manager, at a buffet supper.

The Marlow, Sugar House, closed temporarily for redecorating.

San Antonio

Tom Summers has been named president, San Antonio Motion Picture Exhibitors Association. Other officers include Eph Charninsky, vice-president, and C. O. Donaldson, secretary. Purpose is to conduct a program for betterment of relations between theatres and the general public. . . . Irish war brides living in the city were invited by George Watson, city manager, Interstate Theatre Circuit, to be his guests at the Majestic to see "The Quiet Man." Lynn Krueger, manager, Majestic, also invited all Catholic priests who've come to the city from Ireland.

Tom Summers, owner-operator, Josephine, Laurel, and Woodlawn, announced that all local voters could attend a theatre of their choice free on Election Day if they presented their poll tax receipt. . . . Jack Prince, manager, Prince, told local police that he put \$400, the theatre payroll, in his auto compartment after visiting a bank. His wife, not knowing the money was there, then used the car, leaving it parked on a downtown street for about 45 minutes. During that time, the money disappeared.

Among the out of town exhibitors in to book were: Mrs. Marie Burkhalter, Marine, Fort Worth, Tex.; Jose Suarez, Mexican, Odessa, Tex.; Frank Trevino, Ideal, Pearsall, Tex., and Mrs. Louis Guzman, Saspamco, Tex. . . . Beulah Greene, assistant manager, State, has been named musical director for the Elk's minstrel show.

Euclidean Longnion opened the new 400-seat Leon, Vidor, Tex. Longnion comes from Lake Charles, La. . . . The National Production Authority approved the construction of a new drive-in to

cost \$10,480 at Decatur, Tex., to be built by Walter Matney. . . . Fire destroyed the Trenton, Trenton, Tex., with a loss estimated at \$5,000. Owner-manager is Homer Gentry. . . . Damage estimated at \$65,000 was the result of a fire which razed the Rice, Eagle Lake, Tex. H. C. Johnson, owner, estimated the loss of the furnishings and equipment at \$30,000.

Banks Lyons, manager, Ideal, Corsicana, Tex., was on a belated vacation trip in south Texas.

San Francisco

Tiger Thompson, United Artists' exploiteer, was handling the "Limelight" campaign. . . . Paul Catalana leased his Mayfair, San Jose, Cal., to Alfred J. Zehner. . . . Tony Battista, Star, Gonzales, Cal., told friends that he will build a new theatre in that town. . . . Barney Guernette, formerly Santa Cruz district manager, Golden State Theatres, who retired after 26 years, was awaiting visas for himself and Mrs. Guernette. They are going to Peru. . . . The office staff at Warners gave a farewell luncheon for Mrs. Ronald Silver, who resigned to live in New York, where her husband will attend Marine School. Judy Miller took over the bookkeeping machine operator post at Warners, and Ann Webb replaced Miss Miller as biller. Other promotions at Warners included Ferne Stewart, former cashier's clerk, upped to assistant cashier, replacing Olga Hilliard, resigned, and Bee Lem, former percentage clerk, now cashier's clerk.

Max Bercutt, WB exploiteer, was on a trip to Denver, Salt Lake City, Seattle, and Portland. . . . Andrew Saso is closing his Alam Rock, San Jose, Cal., and will manage the Crest, there, for General Theatrical. Max Knauss, assistant, Jose, San Jose, on loan as manager, Crest, returns to his Jose exclusively. . . . Visitors were: Lester Blumberg, Principal Theatres, Los Angeles; Guy Meek, Palo Alto, Cal., and Marvin Martinez, Sacramento, Cal. New employees at National Screen Service are John Hogan, Theodore Montoya, James Whitsell, and James Cofone, Jr. . . . Late vacationers are Norman Dorn, San Francisco Theatres, Inc.; Lou Grandjean, bookkeeper, General Theatrical, who went to Oklahoma, and Sid Schuster, MGM salesman. . . . Fox West Coast Theatres agreed to the new contract with Local 162 which called for inclusion of a health and welfare plan. George Bowser, Spence Leve, and Joe Tuohey represented FWC, and the projectionists were represented by John Forde, Abe Lubfin, Merv Wagner, and Steve B. Newman. It was agreed that all Fox West Coast theatres of Northern California would grant to the various locals the same health and welfare plan as now in effect with the San Francisco local. . . . Louis E. Blair, owner, Chester, Chester, Cal., has the house up for sale. . . . Myrtle Geddes, returned to NSS after working for Lippert.

Robert I. Kronenberg, president, Manhattan Films International, Inc., ap-

pointed the Robert L. Clark Agency as Northern California sales agents for Manhattan's foreign and domestic releases. The Clark Agency is under direct supervision of Clark, former sales manager, Paramount.

The Independent Theatre Owners of Northern California and Nevada extended an invitation to the U. S. Senate Small Business Committee to meet with the board of directors. President Fred Arnst, president, ITO of Montana, presented an honorary life membership in the organization to Rotus Harvey, past president, Western Theatre Owners, at ITO's meeting in Billings, Mont. The honor was bestowed upon Harvey by unanimous acclaim.

"Have You Held Your Tax Meeting?"

Seattle

Bernard J. Pacius, 74, Vashon, Wash., a retired theatre owner, died. He had operated state theatres in Mabton and Grandview, Yakima County, and Prosser.

County Engineer D. L. Evans recommended several safeguards to alleviate traffic congestion at a proposed new outdoor theatre at the North Seattle Air Park northeast of Lake Washington. He recommended construction of a 15-foot "acceleration lane" leading into the two-lane Kenmore-Junita Highway and installation of a four-way traffic signal at the intersection of the highway and the theatre-access road. Fire Protection District 41 filed suit against King County in an attempt to force the board to rescind its approval of a rezoning petition permitting construction of the theatre.

National Theatre Supply installed a Selmix Movie Hour fountainette at the Egyptian. One will soon be put into the Neptune and also into the Oriental, Portland. . . . Smith Enterprises has taken over the buying and booking for the Aubert, Connell, Wash., owned by August Aubert, and the Selah, operated by Sam Walyer, in Selah, Wash. . . . Mercedes Cleveland, Lippert, attended the Oregon-Washington game in Portland. . . . Hal Boehme has been named Portland manager for Lippert of the Northwest. He formerly had his own franchise for Astor. He will also handle part of Eastern Washington. Portland headquarters are located at 1806 N. W. Kearney. . . . Irvine Sochin, U-I short subjects sales manager, was in.

Film Row visitors included Lowell Parmantier, formerly purchasing manager for Evergreen and now of California; Morrie Siegel up from Portland; Mike Powers, 20th-Fox salesman; Russell Miller, Chief, Manson, Wash., and Mr. and Mrs. M. Goodrich, Vista, Emerson, Wash.

The University of Washington Department of Romance Languages and Literature will present as its fall series of film classics a number of films on Thursday evenings in the Health Science Auditorium. The series got off to a start with "The Bicycle Thief."

NEWS OF THE

Territory

Cleveland

Irwin Pollard, Republic branch manager, has a right to be cocky. "The Quiet Man" is the only picture at popular prices to play a six-week first-run so far this year.

Harold Raives, Schine Theatres Ohio zone manager, is minus a booker. Bennett Goldstein severed his connection with the circuit. . . . Julius Lamm, manager, Uptown, is home convalescing from a successful eye operation. . . . Manager Jack Kois, Tower, staged an "Encore Week," with the slogan, "Great Pictures You Will Want To See Again." He showed seven 20th-Fox reissues on a daily change policy.

Local theatres did a bang up Halloween job of keeping youngsters off the streets with the result that the newspapers reported the least amount of vandalism on record.

Harry Crim returned to Film Row haunts just to say howdy to the boys. . . . Jerry Lamm, formerly with Imperial and more recently salesman for United Artists, is now in the record business.

Ted Hooper, who managed Shea houses in Youngstown, O., and also the State, that city, has been appointed manager, Ohio, Canton, O., where he succeeds Irving Solomon. Solomon resigned in order to go into the candy business.

Nat Wolf, former Warner Theatres' Ohio zone manager, who has devoted most of the winter to enlarging a Texas drive-in in which he is interested, is back. He plans to remain here at least until his son, Donald, returns from military service in Germany.

The James Lee Carpet Company has taken over the Hippodrome from noon to 1 p.m. on Dec. 8 for a TV sales meeting.

Frank Masek, National Theatre Supply manager, installed new Simplex X-L projectors in the Stillman during an all-night session so as not to interfere with operations. He also installed new American Bodyform chairs in the balcony. New seats were installed in the auditorium about two years ago. Masek also put new Simplex X-L projectors in the Huber, Hicksville, O., for the owner, Wallace May. The remodeling program for the Huber also includes American Bodiform upholstered chairs and a new front. . . . Manager Charles Deckman turned the Vine, Willoughby, O., over to the Junior Chamber of Commerce for a Halloween party for the children.

Dave Leff, United Artists' branch manager, was guest of honor at a testimonial dinner staged by the Variety Club of Buffalo, where he was UA branch manager until his recent transfer to Cleveland. . . . Herbert Ochs, who operates drive-ins in Canada and the United States, will celebrate a birthday on Nov. 27.

Jack Platt, RCA field sales representative, has been promoted to field sales manager, with headquarters in Camden, N. J. The Cleveland area will be covered

by Vincent Bauer, whose offices are in Chicago. . . . MGM starlet Monica Lewis and UA's Rita Gam were in.

Detroit

Easttown manager R. L. Rose was seriously ill in Harper Hospital following an operation. . . . Passing of R. J. Salter, father of R. E. Salter, UDT supervisor, was mourned.

Paramount's central division, headed by division manager James J. Donohue, continued to hold the number one position in the company's "Greater Confidence Parade of 1952" sales drive. Howard Minsky's mid-eastern division is in the runner-up spot. Mike Simon's Detroit branch, Harry Hamburg's Kansas City branch, and J. H. Stevens' Chicago branch, in that order lead in the branch standings.

"See Your Congressman Today"

Indianapolis

Leaflets urging citizens to vote for 20th Century-Fox's "My Pal Gus" were distributed by 50 school children to get the movie electorate out for the film's opening at the Circle. The stunt, one of a series used to promote the comedy-drama, saw "My Pal Gus" heralds passed out at key intersections in the downtown area.

Edward Spiers is the new manager at Allied Artists-Monogram. He comes from Chicago where he was sales manager. . . . Lola Stokes is the new assistant cashier at Republic. . . . Abe Baker, Baker Booking Company, acquired the Sheridan, formerly operated by Cantor Theatres. . . . Maurice DeSwert, student booker, U-I, will report for service in the army.

The Emboyd, Fort Wayne, Ind., reopened. The house has been renovated and redecorated by the Alliance Circuit. . . . "The Miracle Of Our Lady Of Fatima" is breaking records in many cities, according to manager Claude McKean, Warners.

The first Fall meeting of Indianapolis theatre owners was held in the Indianapolis Athletic Club.

The Variety Club, Tent 10 will have its first fall meeting in the club headquarters at the Antlers Hotel on Nov. 17. A program of activities will be laid out for the year ahead. Election of officers and directors will be held at the general meeting in the clubrooms on Nov. 17.

Exhibitors on Film Row were: Kenneth Law, Cozy, Argos, Ind.; Al Blankenbaker, Pastime, Richmond, Ind.; Earl Payne, Switow Circuit, Louisville, Ky.; J. F. Griffis, Boswell, Boswell, Ind.; Fletcher Brewer, State, Lafayette, Ind.; William T. Studebaker, Logan, Logansport, Ind.; Tim Cleary, Eagles, Wabash, Ind.; Bruce Kixmiller, Colonial, Bicknell, Ind., and Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind.

The following new equipment has been installed by National Theatre Supply Company: The Devon, Attica, Ind.; Carey

BRANCHES
Cincinnati

All the bally angles are being used to acquaint the public in this area with "Old Newspaper Boys Day" on Nov. 17, when several hundred former newsboys, including members of Tent Three, Variety Clubs, and numerous other groups will sell a special edition of The Enquirer on downtown streets. The goal is \$50,000 for the Foundation for Mentally Retarded Children. The steering committee includes Vance Schwartz, Chief Barker; Herman Hunt, exhibitor, and Philip Fox, Columbia branch manager.

On business trips were: James A. Conn, National Theatre Supply branch manager, to Harlan and Corbin, Ky.; James S. Abrose, Warner district manager, to Indianapolis; R. A. Guettler, Manley, Inc., district manager, to Kansas City, and Selig Seligman, Northio general manager, to White Sulphur Springs, W. Va.

William Borack, Tri-State Booking Service, vacationed in New York City. . . . Jack Finberg, UA branch manager, who suffered a heart attack, is recuperating in his home after hospital treatment. . . . Forest fires hampered business at many houses and drive-ins.

Clara Zeng, who completed 25 years as an MGM inspectress, was presented with a check at the monthly meeting of the MGM Club. . . . Barbara Krause, formerly with UA, is now in the billing department at Allied Artists. . . . Ruth Rudin, U-I receptionist, was hobbling around on a sprained ankle.

Several of the Variety Wives participated in a TV program for the Foundation for Mentally Retarded Children, and all of the members were hostesses for the Variety Club at a get-together in the clubrooms in the Netherland Plaza Hotel.

Jane Rich, 20th-Fox booking clerk, resigned. . . . Carl Heinichen, a 20th-Fox shipper before his army service, returned to the exchange as a booking clerk.

Exhibitors included: C. S. Babalais, Dayton, O.; George Turkulas, Hamilton, O.; William Settos, Springfield, O.; Carl Pfister, Troy, O.; George Perkras and Jack Needham, Columbus, O.; Bob Harrell, Cleves, O.; Mr. and Mrs. M. M. Dorsey, Johnston, O.; Dorman Law, Roseville, O.; Sylvester Mormann, Coldwater, O.; Paul Russell, New Lexington, O.; John Casey, Wheelersburg, O.; Guy Greathouse, Aurora, Ind.; Charles Scott, Vevay, Ind.; Mrs. Julia Simon and Harold Moore, Charleston, W. Va.; Adeline Ward, Somerset, Ky.; J. N. Brandenburg, South Shore, Ky., and Robert L. Reynolds, Bloomville, Ky.

and Alexander, new Simplex X-L mechanisms; Cine, Linton, Ind.; Settos Theatres, new Hertner HI-70/140 trans-verter, Walker HI screen and Simplex X-L mechanisms. Paramount, Fort Wayne, Ind., Quimby Theatres, Simplex X-L mechanisms, and Fourth Avenue Amusement Company, Louisville, Ky., purchased Crest carpet, for its Lafayette, Lafayette, Ind.

Pittsburgh

The Shea Circuit held its annual meeting at the Roosevelt Hotel, and those attending from the home office included Gerald Shea, president; Richard Harper, assistant to Shea; Ray Smith, film buyer; Carroll Lawlor, booker, and Frank King, field supervisor. Thirty managers from Ohio, Pennsylvania, New York, and New England were in attendance. President Shea expressed optimism for the future of the business, and exploitation and managerial problems were discussed. Local branch managers and other Film Row personalities attended a cocktail party. John Walsh, local manager for the circuit, was in charge of arrangements and entertainment.

Knute Williams, National Theatre Supply manager, advises that this department was in error in reporting that he and his company had a party at the Roosevelt Hotel. In fact, he states he wishes that it were true.

The Harris previewed 20th-Fox's "Pony Soldier," and RKO's "Montana Belle" was previewed at the Stanley. . . . Billy Eckstine has been signed to headline a stage show Christmas Week at the Stanley.

Paul Bronder is now running the Beechview. He also operates the Grandview, another neighborhood. The Beechview at one time was in the Harris Circuit, and later was taken over by "Dinty" Moore.

Bessie Kihchel, wife of the late pioneer exhibitor of Jeannette, Pa., passed away. Mrs. Kihchel and her two sons built the new Kihchel, Jeannette, Pa., as a memorial to the late exhibitor.

All theatre managers joined other groups who opposed the parking ban planned by City Council. A 60 day trial, starting on Nov. 25 which will ban all parking in the downtown area, is set as a test.

The son of Peter Dana, U-I division manager, landed a job in Chicago as assistant director for the ABC network on shows being produced in the Windy City. He studied for more than a year at Syracuse University, taking a special TV course.

Art Tosh rejoined the Warner Circuit, after service with the air force, and is assistant manager, Whitehall. Harry Bernstein, who managed the Strand, Oakland, Pa., for about three weeks, resigned.

The Harris and 20th-Fox executives were hosts to exhibitors, press, and

radio personalities, with Joseph Cotten as guest of honor for "The Steel Trap."

One of the daily film columnists reported that with four TV large screen sets in downtown theatres, it has been agreed that when events are offered, only two will show any single event at one time.

"The Snows of Kilimanjaro" at the Fulton gave the theatre its highest gross in several years. A top exploitation job was staged by manager John Walsh and exploiteer Hal Marshall. Included was a contest on a television show and a newspaper contest in The Sun Telegraph. Twenty-four sheets were posted a month in advance.

Saturday night before election looked like old times at the downtown theatres. . . . The silver anniversary banquet of the Variety Club, modestly called "The World's Biggest Banquet," is set for Nov. 23. The cost per person is \$25.

Morris Finkel, who now operates four neighborhood theatres, has taken over a fifth, the Cameraphone, East Liberty, Pa., formerly run by Warner Theatres, one of the theatres it must sell under the consent decree.

Theatres playing legitimate shows in the area include the Rialto, Beaver Falls, Pa., one night of "Kiss Me Kate" to a sell out business; the Drake, Oil City, Pa., with a Russian ballet, and "Rigoletto" at the Cathedral, New Castle, Pa.

Donna Atwood, Mrs. John Harris, is starting to practice her skating routines again with a scheduled return to "Ice-Capades" in Christmas week. . . . Francis Guehl and the U-I gang were hosts at the regular weekly Variety Club open house.

Lou Hanna has been appointed area representative for Souvaine. . . . He also operates a buying and booking office.

"Dinty" Moore, former Warner district manager, opened his booking office on Van Braam Street, over Leviant Printers, in the former offices of the Lou Hanna Booking Service.

Film Row was saddened by the news that Robert Thomas, oldest son of Frank Thomas, Film Row projectionist, was killed in action in Korea. He had been in Korea less than a month, and had been visiting friends on the Row prior to leaving for the Far East. Just before leaving, he had announced his engagement to one of the clerks in 20th-Fox.

Irene Rosen Finkelstein, longtime employee, Republic, and branch manager Ike Sweeney's secretary, retired from business life to attend to her duties as a housewife. Alice Rulka, head film inspectress, has been promoted to the spot. Bob Kimbel, former shipper, is back from the service in his old post as head shipper. A new employee at the office is Jane Legnard.

Carl Dozer was elected Chief Barker, Variety Club, Tent 1, for 1953 at a special meeting. Also the Hotel William

Penn owner, was tendered a special lunch, and made an associate member of the club.

Kentucky Louisville

Louis A. Arru, American Drive-In Theatres is closing completely one side of the theatre, and will convert it into a trailer park.

Out-of-town exhibitors seen recently included: Keith McAllister, Theatair Twin Drive-In, Jeffersonville, Ind.; Louis Baker, Star, West Point, Ky.; A. N. Miles, Eminence, Eminence, Ky.; Guy Roehm, Grand and Indiana, New Albany, Ind.; Morris Smith, Valley, Taylorsville, Ky., and R. L. Gatrost, Victory, Vine Grove, Ky.

Ohio Columbus

The Ohio delegation at the National Allied convention at Chicago will number 22, said Robert Wile, secretary, Independent Theatre Owners of Ohio. Wile, who plans to attend, gave the following list: C. F. Pfister, Troy, ITOO president; Martin Smith, Toledo; Herman Hunt, Cincinnati; F. W. Huss, Jr., Cincinnati; Myer S. Fine, Cleveland; Louis Wiethe, Cincinnati; Douglas Craft; Ernest Schwartz, Cleveland; Horace E. Shock, Lima; W. A. Burget, Van Wert; Max Lefkovich, Cleveland; M. B. Horwitz, Cleveland; Henry Greenberger, Cleveland; Anthony Heller, Martins' Ferry; Peter M. Wellman, Girard; J. B. Steadman, Marietta; John Vlachos, Harrison; Jack Armstrong, Bowling Green; Frank Slavik, Wollington; Leo T. Jones, Upper Sandusky, and J. Henry Davidson, Lynchburg.

Independent theatre owners are co-operating with the Regional Blood Center of the Red Cross to spur blood donations in honor of Armistice Day. Everyone who pledges a pint of blood will be given guest tickets. Those co-operating in the "passes for pints" plan are: Charles Sugarman, Lee Hofheimer, H. and S. Theatres; Jerome Knight, Russell; Fred A. Brunner, Rowlands Circuit; Arthur Miller, Miles Circuit, and Leo and Milton Yassenoff, Academy Theatres.

Robert Wile, secretary, Independent Theatre Owners of Ohio, asked that Ohio exhibitors wire congratulations to winners in the November elections in the Congressional and Senatorial contests. In the wires, Wile said that it should be pointed out that the victorious candidates will have an opportunity to vote for repeal of the federal admission tax.

Mrs. Ronnie Hart, Loew's, was called to Wisconsin because of the death of her mother.

Toledo

Martin Smith closed the East Auditorium, one of the oldest theatres in Toledo. Smith also announced that his Park will operate weekends only. Smith also operates the Eastwood, Westwood, and Royal.

NEWS OF THE

Territory

Boston
Crosstown

Alta Maloney, with The Herald-Traveler since 1939, has been appointed film and drama editor, The Boston Traveler, replacing the late Helen Eager. Miss Maloney, on The Traveler city staff for the past seven years, is a sister of the late Russell Maloney, for many years on the staff of The New Yorker magazine. She has had much experience in reviewing plays and films as she substituted for Miss Eager.

A fleet of new Plymouth sedans, donated for the day by Murray Motors, Chelsea, Mass., was procured to drive 60 newspaper folk from Boston to Plymouth, Mass., for the special advance screening of MGM's "Plymouth Adventure" at Interstate's Old Colony. The Boston newspaper group will meet with members of the Mayflower, Pilgrim, and Plymouth societies for luncheon at Plymouth Memorial Hall prior to the screening. Helen Deutsch, MGM writer, who did the script for "Plymouth Adventure," arrives in town on Nov. 18 for two days of radio and press interviews before the Plymouth junket. Arrangements were made in the Metro office of publicist Floyd Fitzsimmons and assistant, Robert E. Holland.

Eliminations revealed by the Bureau of Sunday Censorship included the following: "Brandy For The Parson," parts 1 to 9. (Deletions: Dialogue, "Damn good eh?" Part 2. Dialogue, "Get the hell further over" in Part 3.) Arthur Mayer-Edward Kingsley, Inc.; "I Sinned For My Child" (Greek), parts 1 to 9. (Deletions: Eliminate scene showing man molesting Roy, in part 5.) George Keffalopoulos; "Scotland Yard Inspector," parts 1 to 9. (Deletions: Dialogue, "Who? Me?"; in part 5.) Screen Guild; "The Snows Of Kilimanjaro," parts 1 to 12. (Deletions: Dialogue, ". . . as if I was some tramp.", in part 2. Dialogue, ". . . not sit on his can . . .", in part 5.) 20th-Fox.

The Strand, Portland, Me., a Snider Circuit house, was selected for the world premiere of 20th-Fox's "Bloodhounds Of Broadway." Herbert Copellman, general manager, Snider Circuit, and Phil Engel, 20th-Fox publicist, was working on the advance campaign with Nat Silver, Snider Portland city manager.

Although Joseph Cotten, star of 20th-Fox's "The Steel Trap," arrived on election eve for activities when the networks were ablaze with political fanfare, Phil Engel, 20th-Fox publicist, and "Red" King, RKO publicist, were able to secure time on four radio stations plugging his personal appearances for the film which opened at the Memorial. He also made two personal appearances

from the stage of the theatre on opening day, and made the rounds of press interviews, climaxed by a press party at the Hotel Statler.

Maurice Sidman, veteran manager, has been appointed manager of two Framingham, Mass., theatres, the St. George and the Gorman, for Smith Management Company. Sidman, a native of Framingham, whose last appointment was as manager, Hoosac Drive-In, Adams, Mass., for Louis Rothenberg, replaces Francis "Cal" Cahalan. Unable to find suitable living quarters in the Framingham area for his family, Cahalan was forced to resign his post with Smith Management Company, and has returned to his native Concord, N. H., where he managed the Concord Drive-In for Lockwood and Gordon Enterprises last summer.

The E. M. Loew Circuit decided to reopen the Olympia, Olneyville, R. I., closed for several months. The circuit's Lancaster, closed for the past few weeks has been re-seated, repainted, and re-decorated for an early reopening.

The Strong, Burlington, Vt., owned by William Cody, has a new RCA Synchro-screen, installed by Capitol Theatre Supply. . . . Bringing his bride on from the west coast to meet his family in Brookline, Mass., Oscar Brodney, U-I contract writer, is spending his honeymoon in this area.

Theatre Chair Maintenance Service Company, recently established by I. Burt Lazarus, completed the reconditioning and repairing of 800 seats at the York, Athol, Mass., owned by Abe Garbose. The company has also transferred the almost-new Heywood-Wakefield seats from the Elite, Walpole, to the Campus, Middlebury, Vt. Both houses are operated by Graphic Theatres. The Elite has been closed for over a year.

The Circus Room of the Hotel Bradford was the scene of the 22nd annual installation of officers and dinner dance of the Lieutenant A. Vernon Macaulay Post 270, American Legion, when Jim Tibbetts, manager, Loew's Orpheum, was installed as commander. He is the first manager to be elected to the position of commander. Many of his friends attended to offer him congratulations after the election, with the Circus Room well filled with members. Special congratulations were offered to circuit-owner Ralph Snider, owner, Hotel Bradford, on the delicious roast-beef dinner served. He was present with Mrs. Snider.

On his way to the United Paramount Theatres meeting in White Sulphur Springs, Va., Martin Mullin, president, New England Theatres, Inc., stopped off in New York to take in Cinerama at the Broadway.

The bill in equity filed by the Beacon Hill against U-I, seeking to restrain it from selling "The Promoter" to the Exeter Street, has been withdrawn. Officials of the Beacon Hill and U-I have

Exhibitors of New England

are cordially invited

to attend the

Annual
Convention

of

INDEPENDENT
EXHIBITORS, Inc.

and

DRIVE-IN THEATRE
ASSOCIATION

at the

SHERATON PLAZA HOTEL

Boston, Massachusetts

December 9, 1952

Program will consist of
Business Meetings — Film Clinics
Luncheon — Cocktail Party
Banquet

In attendance will be officers of
National Allied, Civic Leaders,
Industry Personalities and Stars

Make plans to attend now!

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RAY FEELEY, *Executive Secretary*

Independent Exhibitors, Inc.

36 Melrose Street
Boston 16, Massachusetts

This space contributed by EXHIBITOR

come to an agreement regarding the future disposition of U-I product in Boston.

The Pilgrim, owned and operated by American Theatres Corporation, is to be the scene on Dec. 8 of the sales-merchandising meeting of James Lees and Sons, carpet manufacturer. The company has taken over the theatre from noon to 1 p.m. for a televised sales meeting from the NBC studio in New York City, to be attended by the New England staff and sales force. The Pilgrim, one of the two theatres in this city equipped with large-screen television, will be closed to the public until the meeting is over, nor will it open its doors in the morning of the private meeting. The carpet company is paying all the expenses of the broadcast, plus the rental of the theatre for the meeting.

On election eve, all downtown managers used illuminated signs or blackboards on either side of the screen for the returns. The regular program was not interrupted, but managers made special announcements over the public address systems between pictures and at the end of the program. Some managers used written messages on the bottom of the film when any candidate showed such plurality that his election was confirmed. Wherever possible, suburban houses used the same system.

Betty Pick has been appointed private secretary to E. M. Loew, replacing Elaine Newhook, who resigned to join her husband, Robert Newhook, in Miami, Fla., where he is publicity director, Greater Miami Community Fund. The entire E. M. Loew staff staged a farewell party on the eve of her departure.

Jim Tibbetts, manager, Loew's Orpheum, put on his annual Halloween show. MGM record albums and guest tickets were handed out to winners of various contests.

One of the most magnanimous gestures made to the Variety Club was volunteered by Chief Barker Walter A. Brown, who gave the opening night's proceeds of the rodeo starring "The Cisco Kid and Pancho" to the club. The Chief Barker also is president, Boston Garden Corporation. "Personally," said Brown, "I am delighted to be a member of Tent 23, and take pride in the immeasurable amount of good that the club is doing for our community, and I am most anxious for its continuance and success. I further want to fulfill my responsibility as Chief Barker, and, realizing the seriousness of the financial situation, I am delighted to be in a position whereby I can volunteer to give the proceeds of the opening night of the rodeo at the Boston Garden."

Film District

Funeral services for Tom Spry, 83, veteran distributor, were held from Crosby Funeral Home with a High Requiem Mass at St. Cecilia's Church and interment at Mt. Calvary Cemetery. He died at his Scituate, Mass., home,

where he lived with his wife, Mrs. Elizabeth Purcell Spry. He got his start in the industry many years ago with Louis B. Mayer.

Robert E. Holland, son of C. E. Holland, executive city editor, The Daily Record, joined the publicity staff of Metro working under Floyd Fitzsimmons, New England chief publicist. Replacing Charles Caruso, who resigned to join an advertising agency, Holland's first assignment is on the advance of "Plymouth Adventure" for its world premiere in Plymouth, Mass., at Interstate's Old Colony, set for Nov. 20. He will also travel the New England territory on "Ivanhoe." Holland attended Boston University and Illinois-Wesleyan College, and has been on the editorial staff of The Daily Record for eight years. He has also had experience in public relations with the Commonwealth of Massachusetts. He lives in Boston with his wife and two small children.

Henry Scully, Jr., joined the sales staff at MGM, and is traveling the Vermont, New Hampshire, and Rhode Island territories. He resigned last April as booker and salesman for 20th-Fox. A brother of Florence Scully, Metro booker's secretary, he is a nephew of William Scully, retired U-I official and also a nephew of John Scully, district manager for U-I in New England. His father, the late Henry Scully, was manager for UA here at the time of his death in 1927.

James M. Connolly, branch manager, 20th-Fox, went to New York to take in the meeting for district and branch managers and home office personnel, called by Al Lichtman, director of distribution. Phil Engel, publicist, accompanied him.

Robert "Bobby" Saef, son of publicist Jack Saef, is engaged to marry Marion Rideman, Brookline, Mass. He is a senior at Tufts College, while his fiancee is at Framingham Teachers College.

New Haven Crosstown

Many theatres announced election returns. . . . Bob Spodick and Len Sampson, Lincoln and Crown, did a lot of publicizing of the "Council Manager Plan of City Government" for this election. . . . Jim Darby, Paramount, had "It Grows on Trees" for a world premiere. . . . The Whalley and Whitney arranged sneak previews.

Meadow Street

Barney Pitkin, RKO branch manager, and chairman, executive committee, New Haven Junior Police, made the inaugural speech at the recent administration of oath festivities for 50 youths.

Bebe Tacinelli, Columbia, was home recuperating after a hospital stay. . . . Earl Wright, Columbia; Sam Germain, 20th Century-Fox, and Bill Canelli, RKO, attended the Yale-Dartmouth football game. . . . Max Birnbaum, Warners, was expected back. . . . Bill Horan,

New England Bowling

Theatrical Bowling League

FIFTH WEEK'S RESULTS

Affiliated Theatres .. 2	All Stars	0
Independents	Harry's Snack Bar ..	4
MGM	United Artists	0

STANDINGS

	Won	Lost
MGM	17	3
Independents	15	5
Affiliated	11	9
Harry's Snack Bar	10	10
United Artists	6	14
All Stars	6	14

High single: Feinstein—134. High team single: Independents—484 High three single: Hy Young—315. High three team: Independents—1382.

INDIVIDUAL AVERAGES

Young	94.7	Almon	86.4
Feinstein	93.2	Young, J.	85.8
Prager	92.3	Cooney	85.6
Freeman, J.	91.9	Field	84.2
Smith	91.8	Owens	84.2
Serra	91.4	Segal	83.6
Clements	90.6	Glazier	83.0
Gates	90.2	Larson	81.7
Bradley	90.1	Cohen	79.3
Hill	89.3	Freeman, L. ...	78.3
Berlone	88.0	Mullaly	75.6
Rahilly	87.1	Rowe	73.9
Duane	87.0	Lynde	73.5
Farrington	86.7	McCarthy	73.2
Jennings	86.6	Riley	70.0

Boston, has been helping with Birnbaum's duties, while the latter has been sick. . . . Harold Freed was due to be Charles Doll's replacement as head shipper at 20th-Fox. . . . George Weber, formerly at MGM, is in his 20th year of taking the football movies for the Yale Athletic Association. . . . Lee Bonoff, son of Leo Bonoff, Madison exhibitor, was married to Helene Yale. . . . Sam Rosen, Rosen Film Delivery, has a son, Bill Rosen, at Colby College, while Sam Weber, same firm, also has his son, Ronald, at Colby. Rosen was due to leave for the sunny South. . . . After being closed for several years, the candy and refreshment concession in the Film Exchange building reopened. . . . Sid Cooper's United Artists' branch won the first prize in the third period in the "Bill Heineman Drive." . . . Sol Karp, formerly of the State, Hartford, and now in the service, wrote friends that he expected to be home from Lisbon.

An ad in the Manchester Herald read, "For Sale, Circle Theatre with Equipment." . . . The Zoning Board was reported to have approved the moving of the West Hartford theatre building to a new site, and to be converted for office use. . . . John Sirica, Waterbury exhibitor, was on Meadow Street for the first time in weeks, having recovered from illness.

Circuits Loew Poli

All theatres did a nice job publicizing the election returns. . . . Division manager Harry F. Shaw, a member of the board of governors of the New Haven Junior Police, assisted in swearing in 115 new members of the group. . . . Al Domian, Globe, Bridgeport, and his wife, Sophie, celebrated a wedding anniversary. . . . The management received splendid commendations from the Connecticut Education Association after the recent convention at the Poli, Waterbury.

"Help Eliminate the 20 Per Cent Tax"

NEWS OF THE

Territory

New York City
Crosstown

Sallyann Wakefield, secretary to the comptroller, Walter Reade Theatres, and Paul Baise, assistant director of advertising and publicity, Walter Reade Theatres, both of whom work at the home office of Walter Reade Theatres, were married in Queens.

The Elmsford Drive-In, Elmsford, closed. . . . Avalon Theatre Company, Inc., opened the Avalon, Bronx. . . . New operator of the Terrace, Yonkers, is the Lenann Amusement Company. . . . The Harlem Grand is now operated by the Harlem Grand Amusement Company, Inc. . . . The Avon is running Greek language films weekends.

Paul Raibourn, vice-president, Paramount, addressed members and home office officials at the meeting of the New York Film Board of Trade. His topic was "Television In The Theatres."

Mayor Vincent Impellitteri, Manhattan Borough President Robert F. Wagner, Jr., Admiral Oscar Badger, and Grover Whalen, headed the list of civilian and military leaders invited to the premiere of "Breaking Through The Sound Barrier," Victoria. The premiere was part of the "Salute to Ground Observers Corps Week" program announced by Major Frederick B. Johnson, commanding officer, United States Air Force's Air Defense Filter Center, White Plains.

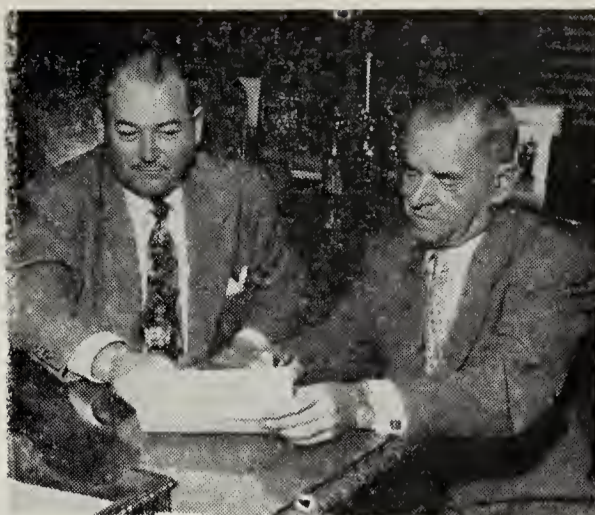
Joseph Kaufman, producer of "Sudden Fear," which RKO is distributing, returned to Hollywood.

Clifford I. Cane, eastern business manager, U-I advertising and publicity department, became the father of a second son born at the Lennox Hill Hospital to Mrs. Cane. The boy has been named Robert Edward.

Emmanuel Frisch, president, Metropolitan Motion Picture Theatre Association, announced that the organization is favorable to the industry arbitration plan as revised by distributors. The board will discuss the new plan at its next meeting.

Abe Montague, president, Will Rogers Memorial Hospital, and Sam Switow, national exhibitor chairman, announced the acceptance by Walter Brecher of the exhibitor chairmanship for the New York exchange area for this year's Christmas "Salute."

George Schur, assistant to Joe Walsh, head, Paramount's branch operations, returned to his desk following a serious operation which kept him confined for six weeks.



Robert L. Lippert, left, is seen recently signing a contract on the coast for Moe Kerman's purchase of the New York Lippert exchange. Kerman returned after a six-week stay on the coast to operate the exchange under his own company, Favorite Films Exchange.

Artkino is holding a festival of Polish motion pictures in the auditorium of the Museum of Modern Art on Nov. 14-15-16, including three new features, "Young Chopin," "First Start," and "The Crew," and three new shorts, "Mazowsze," "Altar-Masterpiece," and "Songs Of Labor." Also to be shown are the revival of the Polish features, "The Last Stop" and "The Treasure."

"Help Eliminate the 20 Per Cent Tax"

New York State
Albany

Colonel Jim Healey interrupted a WOKO evening commentary on General James A. Van Fleet's letter about the replacement of American soldiers with South Koreans and its appearance in the presidential campaign, to remark, "Jerry Atkin, the famous impresario, has just entered the control room. Jerry is only a sergeant; we are talking about generals." Atkin is exploitation director for Warner Theatres in the Albany area. He also manages the Ritz.

Alan Iselin inserted an advertisement for the Auto-Vision, East Greenbush, thanking the public for its patronage, and advising that the theatre had closed. . . . Fabian's Mohawk locked the gates after the first snow storm.

Buffalo

George Gammel, president, MPTO of New York State, Inc., officers and directors, extended congratulations to Charles Boasberg, new general sales manager for RKO. Boasberg for many years managed the RKO office here, prior to which he was on the sales staff.

Congratulations to Dick Hayman, Strand and Cataract, Niagara Falls, who came into the MPTO headquarters announcing the birth of his first son, Peter Daniel Hayman. This is the third branch on the Hayman tree, as Peter Daniel has two sisters, Lynn and Sandra.

James Fater, Columbia branch manager, for the past two years, was re-assigned at his own request as sales representative at Rochester, his former stamping grounds. Ben Felcher, former

Philadelphia salesman, took over as branch manager.

A special screening of "Because You're Mine" was held for disc jockeys and music dealers. . . . Mary Castle, Columbia star, was at Basil's Lafayette in connection with "Eight Iron Men." . . . Harold Bennett has taken over the managerial reins at National Screen Service, and Jack Goldstein has assumed his new duties as sales representative. The company is located in new offices on the third floor of the Film building.

Ed Meade held a special screening of "Ivanhoe" for nuns and teachers in the Buffalo Diocese at Shea's Buffalo. . . . John Pauley, Clark Film Distributors Corporation, has taken over the physical distribution of the shipping department of Lieser Film Productions. Mrs. Rose Roberts and Irene Bloom, former Lieser film inspectresses, join the Clark Film staff. . . . Condolences go to Gertrude Krantz, Warners' film inspectress, on the passing of her mother, Mrs. Mary Krantz. . . . Deepest sympathy goes to the family of Angela Terrnova, Warner office staff, who died after an attack of polio. She was only 18.

Arthur Krolick, district manager, United Paramount Theatres, was in White Sulphur Springs, W. Va., attending a conference on the November and December drive. He, his wife, and baby have moved into their new home in Kenmore, a suburb. . . . William D. Eller has been appointed assistant manager, Paramount. He succeeds Malvin Warshaw, promoted to manager, Paramount, Phoenix, Ariz. Eller is new in the industry, a graduate of Cornell University.

Congratulations go to Edward E. Sullivan, newly appointed publicity manager for 20th-Fox. He succeeds Stirling Silliphant, resigned. Sullivan is a Rutgers graduate, and a brother of Matthew V. Sullivan, for many years branch manager, United Artists.

Clayton Eastman is back on the job as branch manager, Warners, after several weeks of illness. . . . Syd and Frieda Samson, after visiting daughter Anita and family, which included a new grandchild, their film friends, and several Variety Club parties, returned to California.

James Eshelman, former district manager for UPT, covering Rochester and Buffalo, later joining the Odeon Theatres, Canada, with headquarters in Hamilton, is now with B. Berger's first-run Gopher as manager in Minneapolis. He succeeds Gordon Rydeen, resigned.

Ed DeBerry, branch manager, Paramount; salesman John McMahon and Frank Saviola, and Tony Mercurio, office manager, returned from Boston, where they attended a sales meeting called by Hugh Owen, division sales manager.

Ed Miller, manager, Paramount, has on display on the Mezzanine an American kitchen washer which cost \$439. It is the first prize in an essay contest which the theatre is running on "The Turning

Point in My Life," in a promotional idea arranged by Arthur Krolick, Ed Wall, and Charlie Taylor, in connection with "The Turning Point."

The Variety Club put on a Las Vegas party, and a goodly crowd was there, with fun galore and plenty of roast beef. Bob Murphy, Century, was chairman.

Jack Chinell, RKO branch manager; Bill Cuddy, office manager, and Sarah Weil, booker, cooperated 100 per cent with the MPTO and Charles Taylor, Paramount, in handling the distribution of Community Chest campaign trailers to all theatres in the exchange area, which helped toward reaching the goal.

—M. G.

Rochester

The FCC accepted for filing the TV broadcast application of the Schine Chain Theatres, Inc., Channel 27.

Louis Goler had a lot of explaining to do to a deputy's sheriff when he was coming out of the Lake Shore Drive-In after it had closed for the night. It seems that he had forgotten to lock up the booth, and went back to lock it when a deputy Sheriff came along, and wanted to know what he was doing in the lot. He finally explained things.

The Strand is installing a modern candy department.

Hours apart, two pioneers of the industry died, Calvin W. Bornkessel, 70, a projectionist on sick leave from the Palace, and William Tishkoff, 57, owner, Central Drive-In. Bornkessel was a charter member of the IATSE in 1912. He used to rent vacant stores in Rochester with his brother, Andrew, now 86, to show single reel films in nickel-odeons. In later years, he helped his brother in showing films at a local amusement park. During World War I, Calvin toured southern army camps showing pictures to trainees under a YMCA program, and he went to Cuba, where he had charge of disbursing films to sailors aboard ships. After the war, he was a projectionist at the Eastman here. He went on sick leave last December. Tishkoff, with six brothers, once operated five houses here, including the Murray, Empress, and Sun. Before he got into the theatre business, he helped an uncle build the Riveria. A native of Russia, he came here 38 years ago. For more than a decade, he was president, Independent Theatre Association of Rochester. He was ill for two years.

Syracuse

Mrs. Marie Schuyler, widow of Jack Schuyler, EXHIBITOR staff correspondent, who died in July, suddenly passed away.

Troy

Dean Martin and Jerry Lewis figuratively swept a record-breaking audience of 7,000 out of its seats at R. P. I. Field House, scaled to \$4.80.

EYEING THE

Exchanges

NEW YORK—Generous employees of Columbia exchange contributed to a fund that bought membership in the Harlem Branch YMCA for six underprivileged children. Frances Taylor, typist, who precipitated the idea, is a dance instructor at the Harlem branch in her spare time. She was delighted with the success of her collection, and urged other exchanges to give a few more children a chance to have some fun.

U-INTERNATIONAL—Jimmy Davidson was back after his operation. . . . Salesman Paul Winnich was spending his vacation in Georgia visiting his daughter and son-in-law, who returned from Korea. . . . Vacation time ended for secretary Minna Heitel. . . . Rosa Carbone, clerk, and Paul Singer are new around the office.

MGM—Henrietta Isaac, clerk, was still talking about her British West Indies vacation. . . . Harriet Allan, head, contract department, and Sue Armand, branch manager's secretary, had Indian Summer weather for their vacations. . . . News booker Herman Garriss, exhibited his first painting of the season. . . . A quartet of birthday wishes went to inspectress Katherine Schwartz, booker David Klein, night inspector Jerome Nodell, and Jesse Windley. . . . While on vacation, Walter Thomas, Charlotte, booker, dropped in.

COLUMBIA—The new print booker, Monty Raphaelson, is from Columbia's Great Britain office. He intends to stay in this country permanently. . . . The girls treated Lorraine Clark to luncheon before she left on her honeymoon. . . . Gloria Goodwin gave a Halloween party for her Girl Scout troop. . . . Stanley Birnbaum, boxoffice clerk; Camille Patti, accounting clerk; Dorothy Condra, accounting clerk, and Joyce Jones, file clerk, joined the staff.



At the American premiere of J. Arthur Rank's U-I release, "The Promoter," at the Fine Arts, New York City, were, left to right, Alfred E. Daff, executive vice-president, U-I; Valerie Hobson, British film star, featured in the film; Richard Davis, managing director, Fine Arts; Mrs. Daff, and U-I star Ann Blyth.

RKO—Brisk weather was in store for Milton Yorman, office manager, on vacation. . . . Booker Lou Solkoff resigned to take a new position at Bell. Murray Blutreich filled the gap. . . . Sadie Barnett, secretary to the office manager, and Ann Levy, district manager's secretary, were ill.

UNITED ARTISTS — Booking for the Albany territory was dropped. It will be carried from Buffalo. . . . Clerk Mary Ann Tritico left. . . . Typist June Hill was out ill. . . . Ben DeAugusta expects to be a father soon. . . . The new statistical clerk is Robert Harriot. . . . Janet Moses was still ill. . . . Who is the mysterious stranger who keeps calling Sophie Bochilo, boxoffice department? . . . Hilda Frischman's silence was due to laryngitis.

REALART—The home office moved to the Film Centre building. . . . Cashier Arlene Kammer resigned. . . . Happy birthday went to Ruth Kopf, biller. . . . Max Roth, Chicago franchise owner, and Sylvan Leff, Albany franchise owner, visited.

20TH-FOX—Local talent will entertain at the Fox Family Club's Thanksgiving party. . . . Secretary Hanna Zimmerman was in the hospital after being operated on. . . . Out ill was Lillian Gordon, secretary to the office manager. . . . Ann Jones, secretary, was ill with a toothache.

WARNERS — Norma Taime, booking clerk, was sporting an engagement ring. . . . Toni Tramantano, booking clerk, now Mrs. Cammarata, was back after her honeymoon. . . . A speedy recovery was hoped for Ruth Kaiser, secretary. . . . Shelia Grunwald and Marylin Reiner, clerks, were added to the payroll. . . . The offices are getting a new paint job to prepare for the "Norman Ayers Clean Up Week."

RAMBLIN' 'ROUND—Bonded's Mae McGee was grived by the death of her brother-in-law, killed in an accident. . . . John Giacomaggio, Bonded, resigned. . . . Moe Kerman, Favorite, returned from his coast trip. . . . Lenard Lightstone and Sid Klein, Island Theatre Circuit, and Jimmy Davidson, U-International, have been initiated as members of the Bookers' Club. . . . The favorite cigar store of the trade near the Film Center building has a new owner. Red Bloom, an old hand, took over from Lew Levy. . . . Hoffberg's Leonard Liberman and wife, Barbara, had a party for their new daughter, Gail Beth. . . . Hoffberg's "City That Lives" was entered at the Hunter College Art Film Festival. . . . Nayfack is making plans for distribution of films on the independent market for Israel. . . . Nayfack's Gabrielle Olivera received birthday cards. . . . Harvey Epstein, Paramount booker, had a cast on his fractured right wrist. . . . Walter Lynch, Mecca Film Laboratories, was grived by the death of his wife. . . . The opening of UA's "Breaking Through The Sound Barrier" at the Victoria was one of the biggest in some time.

—J. A. D.



Seen at the recent two-day meeting of the Stanley-Warner Philadelphia zone managers at the Bellevue-Stratford Hotel, at which the "Showmanship Crusade" was launched were, left to right; Henry Eberle, in charge of sound; Dan Triester, assistant film booker-buyer; Ted Minsky, head film buyer; Paul Castello, district manager; Harry Goldberg, director of advertising, Warner Theatres; Carl Siegel, president, Warners' Service Corporation; Ben Wirth, home office, real estate head; Stirling Silliphant, publicity director, 20th-Fox; Lester Krieger,

executive assistant zone manager; Ted Schlanger, zone manager; Harry Kalmine, president-general manager, Warner Theatres; Jerry Pickman, vice-president, Paramount Pictures; W. Stewart McDonald, assistant treasurer, Warners; Everett C. Callow, zone advertising and publicity head; A. J. Vanni, district manager; J. Ellis Shipman, contact manager; Herman Levine, head, local real estate; J. M. Flynn, district manager, and Robert L. Mills, head, engineering department. Various film companies are offering added prizes.

NEWS OF THE

Territory

Philadelphia Crosstown

Milton Lewis, Carman, is taking his late brother Allen's spot as Park manager. . . . The S-W Felton reopened after being closed for some time.

Vine Street

UA tub thumper Max Miller was heard from. He was in Niagara Falls, N. Y.

The trade was pleased to hear that I. Epstein, Atlantic Theatres, Inc., had become a grandfather for the first time when his daughter, Rita, the wife of Dr. Irving Sales, gave birth to a son.

Mrs. Joy Silverman has been "helping out" as her husband's secretary at Republic. She also says it is a good way to keep check on popular Republic branch manager Norman Silverman. . . . Ulrik

Smith, Paramount branch manager, is distributor chairman for the Will Rogers Hospital Xmas "Salute" scrolls.

Nominations of officers for Local 307 projectionists was held at the Broadway. Named as follows: for president, Harry J. Abbott; vice-president, Abbott Oliver; business agent, Horace B. Jones; financial secretary, Charles Humphries, and recording secretary, Alexander Fell. Nominated to the executive board were Ben Green, Parker Kennedy, Robert Bloch, Al Vanbelle, Herman Brown, Abe

Sherman, Abe Chanin, and Harry Davenport, with four others to be elected. Election is Dec. 1 at union headquarters from 10 'til 2 p.m. and 4 to 7 p.m.

The Philadelphia chapter, National Foundation Infantile Paralysis, has named Sidney Samuelson and Edward Emanuel as a sub-committee for the motion picture industry.

Branch manager John Turner, UA, pointed out that the company's new "Medal Of Honor" series of four short subjects is being sold as a single unit.

Theatre Managers

Please check your shows at theatre by noon on day of showing.

All exchanges close at 5 P.M. daily. 12 noon on Saturday, Sunday and holidays.

Contact us in ample time so that we may help you prevent a miss-out.

HIGHWAY EXPRESS LINES, INC.

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DuPont 7200

236 N. 23rd Street
Philadelphia 3, Pa.
LOcust 4-0100

"Send in your program on time"



Nat Rubin, formerly a well known manager in the Philadelphia area and now a captain in the U. S. Transportation Corps, is seen above on duty in Korea.

The exhibitor contacts the American Legion post in his vicinity, the exchange setting up a screening of one or two subjects in the theatre, and the Legion being sold on a benefit group ticket plan for a month, with the tickets consecutively dated on the days each week the subjects will be shown for four weeks. Since these special subjects, titled "Richard Pearson Hobson," "Julius Langbein," "Joseph C. Rodriguez," and "Dr. Mary Walker," all run around 26 to 27 minutes, they can be played with single features, and with the four-strip benefit ticket idea the exhibitors stand the chance of garnering an extra buck or so, it is claimed. W. R. Frank, producer of the shorts, was in.

Ben Harris, American Film, who is handling the physical distribution of "Rudolph The Red-Nosed Reindeer," which John Golder is selling, says he has a special trailer as well as special accessories. . . . Harry Hottenstine, Paramount night shipper, with the company for over 30 years, died last fortnight.

U-I salesman Harold Saltz was in Temple University Hospital where he was to undergo surgery. Everyone was pulling for his speedy recovery. . . . Dave Law, president, front office workers' union, Local F-7, announced that the group has an office at 201 North Broad Street, room 202, that it would like to sublet. For information, contact Law at Warners or George Evans at U-I.

District of Columbia Washington

During a recent visit to the National Screen Service office by MGM branch manager Jerome Adams and assistant manager Paul Wall, they observed a youngster, Joel Kline, 13, purchasing accessories on a number of productions, and suggested that he visit MGM. When the lad visited the office, and talked to office manager Joe Kronman, it was apparent that the young man was only interested in collecting newer subjects, and further let it known that he had his own room at home completely covered with all types of accessories, and that his school teacher had given him permission to display in the classroom. Kronman visited the boys' home, and found the enthusiasm was not with-



Mary Castle, only feminine star in Columbia's "Eight Iron Men," recently met a real iron man on George Skinner's program on WPTZ during her visit to Philadelphia on behalf of the new Stanley Kramer film at the Goldman. Miss Castle made personal appearances at the theatre on opening day.



When Mary Castle, seen in Columbia's "Eight Iron Men," came to Philadelphia recently for some personals in connection with the Goldman engagement, she visited EXHIBITOR and is seen here with editor Herbert M. Miller, Edward Emanuel, Bruce Miller, and members of the organization.

out reason. Every inch of wall space is covered with material, in a neat and attractive arrangement. The display at school is along a similar pattern. MGM is going to go all out to encourage this boy's interest in motion pictures.

The big news was the election, presidential and Variety Club. Chosen by the latter were: Chief Barker, Victor J. Orsinger; First Assistant Chief Barker, Gerald Price, Second Assistant Chief Barker, Jack Fruchtman; Property Master, Alvin Q. Ehrlich, and Dough Guy, Sam Galanty. Six others elected to serve on the board were: Fred S. Kogod, K-B Theatres; Orville Crouch, eastern division manager, Loew's Theatres; Nathan D. Golden; George A. Crouch, zone manager, Warner Theatres; J. E. Fontaine, and Joe Gins. The two delegates to the convention are Jake Flax, Republic, and Golden. Alternate delegates are Morton Gerber, District Theatres, and Wade Pearson, Neighborhood Theatre, Inc. Out-going Chief Barker Jerome Adams, Metro, is canvassman to the convention. Also part of the board are the immediate past five Chief Barkers, Adams, Gerber, Pearson, Flax, and Frank Boucher.

Perry Como was selected as the "Personality of the Year" by the Variety Club. Previous recipients were Joe E.

Brown, in 1951; Arthur Godfrey in 1950, and Al Jolson, in 1949. A plaque will be presented to Como at the Club's 17th annual dinner dance at the Statler Hotel on Nov. 22, which climaxes the club's annual welfare awards drive.

Six of Sidney Lust's theatres staged Hallowe'en costume contests at matinees. . . . Eric Johnston went to South America on the Point Four program.

At MGM, Rudolph Berger is back after a trip to Jacksonville, Fla. . . . MGM shipper Raymond Dean has a baby girl to brag about. . . . At 20th Century-Fox, branch manager Joseph Rosen went to Richmond, Va. . . . 20th-Fox booker Leona Gunsberg celebrated a birthday. . . . Local 13 had a special meeting, and nominated officers. . . . Zelda Spough, 20th-Fox booking department, was out sick.

At RKO, Madelaine Bean went to Cumberland, Md., to vote. . . . National Screen Service is really busy these days with the Will Rogers Memorial Drive, says Mrs. Ernestine Bandel. . . . Republic was loaded with birthdays recently. Among those celebrating were clerk Joyce Kriss; Jake Flax's secretary, Ann Dinkel; salesman Joe Cohan, and inspectress Mary McGee. Flax's nephew George, has been appointed publicity and

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AND STANLEY THEATRE, CHESTER
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This is a general view of the recent two-day meeting of the Stanley-Warner Philadelphia Zone managers at the Bellevue-Stratford Hotel, at which the "Showmanship Crusade" was launched.

promotion director for WTTG, the Washington Dumont station. Jake Flax went to Charlotte to see Harry Pickett.

In visiting was Eddie Side, Lyric, Lexington, Va., on his way back from a trip to New York. . . . In on a visit were Joe Walderman, Goldfield, and Aaron Sideler, New Albert, both in Baltimore, Md. . . . Inspectress Edna Lincolns, Kay, was married, and became another Smith, Mrs. N. Smith to be exact. Kay biller Viola Smith was on vacation.

Gertrude Epstein, Sandy's friendly telephone voice, was on vacation. . . . Very few pictures get by RKO Keith's Jerry Baler without receiving a job of exploitation. For "The Lusty Men," he tied up with the Washington Gas Light Company, and featured an old stove roundup. He also gave away a \$360 stove, and entry blanks were distributed through 60 dealers.

—RICK LAFALCE

Delaware Wilmington

Chancellor Collins J. Seitz signed an order restraining the Pleasant Hills Corporation, or any of its officers, agents, employees, or attorneys, from conveying, transferry, or mortgaging any of the real estate it now owns or in which it has any interest except in the ordinary course of its business. Plaintiffs in the Chancery Court action who seek an accounting are Harry W. Maclary, Alfred S. Maclary, Ella Mae Maclary, while the defendants, in addition to Pleasant Hills, Inc., are Robert P. Maclary, Bessie M. Donovan, Emma S. Maclary, and Rebecca M. Turner. The order also restrains the corporation from transferring on its books any shares of stock of the corporation owned by or registered in the names of the individual defendants. The defendants are also restrained from conveying, transferring, mortgaging, or encumbering any real estate they now own except eight properties which are exempted from the order. These properties include among others an eight-acre tract on the north side of West Newport Pike now leased to the Pleasant Hills Drive-In Theatre, Inc.

G. Earl Smith, manager, Queen and Arcadia, announced the appointment of Cyril Fuller as assistant manager, Arcadia. Edmund Travers continues as assistant manager, Queen. . . . Edgar J. Doob, manager, Loew's Aldine, was working up a promotion campaign for "Plymouth Adventure," including an essay contest at Mount Pleasant School. . . . David Martins joined the Rialto.

—HENRY L. SHOLLY

Maryland Baltimore

Judge S. Ralph Warnken overruled the State Board of Motion Picture Censors in their attempt to delete scenes from "Damaged Lives," handing down the judgment that censorship cannot depend upon location of exhibition or price of admission. After viewing the film, the judge agreed to one deletion requested



Frank Richardson, Fort Early, recently took advantage of 35,000 persons lining Lynchburg, Va., streets for the third annual merchants' fall festival parade by entering the above chariot bally for MGM's "Quo Vadis."

by Sydney R. Traub, chairman of the censor board, but refused all others. The film deals with social disease, and Traub had asked that it be censored because some of the theatres showing it had admissions low enough to attract young people. In favoring the appeal of John Rose, Judge Warnken said, "I cannot call this film censorable in what I understand to be the ordinary meaning of the words indecent, immoral, and obscene."

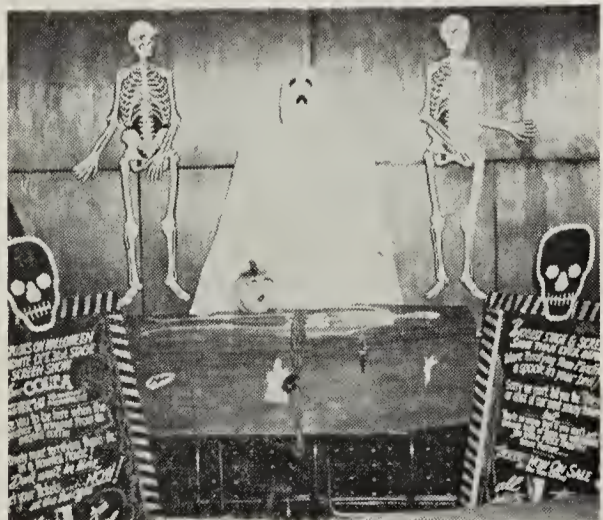
Joseph Grant, Northwood owner, is in Florida, to attend the marriage of his brother, Morton.

The Astor, Rome Circuit, closed, and has been leased for a year by Evangelist Jerry Owen, former sparring partner for Max Baer.

Louis Resnick signed up for 10 weeks of TV shows from the stage of his Overlea on Saturdays and Sundays.

The application to erect a drive-in at Old Harford and Joppa Roads has been rejected by N. C. Heinmuller, acting zoning commissioner, Baltimore County. Neighbors protested.

Willard Fagin, Mayfair manager, has been made all-around relief man for Hicks Theatres, and George Hendricks takes over the Mayfair post. . . . Following a lingering illness, Peter Dolan, DeLuxe projectionist, passed away. His survivors include Thomas Dolan, State projectionist.



Bernard Bispeck, manager, Senate, Harrisburg, Pa., ran a successful midnight show for Hallowe'en, with the above spooky lobby display a big help in selling it.

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 North 13th) Nov. 12, 2:30, "April In Paris" (Doris Day, Ray Bolger, Claude Dauphin) (Technicolor); 23, 2:30, "Cattle Town" (Dennis Morgan, Rita Moreno, Philip Carey).

RKO—(20 North 13th) Nov. 13, 2:30, "Face To Face" (James Mason, Gene Lockhart, Marjorie Steele, Robert Preston).

MGM—(1233 Summer) Nov. 17, 2, "Above And Beyond" (Robert Taylor, Eleanor Parker, James Whitmore); 18, 2, "The Bad and The Beautiful" (Lana Turner, Kirk Douglas, Walter Pidgeon); 21, 2, "The Desperate Search" (Howard Keel, Jane Greer, Patricia Medina).

Robert Marhenke, formerly of the Hiway, is now managing both the Victory and Arrow.

George Whippo, Century, is a patient at Perry Point Hospital. . . . Louise Boggs returned to her former position as Century aide.

J. Lawrence Schanberger, Keith's owner, received a surprise visit from his son, Captain Fred Schanberger, USAF, who flew in from the Azores.

William Brizendine has been named to the Variety Club board to replace Bernard Seaman, resigned.

Colonel William McGraw, executive director, and Jack Beresin, International Chief Barker, will attend the Variety Club's annual dinner-dance at the Lord Baltimore Hotel. Rodney Collier is general chairman.

Sam Tabor, Republic, issued invitations to his son's Bar Mitzvah.

—G. B.

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WASHINGTON EXCHANGE LISTING

(The following list represents addresses and pertinent information concerning film exchanges serving the Washington area. Cooperation in keeping this list accurate is requested. All companies listed may be addressed at Washington 1, D. C., with the exception of Paramount and 20th-Fox, whose postoffice box zone number is 13.—Ed.)

COLUMBIA

928 New Jersey Ave., N.W.—NA 4035

Division manager—Samuel A. Galanty
Branch manager—Ben Caplon
Office manager—Jack J. Hollischer
Salesmen—Ben Caplon, circuit key situations; Charles A. Wingfield, Baltimore, Maryland; Martin Kutner, Clinch Valley; Jack Jackter, eastern Virginia; James Whiteside.
Bookers—Max Rutledge, Fred Sapperstein, Elmer Moore.
Cashier—Alice Sauber
Exploiteer—Sid Zins

EQUITY

1001 New Jersey Ave., N.W.—RE 0776

Branch manager—B. H. Mills
Office manager—Myron Mills
Booker—Mrs. Thelma Powell
Salesmen—Sampson Pike, Harry Kahn
Cashier—Ann Sknerski

SANDY

1013 New Jersey Ave., N.W.—EX 4613-4614

Manager—Fred Sandy
Salesman—Sylvester Sandy
Office manager-booker—Gertrude O. Epstein
Cashier—Fred Gordon

KAY

203 Eye St., N.W.—NA 3356

Booker—Dorothy Kelly
Special representative—C. J. DeMaio

LIPPERT

203 Eye St., N.W.—ST 1652

Branch manager—Max Cohen
Booker—Emelyn Benfer
Salesman—Jerry Murphy
Cashier—Josephine Deavers

METRO

1009 New Jersey Ave., N.W.—DI 6530-1-2

Southern division sales manager—Rudolph Berger
Branch manager—Jerry Adams
Assistant branch manager—Paul Wall
Office manager—Joseph Kronman
Cashier—Mrs. Anna Ridgely
Salesmen—Fred Rippingdale, Sid Eckman, Pete Prince, Buddy Sharkey
Bookers—Edward Kushner, head booker; Henry Ajello, Ida Barezofsky, Max Stepkin
Field representative—Tom Baldrige

RKO

932 New Jersey Ave., N.W.—DI 3672

Eastern district manager—R. J. Foliard
Branch manager—J. B. Brecheen
Sales manager—Alphonsus P. Foliard
Office manager—Joseph Kushner
Salesmen—Olmsted Knox, eastern Virginia, Eastern Shore, Maryland, Virginia, Delaware; E. W. Grover, Baltimore, northern Maryland; C. T. Hurley, western Maryland, southwestern Virginia, West Virginia
Bookers—Jesse Smith, head booker; George Sullivan, Baltimore; Don Bransfield, country accounts; Herb Doherty, army-navy, non-theatrical
Cashier—Agnes Turner
Exploiteer—Ralph Banghart

PEERLESS

203 Eye St., N.W.—DI 7571

Branch manager—Harry R. Shull
415 Third St., N.W.—DI 8420
Branch manager—J. B. Rosen
Atlantic division manager—C. Glenn Norris
Salesmen—Charles Krips, Ira Sichelman, Martin Warshauer, John O'Leary, Jack Keegan, Dan Rosenthal
Bookers—Mrs. Sara Young, Jack Kohler, Leona Gunsberg
Head shipper—Bob Kuttler

REPUBLIC

203 Eye St., N.W.—RE 0155

Branch manager—Jake Flax
Office manager—Albert Landgraf
Salesmen—Jake Flax, Washington, Baltimore, key Virginia situations; W. Maynard Madden, western Virginia; Sam Tabor, Baltimore, environs; Eastern Shore, eastern Virginia, Shenandoah Valley; Joe Cohan
Booker—Esther Katznell
Cashier—Clare Cunningham
Head Shipper—William Wilson
Clerk—Joyce Kriso
Bookkeeper—Ida Leniek

THEATRE ADVERTISING COMPANY

704 New Jersey Ave., N.W.—DI 8160

Owner—Ben Siegel
Office manager—Frances Siegel

MONOGRAM

922 New Jersey Ave., N.W.—ME 2133

Branch manager—Milton Lipsner
Booker—Al Wheeler
Salesmen—Milton Lipsner, key accounts; Maryland excepting Eastern Shore; Virginia Eastern Shore of Maryland, Harold Levy, Mark N. Silver
Cashier—Blanche Hayre

NATIONAL SCREEN SERVICE CORPORATION

920 New Jersey Ave., N.W.—ME 5016-7

Office manager—Mrs. Ernestine S. Bandel
Salesmen—George Nathan, Virginia, Washington, D. C., and D. C. circuits; Howard C. Savitz, Baltimore, Maryland, Delaware, West Virginia

PARAMOUNT

306 H St., N.W., P.O. Box 1916—NA 7661

Branch manager—Phil Isaacs
Sales manager—Herbert C. Thompson
Special representative—Mike Weiss
Salesmen—Jack Howe, circuit accounts, Virginia; George Kelley, Eastern Shore; Peter Kaufman, Maryland, Washington, D. C. Herbert Thompson, Baltimore
Bookers—Robert Cunningham, Baltimore; Fred Von-Langen, Maryland; Jane Harrell, Virginia, William Fischer
Cashier—Ida Green

WARNERS

901 New Jersey Ave., N.W.—NA 1130

District manager—Robert F. Smeltzer
Branch manager—Pete DeFazio
Office manager—Edward M. Phillips
Salesmen—Cliff Jarrett, part of Maryland, part of Virginia, Eastern Shore; Oscar Kantor, Baltimore, part of Maryland; Elmer McKinley

UNIVERSAL-INTERNATIONAL

913 New Jersey Ave., N.W.—DI 4525

District manager—John J. Scully
Branch manager—Joseph Gins
Office manager—Stanley Taylor
Salesmen—Vince Dougherty, Baltimore; Jack Benson, Clinch Valley, western Virginia; Ike Ehrlichman, Eastern Shore, Washington; Barney Frank, western Maryland, eastern Virginia
Bookers—Nate Shor, Bert Freedman, Robert Miller
Cashier—Walter Bangs
Mail Clerk—Myrtle Friess

UNITED ARTISTS

924 New Jersey Ave., N.W.—NA 6316

Branch manager—Arthur Levy
Office manager—L. B. Buchanan
Salesmen—Harold Rose, Eastern Shore, part of Virginia; J. Edward Fontaine, Baltimore, Washington, D. C.; Joe Oulihan
Booker—Doris Jowett
Cashier—Sam Jenkins

Leonardtown

Allied Artists' "Battle Zone" got the benefit of a ceremonial tie-in with the 177th U. S. Marines anniversary, promotional manager Ray Trumbule, Jr., Plaza, Lexington Park, Md., stated. The lobby displayed all types of battle equipment used by the Marine Corps, both on land and sea, and a flag raising ceremony was held in front of the theatre on opening day, with a plaque presented to Major A. Saunders, in charge of the U. S. Marine Corps stationed at the Patuxent River U. S. Naval Air Station. . . . The Ray Trumbules are looking forward to the arrival of the stork at their home in January. Trumbule is promotional manager, Jack Fruchtman Theatres. . . . To promote "Winchester Rifle," Park, Lexington Park, Md., old rifles from a private gun collection were on display in the lobby.

Philly Projectionist Elected to Legislature

PHILADELPHIA—The City Line Center, one of the city's largest subsequent runs, now has a Representative as projectionist.

It seems that projectionist Marvin Bazin, Local 307 member, was elected to the legislature by a 33,000 majority.

His district embraces the 24th, 34th, 44th, and 52nd wards.

New Jersey Atlantic City

The Atlantic City Boardwalk Lodge 1398, B'nai B'rith, presented its citizen of the year award to Judge George T. Naame and its "Ben B'rith" award to Harry L. Waxmann, well-known exhibitor. The presentations took place at the 32nd annual installation and awards dinner at Linwood Country Club. The award to Waxmann was made by Benjamin Rimm, past president of the lodge, who described him as a "doer and a giver," distinguishing himself in social and welfare work in the shore community.



Joseph Cotten, touring the east publicizing 20th-Fox's "The Steel Trap," recently arrived in New York.

Pennsylvania Topton

The Palace management gave the use of its lobby to the Topton Fire Company for a baked goods sale, the proceeds to go to "The March of Dimes" fund for next January.

Variety Club Tent 13, Philadelphia

"Battle Zone" was screened through the courtesy of Allied Artists.

Plans are going forward for the annual dinner of the club, to be held on Jan. 5, with a gala evening set.



Crowds lined up early for Warners' "The Miracle Of Our Lady Of Fatima" at the Warner, Washington, D. C.

Allied Artists

(For Monogram releases, see Monogram)

BATTLE ZONE—ACD—John Hodiak, Linda Christlan, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 issue—(AA22).

TO BE REVIEWED OR IN PRODUCTION

AFFAIR IN MONTE CARLO—Richard Todd, Merle Oberon, Leo Genn—(Technicolor)—(English-made).
COW COUNTRY—Edmond O'Brien, Helen Westcott, Peggy Castle.
PORT VENGEANCE—James Craig, Reginald Denny, Rita Moreno—(Cinecolor).
JALOPY—Bowery Boys.
KANSAS PACIFIC—Sterling Hayden, Eve Miller, Barton MacLane—(Cinecolor).
MARKSMAN, THE—Wayne Morris, Elena Verudgo, Stanford Jolley.
ROAR OF THE CROWD, THE—Howard Duff, Helene Stanley.
SON OF BELLE STARR—Keith Larsen, Peggie Castle, Dona Drake—(Cinecolor).
STAR OF TEXAS, THE—Wayne Morris, Robert Lee Brice, Stanford Jolley, Lyle Talbot.
TIMBER WOLF—Kirby Grant, Chinook, Inga Borg.
TORPEDO ALLEY—Mark Stevens, Dorothy Malone, Bill Williams.

Columbia

(1951-52 releases from 401
1952-53 releases from 501)

AFFAIR IN TRINIDAD—MD—Rita Hayworth, Glenn Ford, Alexander Scourby—Hayworth draw should bring this into the better money—98m.—see Sept. 10 issue—Leg.: B—(501).
APACHE COUNTRY—W—Gene Autry, Carolina Cotton, Pat Buttram—Standard Autry—62m.—see June 4 issue—(474).
ASSIGNMENT—PARIS—MD—Dana Andrews, Maria Toren, George Sanders—Interesting topical meller can be sold—85m.—see Sept. 10 issue—(507).
BARBED WIRE—W—Gene Autry, Pat Buttram, Anne James—Routine series entry—61m.—see July 16 issue—(474).
BRAVE WARRIOR—MD—Jon Hall, Christine Larson, Jay Silverheels—Indians-soldiers show will fit into the duallers—73m.—see May 21 issue—(Technicolor)—(441).
BRIGAND, THE—COSMD—Anthony Dexter, Jody Lawrence, Gale Robbins, Anthony Quinn—Interesting costume meller has the angles—94m.—see June 4 issue—Leg.: B—(Technicolor)—(437).
CALIFORNIA CONQUEST—MD—Cornel Wilde, Teresa Wright, Alfonso Bedoya—Names should help melodrama—79m.—see July 30 issue—(Technicolor)—(440).
CAPTAIN PIRATE—MD—Louis Hayward, Patricia Medina, John Sutton—Good swashbuckler for the duallers—85m.—see Sept. 10 issue—(Technicolor)—(502).
CLOUDED YELLOW, THE—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—89m.—see Sept. 10 issue—(English-made)—(509).
CRIPPLE CREEK—W—George Montgomery, Karin Booth, Jerome Courtland—Standard western is okeh for the duallers—78m.—see July 2 issue—(Technicolor)—(442).
EIGHT IRON MEN—MD—Mary Castle, David McMahon, Bonar Colleano—Suspensive war film—80m.—see Oct. 22 issue.
FOUR POSTER, THE—CD—Lilli Palmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 issue.
GOLDEN HAWK, THE—MD—Rhonda Fleming, Sterling Hayden, Helena Carter—Swashbuckler should do okeh in the action spots—84m.—see Sept. 10 issue—(Technicolor)—Leg.: B—(508).
HANGMAN'S KNOT—OMD—Randolph Scott, Donna Reed, Claude Jarman, Jr.—Okeh action entry—84m.—see Nov. 5 issue—(Technicolor).
HAPPY TIME, THE—C—Charles Boyer, Louis Jourdan, Marsha Hunt, Bobby Driscoll—Delightful comedy—94m.—see Sept. 10 issue—(506).
HAREM GIRL—F—Joan Davis, Peggie Castle, Arthur Blake—For the lower half—70m.—see Jan. 30 issue—(422).
JUNCTION CITY—W—Charles Starrett, Smiley Burnette, Jack Mahoney, Kathleen Case—Standard series entry—54m.—see July 16 issue—(486).
KID FROM BROKEN GUN, THE—W—Charles Starrett, Smiley Burnette, Angela Stevens—Fair series entry—56m.—see Aug. 13 issue—(481).
LADIES OF THE CHORUS—ROMCMU—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help reissue—61m.—see Oct. 22 issue.
LADY AND THE BANDIT, THE—AD—Louis Hayward, Patricia Medina, Suzanne Dalton—Okeh action drama for the duallers—79m.—see Aug. 13 issue—(403).
LAST TRAIN FROM BOMBAY—MD—Jon Hall, Christine Larson, Lisa Ferraday—Average lower half entry—72m.—see Sept. 10 issue—(504).
MINE WITH THE IRON DOOR, THE—MD—Richard Arlen, Cecilia Parker, Henry B. Walthall—Reissue has the angles—66m.—see Sept. 10 issue—(510).
MONTANA TERRITORY—OMD—Lon McCallister, Wanda Hendrix, Preston Foster—Outdoor action meller will fit into the twin bills—64m.—see June 18 issue—(Technicolor)—(438).
PAULA—D—Loretta Young, Kent Smith, Alexander Knox—Star draw should help interesting woman's show—80m.—see May 21 issue—(436).
RAINBOW 'ROUND MY SHOULDER—MU—Frankie Laine, Billy Daniels, Charlotte Austlin—Okeh programmer with plenty of angles—78m.—see Sept. 10 issue—(Technicolor)—(503).
RED SNOW—MD—Guy Madison, Ray Mala, Carole Mathews—For the lower half—75m.—see July 2 issue—(439).
ROUGH, TOUGH WEST, THE—W—Charles Starrett, Smiley Burnette, Carolina Cotton—Standard series entry—54m.—see July 2 issue—(487).
SOUND OFF—C—Mickey Rooney, Anne James, Sammy White—Pleasing programmer for the duallers—83m.—see Apr. 23 issue—(SuperCinecolor)—(428).

EXHIBITOR

SERVISECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 49, No. 2

NOVEMBER 12, 1952

STRANGE FASCINATION—D—Cleo Moore, Hugo Haas, Mona Barrie—Interesting programmer for the lower half—81m.—see Oct. 8 issue—(505).
VOODOO TIGER—AD—Johnny Weissmuller, Jean Byron, James Seay, Jeanne Dean—Okeh series entry for the lower half—67m.—Leg.: B—see Nov. 5 issue.
WAGON TEAM—W—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—61m.—see Sept. 24 issue—(476).
WALK EAST ON BEACON—DOCMD—George Murphy, Finlay Currie, Virginia Gilmore—Well-made espionage meller—98m.—see May 7 issue—(426).

TO BE REVIEWED OR IN PRODUCTION

ALL ASHORE—Mickey Rooney, Peggy Ryan, Dick Haymes—(Technicolor).
AMBUSH AT TOMAHAWK GAP—David Brian, John Hodiak, Maria Elena Marques—(Technicolor).
BLUE CANADIAN ROCKIES—Gene Autry, Gail Davis, Pat Buttram—(472).
5,000 FINGERS OF DR. T., THE—Peter Lind Hayes, Mary Healy, Tommy Rettig—(Technicolor).
FLAME OF CALCUTTA—Denise Darcel, Patric Knowles—(Technicolor).
GOLDTOWN GHOST RIDERS—Gene Autry, Smiley Burnette, Gail Davis.
JACK McCALL, DESPERADO—George Montgomery, Angela Stevens, Douglas Kennedy—(Technicolor).
JUGGLER, THE—Kirk Douglas, Milly Vitale, Paul Stewart.
LAST OF THE COMANCHES—Broderick Crawford, Barbara Hale, Johnny Stewart—(Technicolor).
LE PLAISIR—Jean Gabin, Simone Simon—(French-made).
LOVE SONG—Jane Wyman, Ray Milland, Aldo Ray, Valerie Bettis—(Technicolor).

MEMBER OF THE WEDDING, THE—Ethel Waters, Julie Harris, Brandon de Wilde, Nancy Gates.
ON TOP OF OLD SMOKY—Gene Autry, Smiley Burnette.
ONE GIRL'S CONFESSION—Hugo Haas, Cleo Moore.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PACK TRAIN—Gene Autry, Smiley Burnette, Gail Davis.
PANHANDLE TERRITORY—Jack Mahoney, Smiley Burnette, Jarma Lewis.
PATHFINDER, THE—George Montgomery, Helena Carter, Elena Verdugo—(Technicolor).
POSSE—Broderick Crawford, Wanda Hendrix, John Derek, Charles Bickford.
PRINCE OF PIRATES—John Derek, Barbara Rush—(Technicolor).
RED BERET, THE—Alan Ladd, Susan Stephens, Leo Genn—(Technicolor)—(Made in England).
SALOME, THE DANCE OF THE SEVEN VEILS—Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson—(Technicolor).
SAVAGE MUTINY—Johnny Weissmuller, Angela Stevens, Gregory Gay.
SERPENT OF THE NILE—Rhonda Fleming, William Lundigan, Raymond Burr—(Technicolor).
SIREN OF BAGDAD—Paul Henreid, Patricia Medina, Laurette Leuz—(Technicolor).
SLAVES OF BABYLON—Richard Conte, Linda Christian, Terry Kilburn—(Technicolor).
TARGET—HONG KONG—Richard Denning, Nancy Gates, Richard Loo.
TOUGH GIRL—Hugo Haas, Cleo Moore, Glenn Langan.
WINNING OF THE WEST—Gene Autry, Smiley Burnette, Gail Davis.

Lippert

(1951-52 releases from 5101)

HELLGATE—MD—Sterling Hayden, Joan Leslie, Ward Bond—Exploitable prison film has the angles for the selling—87m.—see Aug. 27 issue—Leg.: B—(5113).
JUNGLE, THE—MD—Rod Cameron, Marie Windsor, Cesar Romero—Tale of Indian jungle should be helped by exploitation values—74m.—see July 16 issue—(5112).
LOAN SHARK—MD—George Raft, Poul Stewart, Holden Westcott—Raft name should help good meller—79m.—see Apr. 23 issue—Leg.: B—(5111).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. Abbreviations following titles indicate type of picture.

AD—Adventure drama	MUCD—Musical comedy drama
ACD—Action drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	ODM—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	ROMC—Romantic comedy
DFAN—Drama fantasy	ROMCMU—Romantic comedy musical
DMU—Dramatic musical	ROMD—Romantic drama
DOC—Documentary	ROMDMU—Romantic drama with music
DOCD—Documentary drama	SAT—Satire
DOCMD—Documentary melodrama	SCD—Sex-comedy drama
ED—Educational feature	TRAV—Travelogue
F—Farce	W—Western
FAN—Fantasy	WC—Western comedy
FANMU—Fantasy musical	WCMU—Western comedy musical
FMD—Farce musical	WD—Western drama
HISD—Historical drama	WMD—Western melodrama
MDMU—Melodrama musical	WMDMU—Western melodrama musical
MD—Melodrama	WMU—Western musical
MUC—Musical comedy	

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There was no bunk or side stepping in our original **FACTUALLY HONEST "Pink Section" REVIEWS . . .** and in this "Yellow Section" **CHECK-UP** is a summary of the same **HONEST FACTS.**

Check these running times and other data against your records!

OUTLAW WOMEN—CD—Marle Windsor, Richard Rober, Allan Nixon, Carla Bolendo—Action entry has the angles—75m.—see Apr. 23 issue—Leg.: B—(Cinacolor) (5105).

PIRATE SUBMARINE—MD—Pierre Dudan, Gerard Landry, Jean Vilar—Import will fit into the lower half—69m.—see Sept. 10 issue—(French-made)—(Dubbed English dialogue)—(5110).

SCOTLAND YARD INSPECTOR—MD—Cesar Romero, Lois Maxwell, Bernadette O'Farrell—For the duallers—79m.—see Nov. 5 issue—(English-made)—(5202).

SECRET PEOPLE—MD—Valentina Cortesa, Audrey Hepburn, Serge Reggiani—Import for the lower half—87m.—see July issue—(English-made)—(5116).

STOLEN FACE—MD—Paul Henreid, Elizabeth Scott, Andrew Morell—Name strength should help mild import—71m.—see June 4 issue—(English-made)—(Leg.: B—(5109)).

TROMBA, THE TIGER MAN—MD—Rene Deltgen, Angelika Hauff, Krone Circus—Import will fit into the lower half—63m.—see Nov. 5 issue—(German-made)—(Dubbed English dialogue)—(5201).

UNKNOWN WORLD—FANMD—Victor Killan, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).

TO BE REVIEWED OR IN PRODUCTION

BAD BLONDE—Barbara Payton, Tony Wright—(English-made).

GAMBLER AND THE LADY—Dane Clark, Naomi Chance—(English-made)—(5204).

I'LL GET YOU—George Raft, Sally Gray—(English-made) (5206).

JOHNNY THE GIANT KILLER—Animation feature—(Technicolor)—(French-made)—(5205).

MR. WALKIE TALKIE—Joe Sawyer, William Tracy—(5203).

TALL TEXAN, THE—Lloyd Bridges, Marie Windsor, Lee J. Cobb—(5207).

Metro

(1951-52 releases from 201
1952-53 releases from 301)

APACHE WAR SMOKE—OMD—Gilbert Roland, Glenda Farrell, Robert Horton—Okeh action show for the lower half—67m.—see Sept. 24 issue—(305).

BECAUSE YOU'RE MINE—CDMU—Mario Lanza, Doretta Morrow, James Whitmore—Headed for the better money—103m.—see Sept. 10 issue—(Technicolor)—(304).

CARBINE WILLIAMS—D—James Stewart, Jean Hagen, Wendell Corey—Well-made prison drama has the names to help—93m.—see Apr. 23 issue—(231).

DEVIL MAKES THREE, THE—MD—Gene Kelly, Pier Angeli, Richard Rober—Names should help interesting melodrama of post-war Germany—89m.—see Sept. 10 issue—(Made in Europe)—(302).

EVERYTHING I HAVE IS YOURS—CMU—Marge Champion, Gower Champion, Dennis O'Keefe—Champions' dancing should help pleasing musical—91m.—see Oct. 1 issue—(Technicolor)—(306).

FEARLESS FAGAN—C—Janet Leigh, Carleton Carpenter, Keenan Wynn—For the lower half—79m.—see July 16 issue—(241).

GLORY ALLEY—D—Leslie Coron, Ralph Meeker, Kurt Kasznar—For the lower half—79m.—see June 4 issue—Leg.: B—(234).

HOLIDAY FOR SINNERS—D—Gig Young, Keenan Wynn, Janice Rule—For the lower half—72m.—see July 2 issue—(239).

HOUR OF 13, THE—CMY—Peter Lawford, Dawn Addams, Roland Culver—For the lower half—78m.—see Oct. 8 issue—(Made in England)—(309).

IVANHOE—COSMD—Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders—High rating adventure entry—106m.—see July 2 issue—(Technicolor)—(English-made)—(307).

LOVELY TO LOOK AT—MUC—Kathryn Grayson, Red Skelton, Howard Keel—Entertaining musical has much to offer—102m.—see June 4 issue—(Technicolor)—(237).

MERRY WIDOW, THE—MCD—Lana Turner, Fernanda Lamas, Una Merkel—Musical should waltz into the better grosses—105m.—see Sept. 10 issue—(Technicolor)—(301).

MILLION DOLLAR MERMAID—BID—Esther Williams, Victor Mature, Walter Pidgeon—Headed for the better money—114m.—see Nov. 19 issue—(Technicolor)—(312).

MY MAN AND I—MD—Shelley Winters, Ricardo Montalban, Wendell Corey—Slow moving meller will need benefit of name strength—99m.—see Sept. 10 issue—(303).

PAT AND MIKE—C—Spencer Tracy, Katharine Hepburn, Aldo Ray—Name values should help pleasing comedy—95m.—see May 21 issue—(235).

PLYMOUTH ADVENTURE—D—Spencer Tracy, Gene Tierney, Van Johnson—Picturization of voyage of Pilgrims deserves the best selling—104m.—see Nov. 5 issue—(Technicolor)—(310).

PRISONER OF ZENDA, THE—COSMD—Stewart Granger, Deborah Kerr, James Mason—Headed for the better money—101m.—see Oct. 22 issue—(Technicolor)—(308).

SCARAMOUCHE—MD—Stewart Granger, Eleanor Parker, Janet Leigh, Mel Ferrer—Good swashbuckling meller—115m.—see May 21 issue—(Technicolor)—(236).

SKIRTS AHOY—CMU—Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan—High rating—109m.—see Apr. 23 issue—(Technicolor)—(233).

SKY FULL OF MOON—D—Carleton Carpenter, Jan Sterling, Keenan Wynn—Okey programmer for the duallers—73m.—see Nov. 5 issue—(311).

WASHINGTON STORY—D—Van Johnson, Patricia Neal, Louis Calhern—Fair programmer—81m.—see July 2 issue—(238).

YOU FOR ME—CD—Peter Lawford, Jane Greer, Gig Young—Entertaining lower half entry—71m.—see July 30 issue—Leg.: B—(240).

TO BE REVIEWED OR IN PRODUCTION

ABOVE AND BEYOND—Robert Taylor, Eleanor Parker, James Whitmore.

BAD AND THE BEAUTIFUL, THE—Lana Turner, Kirk Douglas, Walter Pidgeon.

BAND WAGON, THE—Fred Astaire, Cyd Chariss, Nanette Fabray—(Technicolor).

BATTLE CIRCUS—Humphrey Bogart, June Allyson, Keenan Wynn.

CLOWN, THE—Red Skelton, Jane Greer, Timothy Considine.

CODE TWO—Ralph Meeker, Sally Forrest, Keenan Wynn, Robert Horton.

CONNIE—Janet Leigh, Van Johnson, Louis Calhern.

CRY OF THE HUNTED—Vittorio Gassman, Barry Sullivan, Polly Bergen.

DANGEROUS WHEN WET—Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel—(Technicolor).

DESPERATE SEARCH—Howard Keel, Jane Greer, Patricia Medina.

DREAM WIFE—Cary Grant, Deborah Kerr, Walter Pidgeon.

FAST COMPANY—Howard Keel, Polly Bergen, Nina Foch.

GIRL WHO HAD EVERYTHING, THE—Elizabeth Taylor, Fernando Lamas, William Powell.

GIVE A GIRL A BREAK—Marge and Gower Champion, Debbie Reynolds—(Technicolor).

HOAXTERS, THE—Narration by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon.

I LOVE MELVIN—Donald O'Cannar, Debbie Reynolds, Dean Miller—(Technicolor).

INVITATION TO THE DANCE—Gene Kelly, Igor Yousekevitch, Sadler's Wells Ballet—(Technicolor)—(Made in England).

JEOPARDY—Barbara Stanwyck, Barry Sullivan, Ralph Meeker.

JULIUS CAESAR—Marlon Brando, James Mason, Greer Garson, Deborah Kerr.

LATIN LOVERS—Lana Turner, Ricardo Montalban, Michael Wilding—(Technicolor).

LILI—Leslie Caran, Mel Ferrer, Jean Pierre Aumont—(Technicolor).

MAIN STREET TO BROADWAY—Tallulah Bankhead, Olivia de Havilland, Henry Fonda, Tom Morton.

NAKED SPUR, THE—James Stewart, Robert Ryan, Janet Leigh—(Technicolor).

NEVER LET ME GO—Clark Gable, Gene Tierney, Richard Haydn—(Made in England).

REMAINS TO BE SEEN—June Allyson, Van Johnson, Louis Calhern.

ROGUES' MARCH—Peter Lawford, Janice Rule, Richard Greene.

SEE HOW THEY RUN—Dorothy Dandridge, Robert Horton, Harry Belafonte.

SMALL TOWN GIRL—Jane Powell, Farley Granger, Ann Miller—(Technicolor).

SOMBRERO—Pier Angeli, Ricard Montalban, Yvonne De Carlo—(Technicolor)—(Made in Mexico).

SLIGHT CASE OF LARCENY—Mickey Rooney, Carleton Carpenter, Marilyn Erskine.

STORY OF THREE LOVES—Leslie Caran, Farley Granger, Ethel Barrymore—(Technicolor).

TIME BOMB—Glenn Ford, Anne Vernon, Victor Maddern—(English-made).

VAQUERO—Robert Taylor, Ann Gardner, Howard Keel—(Anscolor).

VICKIE—Greer Garson, Walter Pidgeon, Agnes Moorehead—(Technicolor).

YEARS AGO—Spencer Tracy, Debbie Reynolds, Teresa Wright.

YOUNG BESS—Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton—(Technicolor).

Monogram

(For Allied Artists releases, see Allied Artists)
(1951-52 releases from 5100
1952-53 releases from 5201)

AFRICAN TREASURE—AD—Johnny Sheffield, Laurette Luez, Leonard Mudie—Standard "Bomba" series entry—70m.—see May 21 issue—(5207).

ARCTIC FLIGHT—MD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting melodrama—78m.—see Aug. 13 issue—(5210).

ARMY BOUND—MD—Stanley Clements, Karen Sharpe, Steve Brodie—Routine programmer for the lower half—61m.—see Sept. 10 issue—(5216).

CANYON AMBUSH—W—Johnny Mack Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244).

DEAD MAN'S TRAIL—W—Johnny Mack Brown, Jimmy Ellison, Barbara Allen—Series average—54m.—see Aug. 27 issue—(5243).

DESERT PURSUIT—OD—Wayne Morris, Virginia Grey, George Tabias—Outdoor drama has the angles—72m.—see May 7 issue—(5209).

FARGO—W—Bill Elliott, Phyllis Coates, Myron Healey—Okeh western—69m.—see Sept. 24 issue—(5226).

FEUDIN' FOOLS—C—Leo Gorcey, Huntz Hall, Dorothy Ford—"Bowery Boys" entry will fit into the duallers—63m.—see Sept. 10 issue—(5213).

FLAT TOP—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinacolor)—(5201).

GOLD FEVER—OD—John Calvert, Ralph Morgan, Ann Carnell—For the lower half—63m.—see June 4 issue—(5220).

GUNMAN, THE—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Okeh series entry—52m.—see July 2 issue—(5252).

HERE COME THE MARINES—C—Leo Gorcey, Huntz Hall, Myrna Dell—Average "Bowery Boys" entry—66m.—see May 21 issue—(5212).

JET JOB—D—Stanley Clements, Elena Verdugo, John Litel—Okeh for the duallers—63m.—see Apr. 23 issue—(5215).

JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).

KANSAS TERRITORY—W—Wild Bill Elliott, Peggy Stewart, Lane Bradford—Okeh western—64m.—see May 7 issue—(5225).

MAN FROM BLACK HILLS—W—Johnny Mack Brown, James Ellison, Florence Lake—Series average—58m.—see May 21 issue—(5242).

MONTANA INCIDENT—W—Whip Wilson, Rand Brooks, Noel Neill—Good series entry—54m.—see Sept. 10 issue—(5253).

NIGHT RAIDERS—W—Whip Wilson, Fuzzy Knight, Lois Hall—Average western—52m.—see June 4 issue—(5251).

NO HOLDS BARRED—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214).

OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57 1/2m.—see May 24 issue—(4952).

ROSE BOWL STORY, THE—CD—Marshall Thompson, Vera Miles, James Dobson—Pleasing football yarn has plenty of angles—73m.—see Aug. 27 issue—(Cinacolor)—(5204).

SEA TIGER—MD—Marguerite Chapman, John Archer, Harry Lautner—For the lower half—71m.—see Aug. 13 issue—(5218).

WAGONS WEST—W—Rod Cameron, Peggie Castle, Michael Chapin—Standard outdoor show—72m.—see June 18 issue—(Cinacolor)—(5203).

WILD STALLION—OD—Ben Johnson, Edgar Buchanan, Martha Hyer—Okeh horse entry has the angles—71m.—see May 7 issue—(Cinacolor)—(5205).

YUKON GOLD—MD—Kirby Grant, Chlnook, Martha Hyer—Okeh series entry for the duallers—62m.—see Sept. 10 issue—(5221).

TO BE REVIEWED OR IN PRODUCTION

BOMBA AND THE JUNGLE GIRL—Johnny Sheffield, Karen Sharpe.

BRONC RIDER—Whip Wilson, Fuzzy Knight, Pamela Duncan.

HIAWATHA—Vincent Edwards, Yvette Dugay, Stephen Chase—(Cinacolor)—(5202).

MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Cinacolor).

MAVERICK, THE—Wild Bill Elliott, Phyllis Coates, Myron Healey.

TANGIER INCIDENT—George Brent, Mari Alden.

WYOMING ROUNDUP—Whip Wilson, Phyllis Coates, Tammy Farrell, Stanford Jolley—(5254).

Paramount

(1951-52 releases from 5101
1952-53 releases from 5200)

ATOMIC CITY, THE—MD—Gene Barry, Lydia Clarke, Lee Aaker—Suspenseful meller will fit into the duallers—85m.—see Apr. 23 issue—(5120).

BLAZING FOREST, THE—MD—John Payne, William Demarest, Agnes Moorehead—Fair action meller—91m.—see Oct. 1 issue—(Technicolor).

CARIBBEAN—COSMD—John Payne, Arlene Dahl, Sir Cedric Hardwicke—Okeh swashbuckler, with plenty of merchandising angles—97m.—see Sept. 10 issue—(Technicolor)—(5202).

CARRIE—D—Laurence Olivier, Jennifer Jones, Miriam Hopkins—Picturization of Theodore Dreiser novel should be strongest in class spots—120m.—see June 18 issue—Leg.: B—(5123).

HURRICANE SMITH—MD—Yvonne DeCarlo, John Ireland, Forrest Tucker—Okeh adventure programmer—90m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(5204).

JUMPING JACKS—F—Dean Martin, Jerry Lewis, Mona Freeman—Martin and Lewis farce will ride into the better money—96m.—see June 18 issue—(5121).

JUST FOR YOU—CDMU—Bing Crosby, Jane Wyman, Ethel Barrymore—Good Crosby—104m.—see Sept. 10 issue—(Technicolor)—(5201).

SAVAGE, THE—OMD—Charlton Heston, Susan Morrow, Peter Hanson—Indians vs. cavalry film should satisfy the outdoor trade—94m.—see Sept. 24 issue—(Technicolor)—(5206).

SOMEBODY LOVES ME—CDMU—Betty Hutton, Ralph Meeker, Robert Keith—Star value and production numbers should make the difference—97m.—see Sept. 10 issue—(Technicolor)—(5203).

SON OF PALEFACE—C—Bob Hope, Jane Russell, Roy Rogers—Should ride into the better money—95m.—see July 16 issue—Leg.: B—(Technicolor)—(5124).

STOGE, THE—C—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff—Martin and Lewis starrer will run into the better money—100m.—see Oct. 22 issue—(5212).

THUNDER IN THE EAST—MD—Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet—Name strength will have to make the difference—97m.—see Nov. 5 issue—(5210).

TURNING POINT, THE—MD—William Holden, Edmond O'Brien, Alexis Smith—Interesting meller—85m.—see Sept. 24 issue—(5205).

TO BE REVIEWED OR IN PRODUCTION

ARROWHEAD—Charlton Heston, Mary Sinclair, Jack Palance—(Technicolor).

BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).

COME BACK, LITTLE SHEBA—Burt Lancaster, Shirley Booth, Terry Moore.

FOREVER FEMALE—Ginger Rogers, William Holden, Paul Douglas.

HERE COME THE GIRLS—Bob Hope, Tony Martin, Rosemary Clooney—(Technicolor).

HOUDINI—Tony Curtis, Janet Leigh, Torin Thatcher—(Technicolor).
 JAMAICA—Ray Milland, Arlene Dahl, Wendell Corey—(Technicolor).
 LITTLE BOY LOST—Bing Crosby, Claude Dauphin, Nicolle Maurey.
 OFF LIMITS—Bob Hope, Mickey Rooney, Marilyn Maxwell Eddie Mayehoff.
 PLEASURE ISLAND—Don Taylor, Audrey Dalton, Elsa Lanchester, Lea Genn—(Technicolor).
 PONY EXPRESS—Charlton Heston, Wendell Corey, Rhonda Fleming, Jan Sterling—(Technicolor).
 ROAD TO BALI—Bing Crosby, Bop Hope, Dorothy Lamour—(Technicolor).
 ROCK GRAYSON'S WOMEN—John Payne, Jan Sterling, Lyle Bettger—(Technicolor).
 ROMAN HOLIDAY—Gregory Peck, Audrey Hepburn, Edie Albert—(Made In Italy).
 SCARED STIFF—Dean Martin, Jerry Lewis, Carmen Miranda.
 SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
 STALAG 17—William Holden, Don Taylor, Otto Preminger.
 STARS ARE SINGING, THE—Anna Marla Alberghetti, Rosemary Clooney, Lauritz Melchior, Tom Morton, Fred Clark, John Archer, Lloyd Corrigan, Bob Williams and Red Dust—(Technicolor).
 TROPIC ZONE—Ronald Reagan, Rhonda Fleming, Estelita—(Technicolor).
 WAR OF THE WORLDS, THE—Gene Barry, Ann Robinson, Lee Tremayne—(Technicolor).
 WHITE CHRISTMAS—Bing Crosby, Fred Astaire, Rosemary Clooney—(Technicolor).

RKO

(1951-52 releases from 201
 1952-53 releases from 301)

ALLEGHENY UPRISING—MD—Claire Trevor, John Wayne, George Sanders—Star values should help—81m.—see Sept. 10 issue—(384).
 ANDROCLES AND THE LION—C—Jean Simmons, Alan Young, Victor Mature, Robert Newton—Will have strongest appeal for the art and class spots—98m.—see Nov. 5 issue.
 ANNIE OAKLEY—CD—Barbara Stanwyck, Preston Foster, Melvyn Douglas—Reissue has the names and angles 91m.—see Sept. 10 issue—(383).
 BEWARE MY LOVELY—MD—Ida Lupino, Robert Ryan, Taylor Holmes—Fair meller will fit into the duallers—77m.—see Sept. 10 issue—(302).
 BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Thraatt—Good adventure yarn—122m.—see Sept. 10 issue—(361).
 CAPTIVE WOMEN—MD—Robert Clarke, Margaret Field, Gloria Saunders—Exploitable meller for the duallers—65m.—see Oct. 8 issue—Leg.: B—(306).
 CLASH BY NIGHT—D—Barbara Stanwyck, Paul Douglas, Robert Ryan, Marilyn Monroe—Woman's drama has the angles—104m.—see May 21 issue—(229).
 DESERT PASSAGE—W—Tim Holt, Richard Martin, Joan Dixon—Better than average western—60m.—see May 21 issue—(230).
 FAITHFUL CITY—D—Jamle Smith, Ben Josef, John Slater—Highly interesting Israeli import—86m.—see Sept. 10 issue—(Israeli-made)—(303).
 HALF BREED, THE—MD—Robert Young, Janis Carter, Jack Buetel—Okeh programmer—81m.—see Apr. 23 issue—Leg.: B—(Technicolor)—(228).
 KING KONG—MD—Fay Wray, Robert Armstrong, Bruce Cabot—Exploitation reissue has plenty to sell—100m.—see May 21 issue—(269).
 LEOPARD MAN, THE—MD—Dennis O'Keefe, Margo—Reissue has the angles—66m.—see May 21 issue—(270).
 LOOK WHO'S LAUGHING—F—Edgar Bergen, Charlie McCarthy, Lucille Ball—Reissue has names to help—79m.—see Sept. 10 issue—(381).
 LUSTY MEN, THE—D—Susan Hayward, Robert Mitchum, Arthur Kennedy—Interesting action drama has the names to help—113m.—see Oct. 8 issue—(384).
 MONTANA BELLE—OD—Jane Russell, Scott Brady, George Brent—Name draw should help familiar outdoor show—81m.—see Nov. 5 issue—(Trucolor).
 ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth, William Talman—Well-made Korean war story has angles for the selling—105m.—see Sept. 10 issue—(301).
 ROAD AGENT—W—Tim Holt, Richard Martin, Noreen Nash—Okeh western—60m.—see Feb. 13 issue—(223).
 SUDDEN FEAR—D—Joan Crawford, Jack Palance, Gloria Grahame—High rating suspenseful drama—110m.—see Sept. 10 issue—(362).
 TARZAN'S SAVAGE FURY—AD—Lex Parker, Dorothy Hart, Patric Knowles—Satisfactory series entry—80m.—see Mar. 26 issue—(225).
 TOO MANY GIRLS—MUC—Lucille Ball, Desi Arnaz, Richard Carlson—Names should be factor—85m.—see Sept. 10 issue—(382).
 UNDER THE RED SEA—DOC—Dr. Hans Hass, Lottie Berl—Interesting documentary has angles for the class and art spots—67m.—see Oct. 8 issue—(Made in Africa)—(385).
 WILD HEART, THE—D—Jennifer Jones, David Farrar, Cyril Cusack—Moody import will need plenty of push—81m.—see June 4 issue—(English-made)—(Technicolor)—Leg.: B—(Selznick)—(274).

TO BE REVIEWED OR IN PRODUCTION

BEAUTIFUL BUT DANGEROUS—Jean Simmons, Robert Mitchum, Arthur Hunnicutt.
 BLACKBEARD THE PIRATE—Robert Newton, Linda Darnell, Keith Andes—(Technicolor).
 BREAK-UP—Victor Mature, Jean Simmons, James Gleason, Mary Jo Tarola.

BYSTANDER, THE—Robert Mitchum, Jean Simmons, Mona Freeman, Herbert Marshall.
 DIFFERENCE, THE—Frank Lovejoy, Edmund O'Brien, Elizabeth Fraser.
 FACE TO FACE—James Mason, Gene Lockhart, Marjorie Steele, Robert Preston—Leg.: 8.
 HANS CHRISTIAN ANDERSEN—Danny Kaye, Farley Granger, Renee Jeanmaire—(Technicolor)—(Goldwyn).
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
 NEVER WAVE AT A WAC—Rosalind Russell, Marie Wilson, Paul Douglas.
 NO TIME FOR FLOWERS—Viveca Lindfors, Paul Christian—(Made In Austria).
 PETER PAN—Disney cartoon feature—(Technicolor).
 SEA AROUND US, THE—Documentary based on Rachel Carson's book—(Technicolor).
 SEA DEVILS—Yvonne DeCarlo, Rock Hudson, Maxwell Reed—(Made in England)—(Technicolor).
 SPLIT SECOND—Stephen McNally, Jan Sterling, Alexis Smith.
 SWORD AND THE ROSE, THE—Richard Todd, Geynis Johns, Michael Gough—(English-made)—(Technicolor)—(Disney).
 SWORD OF VENUS—Robert Clarke, Catherine McLeod, Renee DeMarco.
 TARZAN AND THE SHE DEVIL—Lex Barker, Joyce MacKenzie, Raymond Burr.

Republic

(1950-51 releases from 5001
 1951-52 releases from 5101)

BAL TABARIN—MYDMU—Muriel Lawrence, William Ching, Claire Carleton—For the lower half—84m.—(Partly made in France)—see July 2 issue—Leg.: B—(5129).
 BLACK HILLS AMBUSH—W—Allan "Rocky" Lane, Eddy Waller, Leslye Banning—Standard Lane—54m.—see June 18 issue—(5172).
 BORDER SADDLEMATES—W—Rex Allen, Mary Ellen Kay, Slim Pickens—Okeh Allen—67m.—see May 7 issue—(5143).
 DESPERADOES' OUTPOST—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Okeh series entry—54m.—see Oct. 22 issue—(5174).
 GOBS AND GALS—C—George and Bert Bernard, Cathy Downs—Navy comedy will fit into the duallers—88m.—see May 7 issue—(5128).
 I DREAM OF JEANIE—DMU—Ray Middleton, Bill Shirley, Muriel Lawrence—Family trade should like picturization of Stephen Foster's life—90m.—see June 4 issue—(Trucolor)—(5106).
 OKLAHOMA ANNIE—WCMU—Judy Canova, John Russell, Grant Withers—Best for the small towns and neighborhoods—90m.—see Apr. 23 issue—(Trucolor)—(5122).
 OLD OKLAHOMA PLAINS—W—Rex Allen, Slim Pickens, Elaine Edwards—Okeh Allen—60m.—see Aug. 27 issue—(5144).
 QUIET MAN, THE—CD—John Wayne, Maureen O'Hara, Barry Fitzgerald—High rating—129m.—see May 21 issue—(Technicolor)—(Partly made in Ireland)—(5105).
 RIDE THE MAN DOWN—W—Brian Donlevy, Rod Cameron, Ella Raines—Satisfactory outdoor action show—90m.—see Nov. 5 issue—(Trucolor).
 THUNDERING CARAVANS—W—Allan "Rocky" Lane, Eddy Waller, Mona Knox—Good Rocky Lane—54m.—see Aug. 13 issue—(5173).
 TOUGHEST MAN IN ARIZONA—W—Vaughn Monroe, Joan Leslie, Victor Jory—Vaughn Monroe draw should help outdoor show—90m.—see Oct. 22 issue—(Trucolor)—(5109).
 TROPICAL HEAT WAVE—CMD—Estelita, Robert Hutton, Grant Withers—Far the lower half—74m.—see Oct. 8 issue—(5126).
 WAC FROM WALLA WALLA, THE—C—Judy Canova, Stephen Dunne—Okeh programmer for the duallers—83m.—see Nov. 5 issue—(5123).
 WILD HORSE AMBUSH—W—Michael Chapin, Eilene Jansen, James Bell—Okeh for the youngsters—54m.—see May 7 issue—(5069).
 WOMAN OF THE NORTH COUNTRY—MD—Ruth Hussey, Rod Cameron, John Agar, Gale Storm—Meller has names to help—90m.—see July 30 issue—(Trucolor)—(5107).

TO BE REVIEWED OR IN PRODUCTION

FAIR WIND TO JAVA—Fred MacMurray, Vera Ralston, Victor McLaglen—(Trucolor).
 LADY WANTS MINK, THE—Ruth Hussey, Dennis O'Keefe, Eve Arden, William Demarest—(Trucolor).
 OVERLAND TRAIL RIDERS—Rex Allen, Virginia Hall, Slim Pickens.
 SOUTH OF SAN ANTONIO—Rod Cameron, Arleen Whelan, Forrest Tucker.
 SOUTH PACIFIC TRAIL—Rex Allen, Estelita, Roy Barcroft—(5145).
 SUN SHINES BRIGHT, THE—Charles Winninger, Arleen Whelan, John Russell.
 SWEETHEART TIME—Ray Middleton, Lucille Norman, Eileen Christy.
 THUNDERBIRDS—John Derek, John Barrymore, Jr., Mona Freeman.
 VALLEY OF THE MISSING MEN—Rocky Lane, Eddy Waller, Phyllis Coates.

20th Century-Fox

(1951 releases from 101
 1952 releases from 201)

BLACK SWAN, THE—MD—Tyrone Power, Maureen O'Hara, Laird Cregar—Reissue has the names and angles—85m.—see July 2 issue—(258).
 BLOODHOUNDS OF BROADWAY—CMU—Mitzi Gaynor, Scott Brady, Mitzi Green—Pleasing musical—91m.—see Nov. 5 issue—(Technicolor)—Leg.: B—(236).

DIPLOMATIC COURIER—MD—Tyrone Power, Patricia Neal, Stephen McNally—Well-made spy thriller has the angles—97m.—see June 18 issue—(Partly made in Europe)—(222).
 DON'T BOTHER TO KNOCK—MD—Richard Widmark, Marilyn Monroe, Anne Bancroft—Will need plenty of push—76m.—see July 16 issue—Leg.: "B"—(224).
 DREAMBOAT—CMU—Clifton Webb, Ginger Rogers, Anna Francis—Amusing comedy—83m.—see July 30 issue—(223).
 KANGAROO—MD—Maureen O'Hara, Peter Lawford, Finlay Currie—Interesting Australian-made meller is packed with selling angles—84m.—see June 4 issue—(Made in Australia)—(Technicolor)—(217).
 LADY IN THE IRON MASK—MD—Louis Hayward, Patricia Medina, Alan Hale, Jr.—Okeh programmer for the twin bills—78m.—see June 18 issue—(Natural Color)—(218).
 LAURA—MYD—Gene Tierney, Dana Andrews, Clifton Webb—Fair reissue—88m.—see July 2 issue—(252).
 LEAVE HER TO HEAVEN—D—Gene Tierney, Cornel Wilde, Jeanne Crain, Vincent Price—Reissue has the names to help—110m.—see May 21 issue—(Technicolor)—(255).
 LES MISERABLES—MD—Michael Rennie, Debra Paget, Robert Newton—Impressive picturization of classic—104m.—see July 30 issue—(225).
 LURE OF THE WILDERNESS—OD—Jean Peters, Jeffrey Hunter, Constance Smith, Walter Brennan—Outdoor drama has the angles—92m.—see July 30 issue—(Technicolor)—(227).
 LYDIA BAILEY—MD—Dale Robertson, Anne Francis, Charles Korvin—Colorful picturization of best-seller is loaded with merchandising opportunities—89m.—see June 4 issue—(Technicolor)—(219).
 MONKEY BUSINESS—C—Cary Grant, Ginger Rogers, Charles Coburn—Amusing entry has the names and angles—97m.—see Sept. 10 issue—Leg.: B—(230).
 MY PAL GUS—CD—Richard Widmark, Joanne Dru, Audrey Totter—Fair programmer—83m.—Leg.: B—see Nov. 5 issue—(233).
 MY WIFE'S BEST FRIEND—C—Anne Baxter, Macdonald Carey, Cecil Kellaway—Pleasant programmer—87m.—see Oct. 8 issue—(231).
 NIGHT WITHOUT SLEEP—D—Linda Darnell, Gary Merrill, Hildegarde Neff—Name draw will have to make the difference—77m.—see Oct. 8 issue—Leg.: B—(235).
 O. HENRY'S FULL HOUSE—COMP—Jeanne Crain, Farley Granger, Charles Laughton, David Wayne, Richard Widmark, Dale Robertson, Anne Baxter, Jean Peters, Fred Allen, Marilyn Monroe—Entertaining package—118m.—see Aug. 27 issue—(228).
 OUTCASTS OF POKER FLAT, THE—MD—Anne Baxter, Dale Robertson, Miriam Hopkins—Name draw should help melodrama—81m.—see May 7 issue—(216).
 PONY SOLDIER—OD—Tyrone Power, Cameron Mitchell, Penny Edwards—Good outdoor show—83m.—see Nov. 5 issue—(Technicolor)—(237).
 RAINS CAME, THE—D—Myrna Loy, Tyrone Power, George Brent, Brenda Joyce—Reissue has the names and angles—95m.—see May 21 issue—(256).
 SNOWS OF KILIMANJARO, THE—D—Gregory Peck, Susan Hayward, Ava Gardner—Star-packed drama has potentialities for the better grosses—114m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(247).
 SOMETHING FOR THE BIRDS—C—Patricia Neal, Victor Mature, Edmund Gwenn—Amusing programmer—82m.—see Oct. 22 issue—(238).
 STEEL TRAP, THE—MD—Joseph Cotten, Teresa Wright—Suspensive melodrama has names to help—87m.—see Oct. 22 issue—(232).
 THIS ABOVE ALL—D—Tyrone Power, Joan Fontaine, Thomas Mitchell—World War II reissue has names to help—110m.—see July 2 issue—(253).
 TO THE SHORES OF TRIPOLI—CD—John Payne, Maureen O'Hara, Randolph Scott—Name values should aid reissue—86m.—see July 2 issue—(Technicolor)—(257).
 WAIT 'TIL THE SUN SHINES, NELLIE—CD—Jean Peters, David Wayne, Hugh Marlowe—Nostalgic comedy drama has the angles—108m.—see June 4 issue—(Technicolor)—(220).
 WAY OF A GAUCHO—OD—Rory Calhoun, Gene Tierney, Richard Boone—Unusual outdoor drama of early gaucho days has plenty of angles for the selling—91m.—see Oct. 8 issue—(Partly made in Argentina)—(Technicolor)—(229).
 WE'RE NOT MARRIED—C—Ginger Rogers, Fred Allen, Victor Moore, Marilyn Monroe, David Wayne, Louis Calhern, Zsa Zsa Gabor, Paul Douglas, Eve Arden, Eddie Bracken, Mitzi Gaynor—Names should help amusing comedy—85m.—see July 2 issue—Leg.: B—(221).
 WHAT PRICE GLORY?—CDMU—James Cagney, Corinne Calvet, Dan Dailey—Should ride into the better money—see July 30 issue—111m.—(Technicolor)—(226).

TO BE REVIEWED OR IN PRODUCTION

BAPTISM OF FIRE—Victor Mature, Alvy Moore, Gregg Mitchell.
 CALL ME MADAM—Ethel Merman, Vera-Ellen, George Sanders, Donald O'Connor—(Technicolor).
 DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor)—Leg.: B—(214).
 FARMER TAKES A WIFE, THE—Betty Grable, Dale Robertson, Thelma Ritter—(Technicolor).
 GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Elliot Reid—(Technicolor).
 GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).
 GOBI OUTPOST—Richard Widmark, Don Taylor, Judy Dams—(Technicolor).
 I DON'T CARE GIRL, THE—Mitzi Gaynor, David Wayne, Oscar Levant—(Technicolor).
 INVADERS FROM MARS—Jimmy Hunt, Helena Carter, Arthur Franz.
 MABEL AND ME—Dan Dailey, Corinne Calvet.

MAN ON A TIGHTROPE—Fredric March, Terry Moore, Cameron Mitchell, Gloria Grahame—(Made in Germany).

MY COUSIN RACHEL—Olivia de Havilland, Richard Burton, Ronald Squires.

NEARER MY GOD TO THEE—Clifton Webb, Barbara Stanwyck, Thelma Ritter, Richard Basehart.

NIAGARA—Joseph Cotten, Jean Peters, Marilyn Monroe—(Technicolor).

PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter.

POWDER RIVER—Rory Calhoun, Cameron Mitchell, Corinne Calvert, Penny Edwards—(Technicolor).

PRESIDENT'S LADY, THE—Susan Hayward, Charlton Heston, Fay Bainter.

RUBY GENTRY—Jennifer Jones, Charlton Heston, Karl Malden.

SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made in England).

SILVER WHIP, THE—Rory Calhoun, Kathleen Crowley, Dale Robertson.

STAR, THE—Bette Davis, Sterling Hayden, Natalie Wood.

STARS AND STRIPES FOREVER—Clifton Webb, Ruth Hussey, Debra Paget—(Technicolor).

STEEL TRAP—Joseph Cotten, Teresa Wright, Pamela Duncan—(232)—85m.

TAXI—Dan Dailey, Constance Smith, Blanche Yurka.

THIEF OF VENICE—Maria Montez, Paul Christian, Faye Marlowe—(Foreign-made)—(234)—91m.

TONIGHT WE SING—Ezio Pinza, Roberta Peters, David Wayne—(Technicolor).

TREASURE OF GOLDEN CONDOR, THE—Cornel Wilde, Constance Smith, Finlay Currie—(Technicolor)—(Made in Guatemala).

WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum—(Technicolor).

United Artists

ACTORS AND SIN—CD—Edward G. Robinson, Marsha Hunt, Eddie Albert—Two-part offering is best for the art and specialty spots—83 1/2m.—see June 4 issue—(Kuller).

BREAKING THROUGH THE SOUND BARRIER—D—Ralph Richardson, Ann Todd, Nigel Patrick—Interesting import has the angles—109m.—see Nov. 19 issue—(English-made)—(Lopert).

CHRISTMAS CAROL, A—D—Alastair Sim, Kathleen Harrison, Jack Warner—Import is a good picturization of the famed Charles Dickinson novel—86m.—see Nov. 21 issue—(English-made)—(Hurst).

CONFIDENCE GIRL—MD—Tom Conway, Hillary Brooke, Eddie Marr—Interesting programmer for the lower half—81m.—see June 18 issue—(Stone).

FIGHTER, THE—MD—Richard Conte, Vanessa Brown, Lee J. Cobb—Interesting fight meller—78m.—see May 7 issue—(Gottlieb).

GUEST WIFE—C—Claudette Colbert, Don Ameche, Richard Foran—Name draw will help reissue—87m.—see Sept. 10 issue—(Reissue)—(Skirball).

HIGH NOON—W—Gary Cooper, Grace Kelly, Thomas Mitchell—Cooper draw will make the difference—85m.—see May 7 issue—(Kramer).

ISLAND OF DESIRE—AD—Linda Darnell, Tab Hunter, Donald Gray—Fair romantic adventure entry—93m.—see Aug. 13 issue—Leg.: B—(Made in Jamaica, B.W.I.)—(Technicolor)—(Rose).

IT'S IN THE BAG—C—Fred Allen, Jack Benny, Blinnie Barnes—Reissue has names to sell—87m.—see Sept. 10 issue—(Reissue)—(Skirball).

LADY VANISHES, THE—MYD—Margaret Lockwood, Michael Redgrave, Paul Lukas—Reissue has the angles for the selling—95m.—see Sept. 10 issue—(Reissue)—(English-made)—(Hitchcock).

LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metropolitan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).

ONE BIG AFFAIR—C—Evelyn Keyes, Dennis O'Keefe, Mary Anderson—Fair comedy for the duallers—80m.—see Mar. 12 issue—Leg.: B—(Bogaus).

OUTCAST OF THE ISLANDS—AD—Sir Ralph Richardson, Trevor Howard, Wendy Hiller—Engrossing adventure yarn—92m.—see May 21 issue—(English-made)—(Leg.: B—(Lopert)).

PARK ROW—MD—Gene Evans, Mary Welch, Bela Kovacs—Hard-hitting newspaper meller has the angles—83m.—see Aug. 13 issue—(Fuller).

RED PLANET MARS—D—Peter Graves, Andrea King, Orley Lindgren—Drama of inter-planetary communication will fit into the duallers—87m.—see June 4 issue—(Hyde-Veller).

RED RIVER—OD—John Wayne, Montgomery Clift, Joanne Dru, Walter Brennen—Reissue has the names to help—125m.—see June 4 issue—(Monterey).

RING, THE—MD—Gerald Mohr, Rita Moreno, Lalo Rios—Will fit into the duallers—78m.—see Aug. 27 issue—(King).

THIEF, THE—D—Ray Milland, Martin Gabel, Rita Gam—Suspenseful drama without dialogue should land in the better money—85m.—see Sept. 24 issue—(Popkin).

TULSA—MD—Susan Hayward, Robert Preston, Pedro Armendariz—Reissue has the angles—88m.—see June 4 issue—(Technicolor)—(Wanger).

UNTAMED WOMEN—MD—Mikel Canrad, Doris Merrick, Richard Monahan—Dualler has exploitation angles—70m.—see Aug. 27 issue—(Jewell).

TO BE REVIEWED OR IN PRODUCTION

BABES IN BAGDAD—Paulette Goddard, Gypsy Rose Lee—(Danziger).

BANDITS OF CORSICA, THE—Louis Hayward, Richard Greene, Paula Raymond—(Small).

ENCOUNTER—Paul Muni, Joan Loring, Vittorio Manunta—(Made in Italy)—(Riviera).

ESPERENZA—(Argentine-made)—(Ben Aml).

FAKE, THE—Dennis O'Keefe, Coleen Gray—(Pallos).

GLASS WALL, THE—Vittorio Gassman, Gloria Grahame, Robert Raymond—(Shane-Tors).

INVASION, U. S. A.—Peggy Castle, Gerald Mohr, Eric Blythe—Leg.: B—(American).

JEHAD—Maureen O'Hara—(Technicolor)—(Nassour)

KANSAS CITY CONFIDENTIAL—John Payne, Coleen Gray, Preston Foster—(Small).

MELBA—Patrice Munsel, Robert Morley, Martita Hunt—(Technicolor)—(Eagle).

MISS HARGREAVES—Katharine Hepburn—(Huston).

MONSOON—Ursula Thiess, Diana Douglas, George Nader—(Made in India)—(Technicolor)—(Film Group).

MOULIN ROUGE—Jose Ferrer, Collette Marchand, Zsa Zsa Gabor—(Technicolor)—(Made in France)—(Huston).

OUTPOST IN MALAYA—Claudette Colbert, Jack Hawkins, Anthony Steel—(Pinnacle).

RETURN TO PARADISE—Gary Cooper, Barry Jones, Molra, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).

ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Strass).

SAVAGE FRONTIER—Yvonne De Carlo—(Technicolor)—(Small).

SCARLET SPEAR, THE—John Archer, Martha Hyers—(Anscolor)—(Made in Africa)—(Breakston-Stahl).

SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).

SWORDS AGAINST THE MAST—John Payne, Donna Reed, Lon Chaney—(Technicolor)—(Small).

WITNESS, THE—Ingrid Bergman, Marlon Brando—(Eagle).

Universal-International

(1951-52 releases from 201
1952-53 releases from 301)

BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's show—95m.—see Oct. 8 issue—(302).

BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 issue—(304).

BONZO GOES TO COLLEGE—F—Maureen O'Sullivan, Edmund Gwenn, Charles Drake—Amusing programmer—79 1/2m.—see Sept. 10 issue—(232).

BRONCO BUSTER—OD—John Lund, Scott Brady, Joyce Holden—Good outdoor yarn for the duallers—80m.—see Apr. 23 issue—(Technicolor)—(219).

DUEL AT SILVER CREEK—OACD—Audie Murphy, Faith Domergue, Stephen McNally—Okeh outdoor show—77m.—see July 16 issue—(Technicolor)—(228).

FRANCIS GOES TO WEST POINT—F—Donald O'Connor, Alice Kelley, Lori Nelson—Series entry should have plenty of appeal—81m.—see June 18 issue—(224).

HAS ANYBODY SEEN MY GAL—CMU—Charles Coburn, Piper Laurie, Rock Hudson, Gigli Perreau—Pleasing musical has plenty of entertainment—89m.—see June 18 issue—(Technicolor)—(226).

HORIZONS WEST—OMD—Robert Ryan, Julia Adams, Rock Hudson—Names should help standard outdoor show—81m.—see Sept. 24 issue—(Technicolor)—(235).

IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).

ISLAND ESCAPE—AD—David Niven, Glynis Johns, George Coulouris—Pleasing war film for the art and class spots—87m.—see July 2 issue—(283).

IT GROWS ON TREES—C—Irene Dunne, Dean Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).

JUST ACROSS THE STREET—C—Ann Sheridan, John Lund, Robert Keith—Amusing comedy—78m.—see June 4 issue—(223).

LOST IN ALASKA—F—Bud Abbott, Lou Costello, Mitzi Green—Name draw will make the difference—76m.—see July 30 issue—(229).

NO ROOM FOR THE GROOM—C—Tony Curtis, Piper Laurie, Don DeFore—Fair comedy—82m.—see May 7 issue—Leg.: B—(220).

PROMOTER, THE—C—Alec Guinness, Glynis Johns, Valerie Hobson—Good entry for the art spots—88m.—see Sept. 24 issue—(English-made)—(Rank)—(285).

RAIDERS, THE—WD—Richard Conte, Viveca Lindfors, Barbara Britton—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).

RED BALL EXPRESS, THE—CD—Jeff Chandler, Alex Nicol, Judith Braun—Story of transport corps has the angles for the selling—83m.—see May 7 issue—(218).

SALLY AND SAINT ANNE—CD—Ann Blyth, Edmund Gwenn, John McIntire—Entertaining comedy—90m.—see July 2 issue—(225).

SCARLET ANGEL—MD—Yvonne De Carlo, Rock Hudson, Richard Denning—Okeh programmer—81m.—see June 4 issue—Leg.: B—(Technicolor)—(222).

STEEL TOWN—MD—Ann Sheridan, John Lund, Howard Duff—Names should help steel mill meller—84m.—see Mar. 12 issue—(Technicolor)—(215).

STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Bogarde, Jon Whitely, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 issue—(English-made)—(284).

UNTAMED FRONTIER—OMD—Joseph Cotten, Shelley Winters, Scott Brady—Name values help moderate outdoor show—75m.—see July 30 issue—(Technicolor)—(230).

WILLIE AND JOE IN BACK AT THE FRONT—C—Tom Ewell, Harvey Lembeck, Marl Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 issue—(233).

WORLD IN HIS ARMS, THE—MD—Gregory Peck, Ann Blyth, Anthony Quinn—High rating—104m.—see June 18 issue—(Technicolor)—(227).

YANKEE BUCCANEER—MD—Jeff Chandler, Scott Brady, Susan Ball—Okeh adventure show—86m.—see Sept. 24 issue—(Technicolor)—(234).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO GO TO MARS—Bud Abbott, Lou Costello, Marl Blanchard.

AGAINST ALL FLAGS—Erral Flynn, Maureen O'Hara, Anthony Quinn—(Technicolor)—(305).

CITY BENEATH THE SEA—Robert Ryan, Susan Ball, Anthony Quinn—(Technicolor)—(308).

CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Moira Lister—(English-made)—(Rank).

COLUMN SOUTH—Audie Murphy, Joan Evans, Robert Sterling—(Technicolor).

DESERT LEGION—Alan Ladd, Richard Conte, Arlene Dahl—(Technicolor).

FLAME OF TIMBERLINE—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).

FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild.

GIRLS IN THE NIGHT—Patricia Hardy, Joyce Holden, Leonard Freeman.

GOLDEN BLADE, THE—Farley Granger, Piper Laurie—(Technicolor).

GUN SMOKE—Audie Murphy, Susan Cabot, Paul Kelly—(Technicolor).

IMPORTANCE OF BEING EARNEST, THE—Michael Redgrave, Joan Greenwood, Dame Edith Edwards—(Technicolor)—(English-made).

LAW AND ORDER—Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster—(Technicolor).

LAWLESS BREED, THE—Rock Hudson, Julla Adams, Mary Castle—(Technicolor)—(306).

LONE HAND—Joel McCrea, Barbara Hale, Alex Nicol—(Technicolor).

MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.

MA AND PA KETTLE GO TO PARIS—Marjorie Main, Percy Kilbride, Ray Collins.

MALTA STORY, THE—Alec Guinness, Jack Hawkins, Anthony Steel—(Rank).

MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Technicolor).

MANDY—Phyllis Calvert, Jack Hawkins, Godfrey Tearle—(English-made).

MEET ME AT THE FAIR—Dan Dailey, Diana Lynn—(Technicolor)—(307).

MISSISSIPPI GAMBLER—Tyron Power, Piper Laurie, Julia Adams—(Technicolor).

NIGHT FLOWERS—Patricia Hardy, Leonard Freeman, Harvey Lembeck.

PENNY PRINCESS, THE—Yolande Donlan, Kirk Bogarde—(Technicolor)—(English-made).

PRINCE OF BAGDAD—Victor Mature, Mari Blanchard—(Technicolor).

REDHEAD FROM WYOMING, THE—Maureen O'Hara, Alex Nicol, Hugh O'Brien—(Technicolor)—(309).

SEMINOLE—Rock Hudson, Barbara Hale, Anthony Quinn—(Technicolor).

SIOUX UPRISING—Jeff Chandler, Stephen McNally, Faith Domergue—(Technicolor).

SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(380).

THUNDER BAY—James Stewart, Joanne Dru, Marcia Henderson—(Technicolor).

Warners

(1951-52 releases from 101
1952-53 releases from 201)

ABOUT FACE—CMU—Gordon MacRae, Eddie Bracken, Virginia Gibson—Military comedy musical has all the angles for the selling—94m.—see Apr. 23 issue—(Technicolor)—(122).

BIG JIM McLAIN—D—John Wayne, Nancy Olson—Wayne entry will need plenty of push—90m.—see Sept. 10 issue—(Made in Hawaii)—(201).

CARSON CITY—OAD—Randolph Scott, Lucille Norman, Raymond Massey—Good outdoor action drama—87m.—see May 7 issue—(WarnerColor)—(123).

CRIMSON PIRATE, THE—MD—Burt Lancaster, Nick Cravat, Eva Bartok—Good melodrama—104m.—see Sept. 10 issue—(Made in Europe)—(Technicolor)—(202).

HIGH SIERRA—MD—Humphrey Bogart, Ida Lupino, Jean Leslie—Reissue has some name values—see July 2 issue—95m.—(126).

IRON MISTRESS, THE—BID—Alan Ladd, Virginia Mayo, Joseph Calleia—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).

MIRACLE OF OUR LADY OF FATIMA, THE—D—Gilbert Roland, Angela Clark, Frank Silvera—Well-made religious film—102m.—see Sept. 10 issue—(WarnerColor)—(203).

OPERATION SECRET—MD—Cornel Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—108m.—see Oct. 22 issue—Leg.: B—(205).

SAN FRANCISCO STORY, THE—MD—Joel McCrea, Yvonne DeCarlo, Sidney Blackmer—Routine meller should fit into the duallers—80m.—see Apr. 23 issue—(121).

SHE'S WORKING HER WAY THROUGH COLLEGE—CMU—Virginia Maya, Ronald Reagan, Gene Nelson—Entertaining musical should benefit from name draw—101m.—see June 18 issue—Leg.: B—(Technicolor)—(128).

SPRINGFIELD RIFLE—ACD—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better money—93m.—see Oct. 8 issue—(WarnerColor)—(204).

STORY OF WILL ROGERS, THE—BID—Will Rogers, Jr., Jane Wyman, Carl Benton Reid—Biographical drama has the angles—109m.—see July 30 issue—(Technicolor)—(129).

TO HAVE AND TO HAVE NOT—MD—Humphrey Bogart, Lauren Bacall, Walter Brennan—Names may help reissue—see July 2 issue—100m.—(127).

3 FOR BEDROOM C—C—Gloria Swanson, James Warren, Janine Perreau—Fair comedy for the duallers—74m.—see June 4 issue—(NaturalColor)—(124).

WHERE'S CHARLEY?—CMU—Ray Bolger, Allyn McLerie, Mary Germaine—Musical version of "Charley's Aunt" has the angles for the selling—see July 2 issue—97m.—(Made in England)—(Technicolor)—(130).

WINNING TEAM, THE—BID—Ronald Reagan, Doris Day, Frank Lovejoy—Name values should assist baseball show—98m.—see June 4 issue—(125).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—Bud Abbott, Lou Costello, Charles Lughton, Hillary Brooke, Fran Warren—(SuperCinecolor).

ALMA MATER—John Wayne, Donna Reed, Charles Coburn.

APRIL IN PARIS—Doris Day, Ray Bolger, Claude Dauphin—(Technicolor).

BY THE LIGHT OF THE SILVER MOON—Doris Day, Gordon MacRae, Rosemary DeCamp—(Technicolor).

CALAMITY JANE—Doris Day, Allyn McLerie, Gene Nelson—(Technicolor).

CATTLE TOWN—Dennis Morgan, Rita Moreno, Philip Carey.

DANGER FORWARD—Cornel Wilde, Steve Cochran, Phyllis Thaxter.

DESERT SONG, THE—Gordon MacRae, Kathryn Grayson, Steve Cochran—(Technicolor).

END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.

HIS MAJESTY O'KEEFE—Burt Lancaster, Joan Rice, Benson Fona—(Technicolor)—(Made in Fiji Islands).

I CONFESS—Montgomery Clift, Anne Baxter, Karl Malden.

JAZZ SINGER, THE—Danny Thomas, Peggy Lee, Allyn Joslyn—(Technicolor).

MAN BEHIND A GUN, THE—Randolph Scott, Patrice Wymore, Philip Carey—(Technicolor).

MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

RAIDERS OF THE SOUTHWEST—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).

SHE'S BACK ON BROADWAY—Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore, Phyllis Coates—(WarnerColor).

STOP, YOU'RE KILLING ME—Broderick Crawford, Claire Trevor, Virginia Gibson, Sheldon Leonard—(WarnerColor).

TOP OF THE WORLD—Frank Lovejoy, Steve Cochran.

Miscellaneous

(Distributors' addresses will be furnished on request)

BELA LUGOSI MEETS A BROOKLYN GORILLA—CMD—Bela Lugosi, Duke Mitchell, Sammy Petrillo, Charlita—For exploitation spots and lower half—74m.—see Sept. 24 issue—Leg.: B—(Realart).

BLACK LASH, THE—W—Lash LaRue, Fuzzy St. John, Peggy Stewart—Routine western—55m.—see May 7 issue—(Realart).

BREAKDOWN—D—Ann Richards, William Bishop, Ann Gwynne, Sheldon Leonard—Okeh for the lower half—75m.—see July 30 issue—(Realart).

DU PONT STORY, THE—HISD—Eduard Franz, Marcel Journet, Sigrid Gurie—Impressive history of Du Pont Company holds interest—72m.—see July 16 issue—(Technicolor)—(Modern).

GEISHA GIRL—CMD—Martha Hyer, William Andrews, Archer MacDonald—Okeh for the exploitation spots and duallers—67m.—see June 18 issue—(Made in Japan)—(English dialogue)—Leg.: B—(Realart).

IF MOSCOW STRIKES—DOC—Narrated by Westbrook Van Voorhis—Well-made documentary has the angles—69m.—see May 21 issue—(The March of Time).

KID MONK BARONI—D—Richard Rober, Bruce Cabot, Allene Roberts—Okeh for the lower half—79m.—see May 7 issue—Leg.: B—(Realart).

MODELS, INC.—MD—Howard Duff, Coleen Gray, John Howard—For the duallers—74m.—see May 21 issue—Leg.: B—(Mutual).

ORIENTAL EVIL—MD—Martha Hyer, Byron Michie, George Breakston—Routine meller—65m.—see Sept. 24 issue—(Made in Japan)—(Classic).

SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 issue—(Astor).

Foreign-Made

(Distributors' addresses will be furnished on request)

AFFAIRS OF A MODEL—CD—Aif Kjellin, Maj-Britt Nilsson, Marianne Lofgren—Swedish import has some angles—80m.—see Aug. 13 issue—(Swedish-made)—(English titles)—(Union).

AMAZING MONSIEUR FABRE, THE—BID—Pierre Fresnay, Elina La Bourdette, Andre Randall—High rating import—89m.—see Sept. 24 issue—(French-made)—(English dialogue)—(Futter).

ANNA—D—Silvana Mangano, Gaby Morlay, Vittorio Gassmann—Well-made but lengthy import—111m.—see July 30 issue—(Italian-made)—(English titles)—(Lux).

ANGELO IN THE CROWD—CD—Angelo Maggio, Umberto Spadaro, Isa Pola—Dreary Italian import—82m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

BEAUTY AND THE DEVIL—DFAN—Michel Simon, Gerard Philipe, Nicole Besnard—Engrossing art house entry—95m.—see Sept. 10 issue—(French-made)—(English titles)—(Davis).

BEHIND CLOSED SHUTTERS—MD—Massimo Girotti, Eleonora Rossi, Giulietta Masina—Mediocre Italian meller—91m.—see July 16 issue—(Italian-made)—(English dubbing)—Leg.: C—(Lux).

BERLINER, THE—SAT—Gert Frobe, Aribert Wascher, Tatjana Sais—Minor German import—80m.—see Nov. 5 issue—(German-made)—(English titles and narration)—(Burstyn).

BRANDY FOR THE PARSON—CD—James Donald, Kenneth More, Jean Lodge—Amusing British offering should please art house audiences—75m.—see Sept. 24 issue—(Jewel).

CADETS OF GUASCOGNA, THE—CMU—Ferruccio Tagliavini, Luciano Sangiorgi, Fulvia Mammi—Okeh comedy for Italian audiences—103m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

CAIRO ROAD—MD—Eric Portman, Laurence Harvey, Mario Mauben—Import will fit into the lower half—82m.—see Aug. 27 issue—(English-made)—(Realart).

CAPTAIN BLACK JACK—MD—George Sanders, Herbert Marshall, Patricia Roc—Interesting import has names to help—90m.—see Sept. 10 issue—(European-made)—(Classic).

CASQUE D'OR, THE STORY OF A BLONDE—MD—Simone Signoret, Serge Reggiani, Claude Dauphin—French meller has the angles—95m.—see Sept. 24 issue—(French-made)—(English titles)—(Discina).

CURTAIN UP—C—Robert Morley, Margaret Rutherford, Olive Sloane—Some art spots may be able to use it—93m.—see Sept. 24 issue—(English-made)—(Rank).

CUPBOARD WAS BARE, THE—Fernandel, Berthe Boyv, Dinan—Macabre French farce for the art spots—85m.—see June 18 issue—(French-made)—(English titles)—(Hakim).

DANCE HALL GIRLS—DMU—Bonar Colleano, Donald Houston, Diana Dors—Import will fit into the lower half—67m.—see Sept. 24 issue—Leg.: B—(English-made)—(Bell).

DANGER IS A WOMAN—MD—Henri Vidal, Francoise Arnoul, Maria Mauban—French meller has the angles—90m.—see May 7 issue—(French-made)—(English titles)—(Discina).

DANGEROUS ASSIGNMENT—MYC—Brian Reece, Joy Shelton, Christine Norden—Routine British whodunit—67m.—see Sept. 10 issue—(English-made)—(Famous).

DARK MAN, THE—MD—Edward Underdown, Maxwell Reed, Natasha Parry—Interesting British meller—73m.—see July 2 issue—(English-made)—(Fine Arts).

DAY WILL COME, THE—D—Dieter Borsche, Maria Schell, Lil Dagover—Well made German import—92m.—see June 4 issue—(German-made)—(English titles)—(Lux).

DEATH OF AN ANGEL—MYMD—Patrick Barr, Jane Baxter, Julie Somers—Routine import—65m.—see Sept. 24 issue—(English-made)—(Famous).

EDWARD AND CAROLINE—F—Daniel Gelin, Anne Vernon, Jacques Francois—Delightful French farce—90m.—see May 7 issue—(French-made)—(English titles)—(Commercial).

ELUSIVE PIMPERNEL, THE—MD—David Niven, Margaret Leighton, Cyril Cusack—Okeh for the art houses—107m.—see July 2 issue—(English-made)—(Technicolor)—(Rank).

FALL OF BERLIN, THE—AD—M. Gelovani, Boris Andreyev, M. Kovaleva—Okeh offering for houses playing Russian films—125m.—see July 2 issue—(Magcolor)—(Russian-made)—(English titles)—(Artkino).

FALL OF THE HOUSE OF USHER, THE—Kay Tindeter, Gwendoline Watford, Irving Steen—Mediocre horror import—70m.—see June 18 issue—(English-made)—(Bernard-Manson).

FATHER'S DILEMMA—F—Aldo Fabrizi, Gaby Moray, Adrianna Mazzotti—Highly amusing import—80m.—see Nov. 5 issue—(Italian-made)—(English titles and narration)—(Arthur Davis).

FLESH AND BLOOD—D—Richard Todd, Glynis Johns, Joan Greenwood—Art house entry will have to depend on name draw—94m.—see Apr. 23 issue—(English-made)—(Snader).

FLOWERS OF ST. FRANCIS—BID—Aldo Fabrizi, Monks of Nocere Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Burstyn).

FORCE OF DESTINY, THE—OPD—Nelly Corradi, Gino Sinimberghi, Tito Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 issue—(Italian-made)—(English narration)—(Screen Arts Sales).

FRENCH WAY, THE—ROMCMU—Josephine Baker, Michelle Prelle, Georges Marchal—Slow-moving French import—74m.—see Sept. 24 issue—(French-made)—(English titles)—(Manor).

GODS OF BALI, THE—DOC—Cast taken on location under direction of Robert Snyder; narration written by Sydney Carroll, spoken by John Rodney—Balinese film can be exploited—61m.—see Nov. 5 issue—(Filmed in Bali)—(English narration)—(Classic).

GRAND CONCERT, THE—MU—Valeriya Barsova, Kseniya Derzhinskaya, Olga Lepeshinskaya—Topnotch Soviet entry—100m.—see Sept. 24 issue—(Magcolor)—(Russian-made)—(English titles)—(Artkino).

HIGH TREASON—MD—Liam Redmond, Mary Morris, Andre Morrell—Good British spy meller—90m.—see June 18 issue—(English-made)—(Pacemaker).

HIS EXCELLENCY—C—Eric Portman, Cecil Parker, Helen Cherry—Moderate art house fare—84m.—see July 16 issue—(English-made)—(Rank).

I BELIEVE IN YOU—D—Cecil Parker, Celia Johnson, Harry Fowler—Exploitation may sell ordinary import—96m.—see Sept. 24 issue—(English-made)—(Rank).

IN THE CIRCUS ARENA—DOC—Circus artists of the USSR—Entertaining Soviet import—119m.—see May 7 issue—(Russian-made)—(English titles)—(Magcolor)—(Artkino).

KATY'S LOVE AFFAIR—D—Anna Neagle, Michael Wilding, Gladys Young—Okeh offering for the art and class spots—76m.—see July 16 issue—(English-made)—(Snader).

LADY GODIVA RIDES AGAIN—C—Dennis Price, John McCallum, Stanley Holloway—Minor import has obvious selling angles—98m.—see Sept. 24 issue—(English-made)—(London).

LAST MISSION, THE—MD—Smaroula Yiouli, Miranda Myrat, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 issue—(Greek-made)—(no English titles)—(Finos).

LIFE OF DONIZETTI, THE—BIDMU—Amedeo Nazzari, Marcella Lotti, Marlo Ferrari—Routine Italian import—97m.—see May 7 issue—(Italian-made)—(English titles)—Leg.: B—(Lupa).

LOYOLA—THE SOLDIER SAINT—BID—Rafael Duran, Manuel Luna, Maria Rosa Jimenez—Religious import may attract in Catholic areas—93m.—see May 7 issue—(Spanish-made)—(Dubbed in English)—(Simpex Religious Classics).

MAGIC BOX, THE—BID—Robert Donat, Margaret Johnson, Maria Schnell—Superior English import—98m.—see Oct. 22 issue—(English-made)—(Technicolor)—(Mayer-Kingsley).

MAGIC SWORD, THE—DFAN—Rade Markoovich, Milvoje Zhivanovich, Vera Ilich-Djukie—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 issue—(Yugoslav-made)—(English titles)—(Ellis).

MAYTIME IN MAYFAIR—MCD—Anna Neagle, Michael Wilding, Peter Graves—Lightweight British musical—94m.—see May 21 issue—(Technicolor)—(English-made)—(Realart).

MERRY WIVES OF WINDSOR, THE—OPC—Sonja Ziemann, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 issue—(German-made)—(English titles)—(Central Cinema).

MISS ITALY—D—Gina Lollobrigida, Richard Ney, Constance Dowling—Okeh import has some angles to sell—91m.—see May 21 issue—(Italian-made)—(English titles)—(Lux).

MISS JULIE—MD—Anita Bjork, Ulf Palme, Inger Norberg—Grim Swedish meller—90m.—see Apr. 23 issue—Leg.: C—(Swedish-made)—(English titles)—(Trans-Global).

MR. DENNING DRIVES NORTH—MD—John Mills, Phyllis Calvert, Sam Wanamaker—Good melodramatic import—93m.—see Sept. 24 issue—(English-made)—(London).

NEW CHINA, THE—DOC—Directed by Sergei Gerasimov—Excellent study of Red China—103m.—see Oct. 22 issue—(Russian-made)—(Made in China)—(Artkino).

NIGHTMARE IN RED CHINA—D—No cost available—Mediocre exploitation film—63m.—see Nov. 19 issue—(Made in China)—(English dialogue)—(Friedgen).

NO RESTING PLACE—MD—Michael Gough, Noel Purcell, Eithne Dunne—Minor import—80m.—see Apr. 23 issue—(English-made)—(Classic).

OLD MOTHER RILEY—F—Arthur Lucan, Kitty McShane, Lill Bouchier—Zany English farce will fit into the lower half—67m.—see July 16 issue—(English-made)—(Bristol).

PERFECTIONIST, THE—D—Pierre Fresnay, Renee Devillers, Marcel Andre—Okeh French drama—91m.—see May 21 issue—(French-made)—(English titles)—(Discina).

PRIZE, THE—F—Bourvil, Baconnet, Duvalleix—Well spiced Gallic import—88m.—see June 18 issue—(French-made)—(English titles)—(Classic).

ROBINSON CRUSOE—C—Stan Laurel, Oliver Hardy, Susy Delair—Laurel and Hardy import may satisfy the juvenile trade—82m.—see Sept. 24 issue—(French-made)—(Dubbed in English)—(Franco-London).

SAVAGE TRIANGLE—D—Maeleine Robinson, Frank Villard, Pierre Michell Beck—High rating French import—112m.—see Oct. 22 issue—(French-made)—(English titles)—Leg.: C—(Burstyn).

STRANGE ONES, THE—DFAN—Nicole Stephane, Edouard Dermithe, Renee Cosima—Import has limited art house appeal—98m.—see Sept. 10 issue—(French-made)—(English titles)—(Mayer-Kingsley).

TARAS SHEVCHENKO—BID—Sergei Bondarchuk, Ivan Pereverez, Gnat Yura—Okeh Soviet import—102m.—see Sept. 24 issue—(Russian-made)—(English titles)—(Magcolor)—(Artkino).

THIRST OF MEN, THE—D—Georges Marchal, Dany Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 issue—(French-made)—(English titles)—(Union).

THREE SINNERS—D—Fernandel, Jacques Barennes, Raymond Souplex, Jeanne Moreau—Gallic entry has limited art house appeal—84m.—see July 30 issue—(French-made)—(English titles)—(Sachsen).

TRAIN OF EVENTS—D—Valerie Hobson, John Clements, Irina Baronova—Routine British offering—67m.—see June 18 issue—(English-made)—(Fine Arts).

TRIP TO AMERICA—MUCD—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 issue—(French-made)—(English titles)—(Lewis).

TOMORROW IS TOO LATE—D—Pier Angeli, Vittorio De Sica, Lois Maxwell—Well-made import has the angles—103m.—see Apr. 23 issue—(Italian-made)—(English titles)—(Burstyn).

TOPAZE—C—Fernandel, Helene Perdriere, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 issue—(French-made)—(English titles)—(Discina).

WALL OF DEATH—MD—Susan Shaw, Laurence Harvey, Maxwell Reed—Okeh British entry—90m.—see Apr. 23 issue—(English-made)—(Realart).

WHITE CORRIDORS—D—Google Withers, James Donald, Godfrey Rearle—Interesting import for the art spots—102m.—see July 16 issue—(English-made)—(Rank).

YOU CAN'T BEAT THE IRISH—CD—Jack Warner, Barbara Mullen, Joan Kenny—Laugh-filled art house offering—73m.—see June 18 issue—(English-made)—(Stratford).

YOUNG WIVES' TALE—C—Joan Greenwood, Nigel Patrick, Derek Farr—Mild import for art and class spots—74m.—see June 4 issue—(English-made)—(Stratford).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1950-51 shorts product will be found on pages 3138, 3139, 3140, 3158, 3159, 3276, 3277, 3278, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No. Release Date Title Rating Running Time Page Reviewed In Pink Section

Columbia

Two Reel COMEDIES
ASSORTED AND ALL-STAR (12)
 5411 (Sept. 11) Hooked And Rooked (Clyde) F 16½m. 3392
 5412 (Oct. 9) Caught On The Bounce (Besser)

ASSORTED FAVORITE REPRINTS (6)
 5421 (Oct. 16) Who's Hugh (Herbert) F 16m. 3387

COMEDY FAVORITE RE-RELEASES (6)
 5431 (Sept. 18) Ain't Love Cuckoo G 19m. 3374
 5432 (Oct. 23) Pardon My Berth Marks F 18m. 3387

SERIALS (3)
 (.....) Son Of Geronimo G 15ep. 3410

THREE STOOGES (8)
 5401 (Sept. 4) Gents In A Jam G 16½m. 3392

One Reel
ANIMAL CAVALCADE (8)
 5651 (Oct. 30) Chimp-Antics

CANDID MICROPHONE (6)
 5551 (Oct. 9) No. 1 F 9m. 3404

COLOR FAVORITES (15)
 (Re-releases)
 (Technicolor)
 5601 (Sept. 4) The Fox And The Grapes G 8m. 3379
 5602 (Oct. 2) Wacky Wigwags G 8m. 3404

JOLLY FROLICS (6)
 (Technicolor)
 5501 (Sept. 25) Pete Hothead F 7m. 3402
 5502 (.....) Madeline E 7m.

MR. MAGOO (6)
 5701 (Oct. 23) Hotsy Footsy G 6½m. 3392

SCREEN SNAPSHOTS (12)
 (Series 32)
 5851 (Sept. 25) Hollywood Fun Festival G 10m. 3388
 5852 (Oct. 16) Hollywood Night At "21" Club 9m.

THRILLS OF MUSIC (8)
 (Re-releases)
 5951 (Oct. 2) Jerry Wald and Orch. G 10m. 3388

WORLD OF SPORTS (12)
 5801 (Sept. 25) Hunter's Holiday G 9m. 3404
 5802 (Oct. 30) Flying Skates

MGM

One Reel
CARTOONS (16)
 (Technicolor)
 W-431 (Sept. 6) Pushbutton Kitty (T-J) ... G 7m. 3379
 W-432 (Sept. 27) Caballero Droopy F 7m. 3379
 W-433 (Oct. 18) Cruise Cat (T-J) G 7m. 3387
 W-434 (Nov. 18) Little Wise Quacker G 7m. 3402
 (.....) The Dog House (T-J) G 7m. 3392
 (.....) Busybody Bear G 7m.
 (.....) The Missing Mouse (T-J) E 7m.

FITZPATRICK TRAVELTALKS (8)
 (Technicolor)
 T-411 (Sept. 20) Pretoria To Durban G 9m. 3396
 T-412 (Oct. 25) In The Land Of The Diamonds G 9m. 3404

GOLD MEDAL REPRINT CARTOONS (6)
 (Technicolor)
 W-461 (Oct. 4) Wild And Woolfy G 8m. 3380

PETE SMITH SPECIALTIES (10)
 S-451 (Sept. 6) Football Thrills No. 15... G 9m. 3380
 S-452 (Oct. 4) Sweet Memories G 9m. 3404
 S-453 (.....) Keep It Clean

Paramount

Two Reel
MUSICAL PARADES (6)
 (Reissues)
 (Technicolor)
 FF12-7 (Apr. 4) Little Witch G 18m. 3375
 FF12-8 (Apr. 18) Midnight Serenade E 18m. 3375
 FF12-9 (May 2) Champagne For Two G 20m. 3375
 FF12-10 (May 23) Big Sister Blues F 14m. 3375
 FF12-11 (June 13) Samba Mania G 18m. 3375
 FF12-12 (June 27) Catalina Interlude G 18m. 3375

One Reel
CASPER CARTOONS (6)
 (Technicolor)
 B12-1 (Oct. 24) True Boo G 7m. 3410

GRANTLAND RICE SPOTLIGHTS (12)
 R12-1 (Oct. 3) The Rugged Rangers G 9m. 3388

Release No. Release Date Title Rating Running Time Page Reviewed In Pink Section

R12-2 (Oct. 24) Canine I. Q.
 R12-3 (Dec. 19) Highland Sports

HERMAN AND KATNIP (4)
 H12-1 (Oct. 3) Mice Capades G 7m. 3410

KARTUNE
 (Technicolor)
 X12-1 (Nov. 14) Forest Fantasy

NOVELTOON
 (Technicolor)
 P12-1 (Dec. 19) The Case Of The Cockeyed Canary

P12-2 (Dec. 26) Feast And Furious

PACEMAKERS (6)
 K12-1 (Oct. 3) Parlor, Bedroom And Wheels F 10m. 3404
 K12-2 (Nov. 14) Let's Have A Parade
 K12-3 (Dec. 26) All Girls On Deck

POPEYE CARTOONS (8)
 (Technicolor)
 E12-1 (Oct. 3) Shuteye Popeye F 6m. 3410
 E12-4 (Dec. 12) Big Bad Sinbad

POPEYE CHAMPIONS (4)
 (Technicolor)
 (Reissues)
 Z12-1 (Oct. 3) House Tricks G 7m. 3379
 Z12-2 (Oct. 3) Mess Production G 7½m. 3379
 Z12-3 (Oct. 3) Pitching Woo At The Zoo G 7m. 3379
 Z12-4 (Oct. 3) Puppet Love G 7½m. 3379

TOPPERS (6)
 M12-1 (Dec. 5) The Littlest Expert In Interesting People

M12-2 (Oct. 3) The Littlest Expert In Yesterday's Champions F 10m. 3412

RKO

Two Reel
EDGAR KENNEDY REISSUES (6)
 33501 (Sept. 19) Prunes And Politics F 16m. 3375
 33502 (Oct. 17) The Kitchen Cynic F 18m. 3375
 33503 (Nov. 14) You Drive Me Crazy F 17m. 3375
 33504 (Dec. 12) Radio Rampage F 16m. 3375
 33505 (Jan. 9) Alibi Baby F 18m. 3374
 33506 (Feb. 6) Mother-in-Law's Day F 18m. 3375

LEON ERROL REISSUES (6)
 33701 (Sept. 5) A Polo Phony F 18m. 3375
 33702 (Oct. 3) Who's A Dummy G 17m. 3375
 33703 (Oct. 31) The Wrong Room G 19m. 3375
 33704 (Nov. 28) He Asked For It F 18m. 3374
 33705 (Dec. 26) A Panic In The Parlor ... F 18m. 3375
 33706 (Jan. 23) Home Work F 19m. 3374

MUSICAL REVIEWS (2)
 (Reissues)
 33201 (Sept. 12) Harris In The Spring F 19m. 3375
 33202 (Oct. 10) Louis Prima—Swing It F 16m. 3379

SPECIALS (13)
 33101 (Aug. 15) Professor F.B.I. E 15m. 3387
 33102 (.....) I Am A Paratrooper G 15m. 3392
 33103 (Oct. 10) Caution, Danger Ahead... F 15m. 3410
 33104 (Nov. 7) Men Of Science
 (.....) Racing Heritage
 (.....) Operations A-Bomb (Color)

SPORT SPECIALS (2)
 (Sept. 24) Walcott-Marciano Fight... G 21m. 3392
 33901 (Dec. 12) Football Highlights Of 1952

TRUE-LIFE ADVENTURES (2)
 (Technicolor)
 33301 (June 26) Water Birds E 31m. 3387

One Reel
SCREENLINERS (13)
 34201 (July 4) Sweet Land Of Liberty... E 9m. 3380
 34202 (July 25) Male Vanity G 8m. 3380
 34203 (Aug. 15) Mexican Rhythm G 8m. 3380
 34204 (Sept. 5) Flying Pinwheels F 8m. 3392
 34205 (Sept. 26) Porpoise Roundup G 8m. 3412
 34206 (Oct. 17) Log Jam F 7m. 3412
 34207 (Nov. 7) College Circus

SPORTSCOPES (13)
 34301 (July 4) Aqua Champs G 8m. 3380
 34302 (Aug. 10) Let's Go Fishing G 8m. 3380
 34303 (Aug. 20) Lure Of The Turf F 9m. 3396
 34304 (Sept. 15) The Roaring Game F 9½m. 3396
 34305 (.....) Sportsmen's Playground ... F 8m. 3412
 34306 (.....) Husky Dog F 8m.

WALT DISNEY CARTOONS (18)
 (Technicolor)
 (C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)
 34101 (Sept. 19) Pluto's Party (P) F 6m. 3388
 34102 (Oct. 10) Trick Or Treat (D) G 8m. 3392
 34103 (Oct. 31) Two Weeks Vacation (G)... F 6m. 3410
 34104 (Nov. 21) Pluto's Christmas Tree (M) F 7m. 3379
 34105 (Dec. 12) How To Be A Detective (G) E 6m. 3379
 34106 (Jan. 2) Father's Day Off
 34107 (Jan. 23) The Simple Things
 34108 (Feb. 13) Father's Week End
 34109 (Mar. 6) Fountain Of Youth
 34110 (Mar. 27) For Whom The Bulls Toil

Release No. Release Date Title Rating Running Time Page Reviewed In Pink Section

34111 (Apr. 17) How To Dance
 34112 (May 8) Football (Now And Then)
 34113 (May 29) The New Neighbor
 34114 (June 10) Canvasback Donald
 34115 (July 10) Casey's Daughters
 34116 (July 31) Pot Luck
 34117 (Aug. 21) How To Sleep
 34118 (Sept. 11) Donald's Diary

Republic

SERIALS (4)
 5281 (July 16) Zombies Of The Stratosphere F 12ep. 3348
 5282 (Oct. 8) Dick Tracy vs. The Phantom Empire (Reissue of Dick Tracy vs. Crime, Inc.)... G 16ep. 3392

One Reel
THIS WORLD OF OURS (6)
 (Trucolor)
 5185 (Apr. 15) Israel G 10m. 3287
 5186 (July 1) India G 9m. 3327
 5187 (Aug. 25) The Philippines G 9m. 3357

20th Century-Fox

One Reel
ART FILMS (7)
 (Technicolor)
 7251 (Sept.) I Remember The Glory... G 9m. 3301
 7252 (Sept.) Curtain Call G 10m. 3289
 7253 (Sept.) Light In The Window G 10m. 3402
 (.....) Joy Of Living E 10m. 3402
 (.....) The Nightwatch
 (.....) The Young Immortal G 10m. 3402
 (.....) Birth Of Venus

LEW LEHR RE-RELEASES (2)
 9281 (Feb.) Fuss And Feathers G 9m. 3294
 9282 (June) Jungle Land G 9m. 3335

SPORT (6)
 3201 (Feb.) The Fighting Cohoes G 9m. 3311
 3202 (Apr.) Sails And Blades G 8m. 3319
 3203 (July) Mel Allen's Football Review G 10m. 3348
 3204 (Sept.) U. S. Olympic Champions G 9m. 3396
 3205 (.....) Kalamazoo Klouters F 9m. 3412

SPORT
 (Reissues)
 2201 (.....) Conquering The Colorado E 9m.

TERRYTOONS (26)
 (Technicolor)
 5201 (Jan.) Papa's Little Helpers G 7m. 3219
 5202 (Jan.) Heckle and Jeckle in Movie Madness F 7m. 3195
 5203 (Feb.) The Mechanical Bird F 7m. 3201
 5204 (Feb.) Heckle and Jeckle In Seaside Adventure F 7m. 3211
 5205 (Mar.) Little Roquefort In City Slicker G 7m. 3209
 5206 (Mar.) Mighty Mouse In Prehistoric Perils G 7m. 3219
 5207 (Mar.) Terry Bears In Papa's Day Of Rest F 7m. 3243
 5208 (Apr.) Dinky In Flat Foot Pledglings F 7m. 3251
 5209 (Apr.) Time Gallops On F 7m. 3251
 5210 (May) Heckle and Jeckle Off To The Opera G 7m. 3266
 5211 (May) The Happy Cobblers G 7m. 3279
 5212 (June) Little Roquefort In Hypnotized G 7m. 3279
 5213 (June) Mighty Mouse In Hansel and Gretel F 7m. 3301
 5214 (June) Flipper Frolics F 7m. 3318
 5215 (July) Terry Bears In Little Anglers F 7m. 3301
 5216 (July) Dinky In The Foolish Duckling G 7m. 3326
 5217 (Aug.) Heckle and Jeckle In House Busters F 7m. 3310
 5218 (Aug.) The Mysterious Cowboy... E 7m. 3318
 5219 (Sept.) Aesop's Fable: Happy Valley G 7m. 3326
 5220 (Sept.) Little Roquefort In Good Mousekeeping G 7m. 3333
 5221 (Oct.) Terry Bears In Nice Doggy F 7m. 3342
 5222 (Oct.) Mighty Mouse In Happy Holland F 7m. 3348
 5223 (Oct.) Heckle and Jeckle In Moose On The Loose F 7m. 3348
 5224 (Nov.) Dinky In Sink Or Swim... G 7m. 3387
 5225 (Dec.) Little Roquefort In Flop Secret F 7m. 3388
 5226 (Dec.) Terry Bears In Picnic With Papa G 7m. 3402
 (Re-releases) (4)
 5227 (Jan.) Harvest Time F 7m. 3219
 5228 (Feb.) Plane Goofy F 7m. 3219
 5229 (Apr.) The First Robin F 7m. 3219
 5230 (May) Billy Mouse's Awkwacade G 7m. 3294
 (1952-53) (26)
 5301 (.....) Mighty Mouse In A Soapy Opera F 7m. 3402
 5302 (.....) Terry Bears In Thrifty Cubs F 7m. 3410
 5303 (.....) Heckle And Jeckle In Hair Cut-Ups F 7m.

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
United Artists						Warner Lantz Cartunes (13)						Joe McDoakes Comedies (6)					
Two Reel						(Reissues) (Technicolor)											
MEDAL OF HONOR (4)						7321 (Oct. 29) Loose Nut G 7m. 3185						9724 (Nov. 15) Rabbit's Kin G 10m. 3392					
Richard P. Hobson G 26 1/2m. 3410						7322 (Nov. 19) Abou Ben Boogie F 7m. 3185						9725 (Dec. 20) Hare Lift G 10m. 3412					
Dr. Mary Walker G 26m. 3410						7323 (Dec. 10) Painter And Pointer F 7m. 3211											
Julius Langbein G 26 1/2m. 3410						7324 (Jan. 7) Bathing Buddies G 7m. 3219											
Joseph C. Rodriguez G 27 1/2m. 3410						7325 (Feb. 4) Sliphorn King Of Polaroo F 7m. 3219											
Universal-International						Woody Woodpecker Cartunes (6)						Melody Master Bands (6)					
Two Reel						(Technicolor)											
NAME BAND MUSICALS (13)						7326 (Mar. 3) Crow Crazy G 7m. 3251						9801 (Oct. 11) Freddie Fisher And Band G 10m. 3388					
7301 (Nov. 7) Tammy Dorsey and his Orchestra E 15m. 3185						7327 (Mar. 31) Reckless Driver G 7m. 3294						9802 (Nov. 15) Junior Jive Bombers E 10m. 3412					
7302 (Dec. 5) Woody Herman's Varieties G 15m. 3185						7328 (Apr. 28) Peet And Peasant G 7m. 3294						9803 (Dec. 27) Circus Band G 10m. 3412					
7303 (Jan. 9) Nat "King" Cole and Joe Adams' Orchestra G 15m. 3218						7329 (May 26) Mousie Come Home F 7m. 3311											
7304 (Jan. 30) Dick Stabile And His Orch. G 15m. 3218						7330 (June 23) Fairweather Fiends F 7m. 3333											
7305 (Mar. 12) Blue Barron and Orch. G 15m. 3243						7331 (July 21) Apple Andy G 7m. 3333											
7306 (May 7) Ada Leonard & Her All Girl Orch. with Connee Boswell G 15m. 3318						7332 (Aug. 18) Wacky Weed F 7m. 3333											
7307 (June 18) Buddy Morrow & Orch. G 15m. 3326						7333 (Sept. 15) Musical Moments G 8m. 3388											
7308 (July 2) Perez Prado & Orch. F 15m. 3341																	
7309 (July 30) Dick Jurgens & Orch. G 15m. 3341																	
7310 (Aug. 20) Billy May & Orch. G 15m. 3341																	
7311 (Sept. 25) Jimmy Dorsey Varieties G 15m. 3379																	
SPECIALS (2)																	
7201 (Dec. 19) Danger Under The Sea E 16 1/2m. 3185																	
7202 (June 18) Knights Of The Highway E 17m. 3318																	
THE EARTH AND ITS PEOPLE (13)																	
7361 (Nov. 5) Nomads Of The Jungle E 22m. 3167																	
7362 (Nov. 26) Water For Dry Lands G 19m. 3167																	
7363 (Dec. 24) An Island Nation E 21m. 3167																	
7364 (Jan. 21) Desert Nomads G 22m. 3219																	
7365 (Feb. 18) Eskimo Sea Hunters E 21m. 3243																	
7366 (Mar. 17) Living In A Metropolis G 20m. 3266																	
7367 (Apr. 21) Land Behind The Dikes E 20m. 3279																	
7368 (May 19) Tropical Mountain Island. G 21m. 3318																	
7369 (June 16) Feed For Paris Markets. ... E 22m. 3326																	
7370 (July 14) Farming In South China. ... F 19m. 3342																	
7371 (Aug. 11) Cattle And The Corn Belt G 20m. 3341																	
7372 (Sept. 8) Tropical Lowlands G 21m. 3375																	
7373 (Oct. 6) Riches Of The Veld E 19 1/2m. 3387																	
One Reel																	
CARTOON MELODIES (8)																	
7381 (Nov. 12) Reuben, Reuben G 10m. 3185																	
7382 (Dec. 31) Uncle Sam's Songs G 10m. 3211																	
7383 (Mar. 17) Songs That Live F 10m. 3243																	
7384 (May 19) Memory Song Book G 10m. 3243																	
7385 (June 23) Song Dreams G 10m. 3267																	
7386 (July 28) Toasts Of Song G 10m. 3267																	
SPECIAL																	
(.....) From Then Till Now G 9m. 3333																	
VARIETY VIEWS (8)																	
(1951-52) (8)																	
7341 (Nov. 5) Italian Interlude G 9m. 3212																	
						Warners						Sports Parade (10)					
						Two Reel						(Technicolor)					
						SPECIALS (8)											
						(Technicolor)											
						9001 (Sept. 6) Killers Of The Swamp... G 17m. 3387						9501 (Oct. 4) They Fly Through The Air E 10m. 3388					
						9002 (Oct. 25) Man Without A Country E 21m. 3387						9502 (Nov. 1) Unfamiliar Sports F 10m. 3412					
						9003 (Dec. 6) Cruise Of The Zaca G 17m. 3266						9503 (Dec. 20) Fiesta For Sports G 10m. 3396					
						9004 (Jan. 24) Flag Of Humanity G 17m. 3380						9504 (Jan. 31) Sporting Caurage G 10m.					
						CLASSICS OF THE SCREEN (6)						Vitaphone Novelties (7)					
						9101 (Sept. 27) Monsters Of The Deep... G 20m. 3387						9601 (Sept. 13) Ain't Rio Grande F 9m. 3396					
						9102 (Nov. 22) Oklahoma Outlaws E 20m. 3410						9602 (.....) I Saw It Happen G 10m.					
						9103 (Dec. 27) Are Animals Actors? G 7m. 3410						9603 (Oct. 18) Hunting The Devil Cat ... G 10m.					
						One Reel						9604 (Jan. 3) Too Much Speed G 23m.					
						BLUE RIBBON HIT PARADES (13)						Miscellaneous					
						(Reissues)						Championship Race, The (Artkino) G 20m. 3387					
						(Technicolor)						Charm Of Life (Picture) ... G 15m. 3387					
						9301 (Sept. 13) A Feud There Was G 7m. 3387						Eva Peron Story, The (Astor) G 29m. 3387					
						9302 (Oct. 11) Daffy Doodles G 7m. 3387						Images From Debussy (AF) E 18m. 3402					
						9303 (Nov. 8) Day At The Zoo E 7m. 3410						Kabylic (AF) F 9m.					
						9304 (Nov. 29) Early Worm Gets The Bird G 7m. 3410						Prisoners Of The Tower (Baker-Brill) G 17m. 3410					
						9305 (Jan. 10) Tale Of Two Mice G 7m. 3410						Stranger Left No. Card, The (Meteor) E 23m. 3410					
						BUGS BUNNY SPECIALS (8)						Suite Of Berber Dances (AF) G 10m. 3404					
						(Technicolor)						Zanzabelle In Paris (Discina) G 15m. 3392					
						9723 (Sept. 20) Rabbit Seasoning F 7m. 3392					 E 23m.					

WITH THE CHECK-UP AT HAND—

... it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

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EXHIBITOR

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible an information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
OCTOBER Assignment—Paris M. Teren, D. Andrews, G. Sanders The Golden Hawk R. Fleming, S. Hayden, J. Sutton (Technicolor)	OCTOBER Scotland Yard Inspector C. Romero, L. Maxwell (English-made)	OCTOBER Because You're Mine M. Lanza, D. Morrow, J. Whitmore, S. Byington (Technicolor) Everything I Have Is Yours M. and G. Champion, D. O'Keefe, M. Lewis (Technicolor) Apache War Smoke G. Roland, B. Horton, B. Sulik	OCTOBER Battle Zone J. Hodiak, L. Christian, S. McNally (AA) Army Band S. Clements, K. Sharpe, S. Brodie Arctic Flight W. Morris, L. Albright Canyon Ambush, W J. M. Brown, P. Coates, D. Moore	OCTOBER Somebody Loves Me B. Hutton, R. Meeker, A. Jergens (Technicolor) Hurricane Smith Y. De Carlo, J. Ireland, F. Tucker (Technicolor)	OCTOBER Under The Red Sea H. Haas, L. Berl, J. Weidler (Foreign-made) The Lusty Men S. Hayward R. Mitchum, A. Kennedy	OCTOBER Toughest Man In Arizona V. Montrose, J. Leslie, V. Jory (Trucolor) Desperadoes R. Lane, C. Barrett Tropical Heat Wave R. Hutton, K. Miller South Pacific Trail, W R. Allen, Estelita The WAC From Walla Walla J. Canova, S. Dunne, J. Vincent	OCTOBER My Wife's Best Friend A. Baxter, M. Carey Way Of A Goucho G. Tierney, R. Calhoun, R. Boone (Made in Argentina) (Technicolor) Something For The Birds V. Mature, P. Neal, E. Gwenn The Snows Of Kilimanjaro G. Peck, S. Hayward, A. Gardner (Technicolor)	OCTOBER The Thief R. Milland, R. Gam, M. Gabel (Popkin) Limelight C. Choplin, C. Bloom, B. Keaton (Choplin) (Pre-release engagements)	OCTOBER Willie and Joe in Back At The Front T. Ewell, H. Lembeck, M. Blanchard Yankee Buccaneer J. Chandler, S. Brady, S. Ball (Technicolor) Horizons West R. Ryan, J. Adams, R. Hudson (Technicolor) The Promoter A. Guinness, G. Johns, V. Hobson (English-made) (Ronk)	OCTOBER The Miracle Of Our Lady Of Fatima G. Roland, A. Clark, F. Silvera (WarnerColor) Springfield Rife G. Cooper, P. Thaxter, D. Brian (WarnerColor)
NOVEMBER Hongman's Knot R. Scott, D. Reed, C. Jarman, Jr. (Technicolor) Voodoo Tiger J. Weismuller, J. Burkhardt, J. Dean Blue Canadian Rockies G. Autry, G. Davis, P. Buttram Ladies Of The Chorus M. Monroe, A. Jergens, R. Brooks (Reissue)	NOVEMBER Tromba, The Tiger Man Krone Circus (Foreign-made) Mr. Walkie Talkie W. Tracy, J. Sawyer	NOVEMBER Plymouth Adventure S. Tracy, G. Tierney, V. Johnson (Technicolor) The Prisoner Of Zendo S. Granger, D. Kerr, J. Mason (Technicolor) The Hour Of 13 P. Lawford, D. Addams (Made in England)	NOVEMBER Flat Tap S. Hayden, R. Carlson, P. Coates (Cinecolor) Torpedo Alley M. Stevens, D. Malone, B. Williams (AA) Wyoming Roundup, W. W. Wilson, P. Coates, T. Farrell Na Holds Barred Bowery Boys	NOVEMBER The Savage C. Heston, P. Hanson, J. Taylor, S. Morrow (Technicolor) The Turning Point W. Holden, A. Smith, E. O'Brien	NOVEMBER Face To Face J. Mason, M. Steele, G. Lockhart, R. Preston Androcles and The Lian J. Simmons, R. Newton, A. Young, V. Mature Mantana Belle G. Brent, S. Brady (Trucolor)	NOVEMBER Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Trucolor) Thunderbirds J. Derek, M. Freeman, G. Evans	NOVEMBER Night Without Sleep L. Darnell, G. Merrill, H. Neff The Steel Trap J. Cotton, T. Wright Bloodhounds Of Broadway M. Gaynor, S. Brady, M. Chapman (Technicolor) Pony Soldier T. Power, C. Mitchell, P. Edwards, T. Gomez (Technicolor)	NOVEMBER The Glass Wall V. Gassman, G. Grahame, R. Raymond (Shane-Tors) Mansoon U. Thies, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Breaking Through The Sound Barrier R. Richardson, A. Tedd, N. Patrick (Lean)	NOVEMBER Because Of You L. Young, J. Chandler, A. Nicol It Grows On Trees I. Dunne, D. Jagger, J. Evans The Raiders R. Conte, V. Lindfors, B. Britton (Technicolor)	NOVEMBER Operation Secret C. Wilde, S. Cochran, P. Thaxter The Iron Mistress A. Ladd, V. Mayo, J. Colleia (Technicolor)
DECEMBER Eight Iron Men M. Costle, D. McMahon, B. Calleano Strange Fascination C. Moore, H. Haas, M. Barrie	DECEMBER Gambler and The Lady D. Clark, N. Chance (Foreign-made) I'll Get You G. Raft, S. Gray	DECEMBER Million Dollar Mermaid E. Williams, V. Mature, W. Pidgen (Technicolor) Sky Full Of Moon J. Sterling, C. Carpenter, K. Wynn	DECEMBER Hiowatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Jungle Girl J. Sheffield, K. Sharpe Kansas Pacific S. Hayden, E. Miller, B. McLene (Cinecolor) (AA)	DECEMBER The Blazing Forest J. Payne, A. Moorehead, S. Morrow (Technicolor) Cleopatra C. Colbert, W. William, H. Wilcoxon (Reissue)	DECEMBER Blackbeard The Pirate R. Newton, L. Darnell, K. Andes, W. Bendix (Technicolor) Hans Christian Andersen D. Kaye, Jeanmarie, F. Granger (Technicolor) (Goldwyn)	DECEMBER Volley Of Missing Men, W. R. Lane, E. Waller, P. Coates The Thief Of Venice M. Montez, P. Christian, F. Marlowe (Made in Europe)	DECEMBER My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Totter Stars And Stripes Forever C. Webb, R. Hussey, D. Paget, R. Wagner (Technicolor)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) (Pre-release engagements only) Outpost In Malaya C. Colbert, J. Hawkins (Stafford) (Made in Malaya and England) Babe In Bagdad P. Goddard, G. R. Lee, R. Ney (Danziger) (European-made)	DECEMBER The Black Castle S. McNally, P. Cordoy, R. Green B. Karloff, L. Chaney Against All Flags E. Flynn, M. O'Hara, A. Quinn (Technicolor)	DECEMBER Cattle Town D. Morgan, R. Moreno, P. Carey Abbott and Costello Meet Captain Kidd B. Abbott, L. Costello, C. Laughlin, H. Brooke (SuperCinecolor)

OBSERVANCES

Nov. 27—Thanksgiving Day
Dec. 25—Christmas

REALART

October—Bela Lugosi Meets A Brooklyn Gorilla—B. Lugosi
House Of Darkness—L. Harvey, S. Shaw (Foreign-made)
Cairo Road—L. Harvey, E. Partman (Foreign-made)

November—Flame and The Devil—M. Auer, M. Bueford (Foreign-made)
Battles Of Chief Pontiac—L. Barker, H. Westcott
Lucy Goes Wild—L. Ball, G. Brent (Reissue)
Cuban Pete—D. Arnez, E. Smith (Reissue)

December—Inside Job—A. Curtis, A. Rutherford (Reissue)
Mug Town—Dead End Kids (Reissue)
My Death Is A Mockery—D. Huston, K. Byron
(English-made)

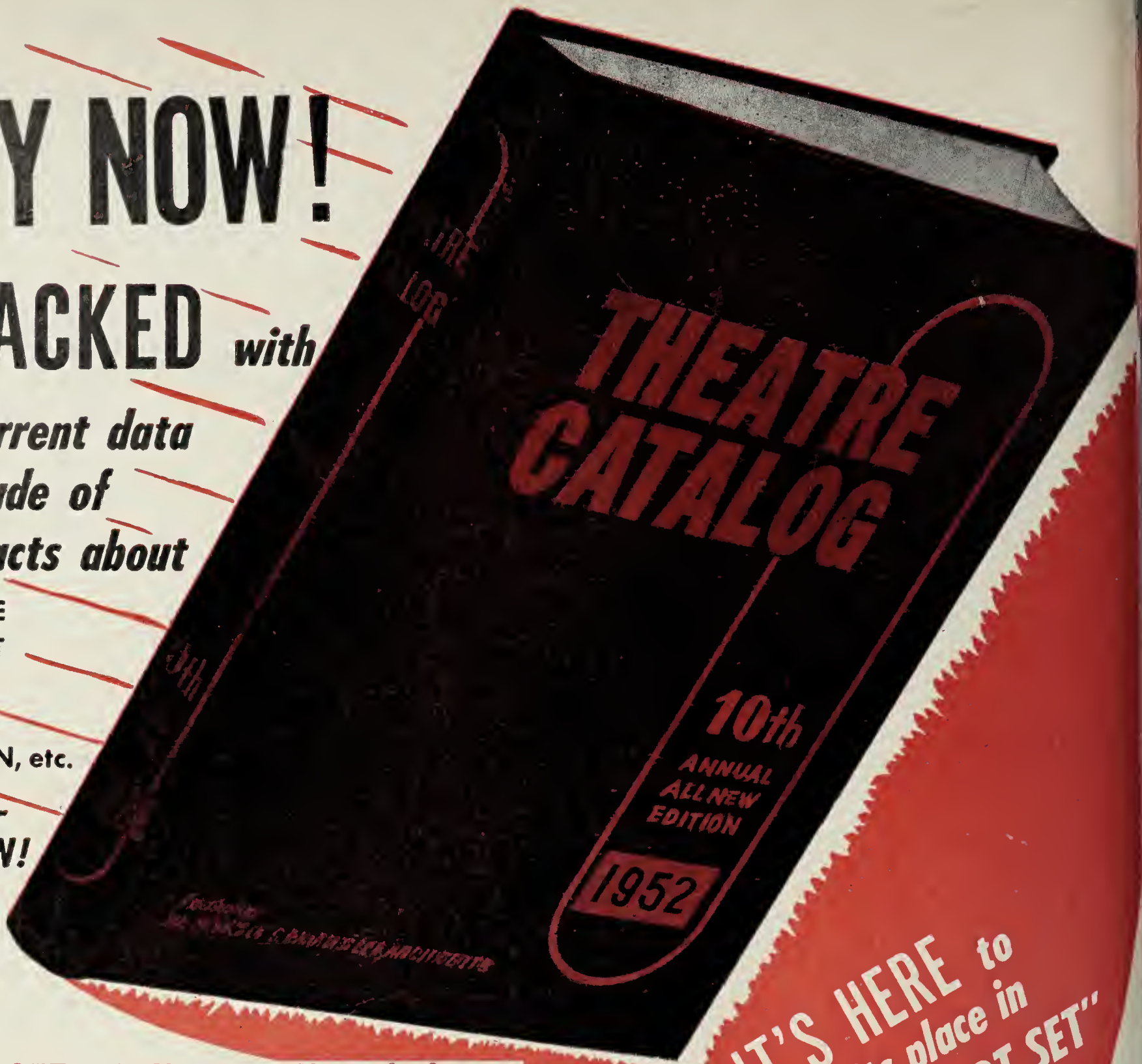
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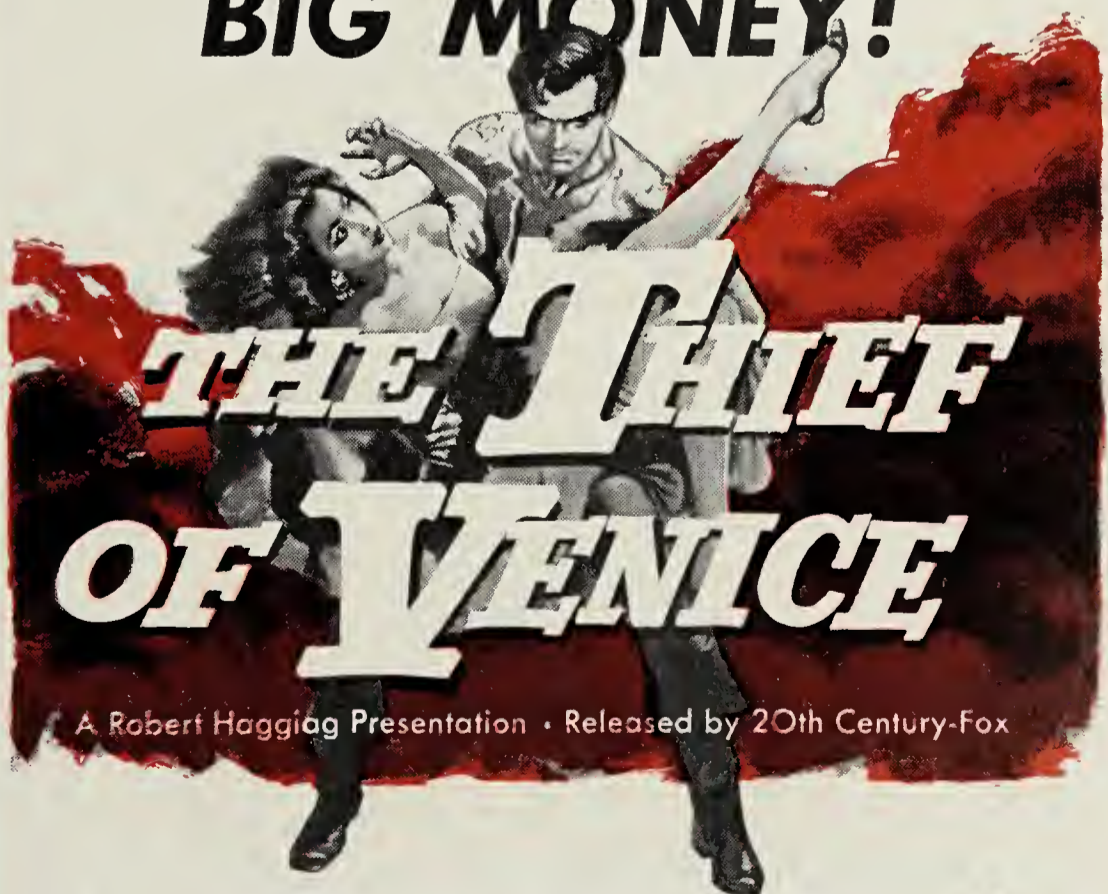
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Number 3 **NOVEMBER 19, 1952**

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
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GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS
Capturing **EXTRA PROFITS**



THE FABLE OF THE FICKLE FELLOW—

Once upon a time there was a guy, even as you and I, who went overboard for a chick called "MILLION DOLLAR MERMAID."



"This **TECHNICOLOR TOOTSIE** is not only an **EYEFUL**, but I like **MONEY** and this babe is **LOADED!**"



(Things you ought to know about her →)

M-G-M presents "MILLION DOLLAR MERMAID" starring Esther Williams Victor Mature • Walter Pidgeon David Brian • with Donna Corcoran • Color by Technicolor Screen Play by Everett Freeman Directed by Mervyn LeRoy • Produced by Arthur Hornblow, Jr.



"When she puts on this show that tells how a BATHING BEAUTY is born, my heart goes DOUGH, REI, MI. I love this Mermaid!"

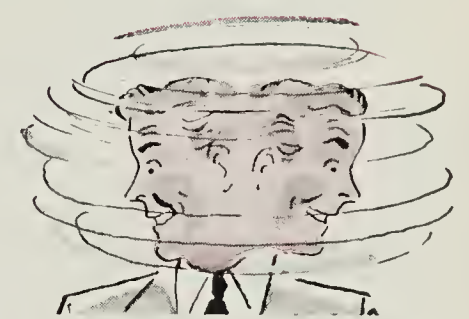


THEN ONE DAY IT HAPPENED! He met a shapely number called "THE BAD AND THE BEAUTIFUL." This kid had fire and passion. When he heard the STORY OF HER LIFE he swore *this* was the ONLY GIRL!

"I'm FICKLE, that's for sure! 'THE BAD AND THE BEAUTIFUL' that's for me. I'm feverish, I've got goose pimples, I'm CRAZY FOR HER!"



(This is the snapshot he carried in his wallet.)



"THE BAD AND THE BEAUTIFUL" had him in a whirl — and you couldn't blame him!

(The facts about her) →

M-G-M presents Lana Turner Kirk Douglas • Walter Pidgeon Dick Powell in "THE BAD AND THE BEAUTIFUL" co-starring Barry Sullivan Gloria Grahame • Gilbert Roland with Leo G. Carroll • Vanessa Brown • Screen Play by Charles Schnee • Based on a story by George Bradshaw • Directed by Vincente Minnelli • Produced by John Houseman

WHAT DID HE DO? How does the Fable of the Fickle Fellow end?

THERE IS NO ENDING BECAUSE THERE'S NO END TO THE FLOW OF M-G-M HITS!

MORAL: With so many fine M-G-M flickers, you're bound to be fickle.

'THE STEEL TRAP'

IN T

**OPENS TO SMASH BUSINESS in BOSTON,
PITTSBURGH, ROCHESTER, ALLENTOWN!**

It's
BOXOFFICE
DYNAMITE!
Read these
Great
Reviews!



"One for the money!"—*Film Daily*

"Solid boxoffice attraction!"—*Motion Picture Daily*

"Suspense-laden! Exploitation material and marquee value a-plenty!"—*Boxoffice*

"The suspense is breathtaking!"—*Motion Picture Herald*

"Gripping suspense mounting to the breaking point!"
—*Daily Variety*

"Tense, fast-moving!"—*Hollywood Reporter*

"Terrific, nerve-wracking tension!"—*Showmen's Trade Review*

JOSEPH COTTEN and TERESA WRIGHT in THE STEEL TRAP with Jonathan Hale • Walter Sande • Music written and directed DIMITRI TIOMKIN • Written and directed by ANDREW STONE • A BERT E. FRIEDLOB Production • Released by 20th Century-



BRIGHTEST business building idea of the week emanates from the eastern sector, where a manager, noting that prospective patrons were looking at his front and then asking those people leaving the theatre how the picture was before making their decision as to whether or not they should buy a ticket, donned his hat and coat, and spent a part of the day exiting from the house. When he was asked, he always said he thought the picture quite enjoyable. He estimates that he must have influenced 100 people to buy tickets on the day in question.



THE PATTERN established in the South Seas whereby a percentage of profits of a film made in Samoa is to be given to the government of that South Pacific Island isn't likely to be duplicated elsewhere.



IN AN eastern exchange center, a 13-year-old lad turned out to be a collector of accessories. Figuring this a good way to encourage this as an institutional phase of the industry, an exchange decided to cooperate, especially since the lad had the teacher's permission to display the material at school. It looks like this is an exploiter in the making.



A GROUP of theatre owners in the mid-eastern area tied up with the local American Red Cross to give a free pass to blood donors contributing in honor of Armistice Day. The slogan was: "Passes For Pints".

—H. M. M.

I N D E X

VOL. 49, No. 3 NOVEMBER 19, 1952

SECTION ONE

EDITORIAL	5
FEATURE ARTICLE—"TO THE VICTORS: A TRIP TO THE COAST".....	6, 7
NEW YORK NEWS LETTER.....	8
THE INTERNATIONAL SCENE.....	10
THIS WAS THE WEEK WHEN.....	14
THE SCORE BOARD	16
PEOPLE	17
IN THE NEWSREELS	18
EXTRA PROFITS	EP-1—EP-12

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
--------------------------	-----------

THE COVER PHOTO

Universal-International's Alfred E. Daff and President Milton R. Rackmil pose for the camera as Universal-International prepares for the season.

EXHIBITOR

VOL. 49, No. 3



NOVEMBER 19, 1952

Blind Checking: Wrong and Right

WHILE much has been made of practices of some distributors which have been found offensive and unfair by exhibitors, just as often there is heard from the exchanges' camp the complaint that they also have a right to squawk about what some theatremen are doing.

IN THEIR LIST of grievances none stands out as forcibly as the accusation that some exhibitors have been indulging in practices which are costing the distributors thousands of dollars annually, through false returns.

JUST HOW GREAT the sum is could be argued, but there is evidence that there are still theatremen who are guilty of furnishing fraudulent boxoffice statements. That is why blind checking continues, and will continue, until exchangemen are satisfied that counts given them are essentially honest.

ON THE OTHER hand, some distributors have not been playing fair. Most exhibitors welcome a blind check now and then for if any discrepancy is discovered, and reported to the theatre owner, it gives him an opportunity to do his own investigating to determine whether the facts are true. However, too often an exhibitor whose house has been blind checked has been notified by an exchange of an apparent discrepancy weeks, and even months, after the evidence has been found, by which time, the hand that has been reaching into the boxoffice could make quite a haul. It may be that in some cases, the legal departments of the distributors handle this phase, and cannot be expected to be as well acquainted with the angles as the sales departments.

IF BLIND CHECKING is to continue, it is up to the exchanges to advise their accounts immediately when they discover anything. In that way, they can justify the practice and also do a favor for the theatre owner whose house is being checked. No honest exhibitor can object if the practice is handled fairly, but if it is not, this does not represent the proper cooperation from the distributor.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 8113 1/2 West Fourth Street, Los Angeles 48, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibson, circulation manager; George Nonanaker and Mel Konecck, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address all correspondence to the Philadelphia office.



PRESIDENT MILTON R. RACKMIL POSES WITH THE WINNERS IN THE U-I "N. J. BLUMBERG 40TH ANNIVERSARY SALES DRIVE" AT THE COAST STUDIOS.

To The Victors: A Trip To The Coast

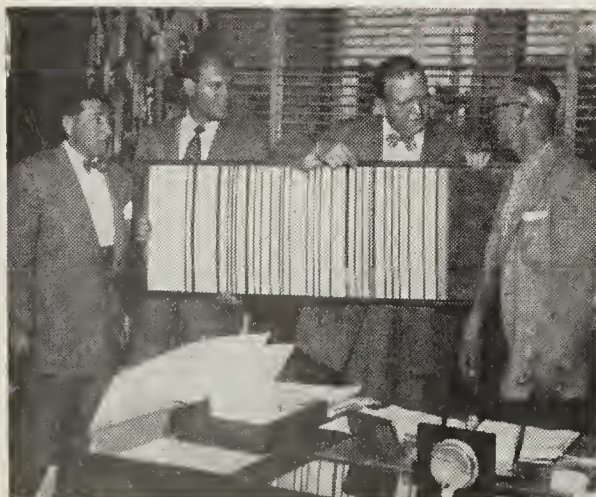
U-I Rewards The "N. J. Blumberg 40th Anniversary Drive" Winners With A Gala Studio Visit

AS an innovation, Universal Pictures Company recently sent 10 of its branch managers to California for a week at the company's studios as part of their prizes in the "N. J. Blumberg 40th Anniversary Sales Drive." The top winner in the drive, Arthur Greenfield, Portland, won a trip to Europe.

The branch managers were treated like visiting royalty from the moment they arrived in California. They were welcomed at the studio by William Goetz, in charge of production, and vice-presidents Edward Muhl, general manager of the studio, and David A. Lipton, in charge of advertising and publicity, and the company's top executives, including N. J. Blumberg, chairman of the board, in whose honor the drive was held; Milton R. Rackmil, president, and Alfred E. Daff, executive vice-president, who was holding a series of top level planning meetings at the studio at the time.

Then there was a series of visits to the sets of the pictures in production, to be photographed with the actors and actresses working in these new pictures, including "Desert Legion", "Lone Hand", and "Column South". This was followed by a tour through the technical departments, including watching the scoring of "Mississippi Gambler" and seeing the advertising and publicity campaign being prepared on "Because Of You" and Arlene Dahl, as well as other important releases.

For the 10 branch managers, Don Gillin, Seattle; Jack Langan, Kansas City; C. R. Ost, New Orleans; Ted Reisch, San Francisco; R. C. Settoon, Memphis; R. N. Wilkinson, Dallas; Joseph Gins, Washington; J. W. Greenleaf, Charlotte; Harry Hynes, St. Louis, and C. R. Wade, Salt Lake City, it was truly an inspiring week. They came away with a better understanding of what makes their company tick.



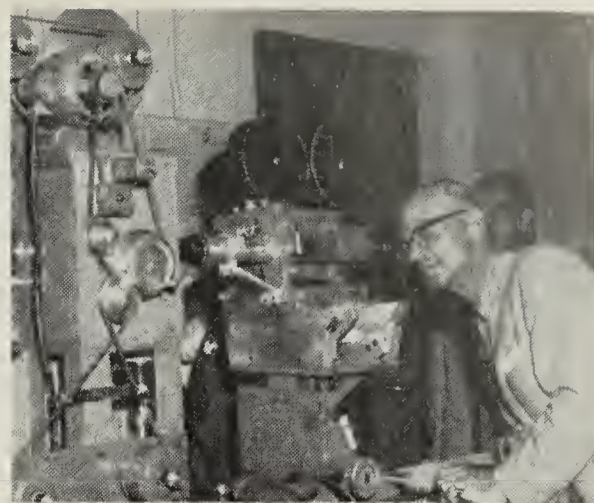
Production manager James Pratt and assistant, Joseph Wavely, explain to Ted Reisch and Buck Wade how productions are scheduled and set up before the actual shooting of a film starts.



Studio manager Morris Weiner, left, and production manager James Pratt, right, point out some interesting building on the European street set.



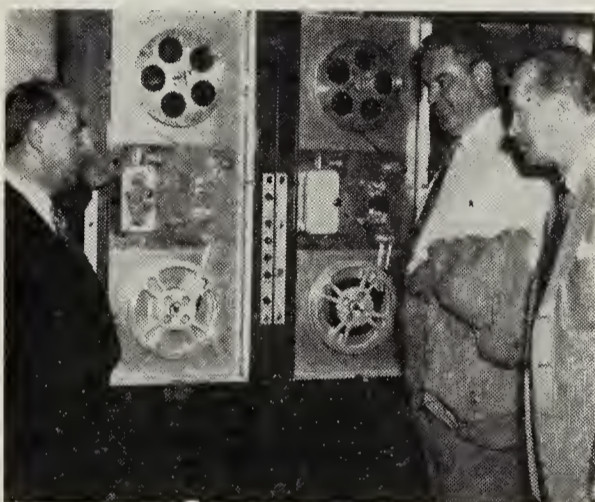
Production manager Pratt explains to Joe Gins and Dick Settoon how the new recording equipment, being used on "Desert Legion," works.



Art title department head John McCormick gives Buck Wade a view of Loretta Young, in "Because of You," through the trick movement printer.



Harry Hynes watches on the dark recording stage as music department head Joseph Gershenson directs the orchestra for some background music.



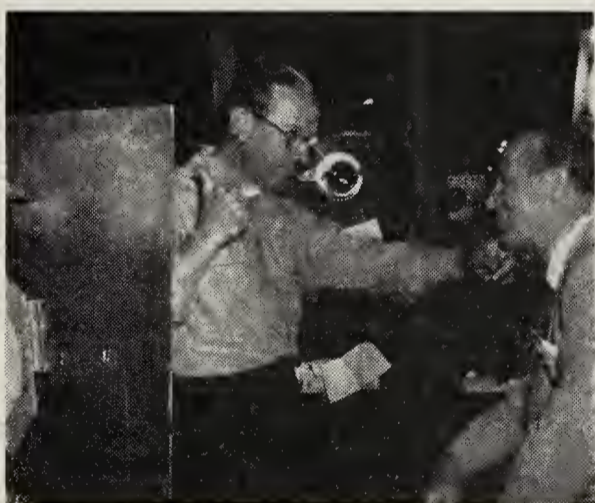
The head of the sound department, Leslie Carey, explains angles of the complex sound dubbing system to interested J. Greenleaf and J. Langan.



During a visit to the advertising department, Bob Wilkinson is seen with Clark Ramsey and Mischa Kallis, discussing some of the important angles.



Langan takes a few moments out during his tour of the studios to have his photograph taken by veteran Ray Jones as a souvenir of his coast visit.



In the matte shot department, Weiner explains things as Greenleaf looks through a finder, and Charlie Ost awaits to look at the goings-on.



A photographic sitting of Arlene Dahl is discussed by Settoon and Wade with Al Horwits during a visit to the publicity department during the tour.



The official welcome at the studio finds the group met by David Lipton, William Goetz, Al Daff, and Edward Muhl as they arrive for their visit.



Nate J. Blumberg, for whom the drive was named, meets Reisch, Greenleaf, Don Gillim, Gins Wilkinson, Wade, Ost, Hynes, Settoon, and Langan.

New York News Letter

— By Mel Konecuff —

DON HARTMAN, Paramount production chief, arrived in town last week for conferences with home office executives on the 1953 program, which will consist of from 22 to 24 features, to be made at a cost of about 30 millions, with at least half in color by Technicolor. Of this number, at least four, and possibly five, subjects will be made partially or wholly abroad.



KONECOFF

He also discussed the company program to build new stars, and how exhibitors and press can be brought into the overall campaign. The company is heeding the call for new faces, and plans to build a stable of its own stars, and press cooperation will be sought in establishing the people before the pictures. Exhibitors can help by pushing the new talent, and some exhibitor apathy along those lines will have to be overcome, he said.

One of the advance stunts to plug both new personalities and the features is a half-hour featurette to feature actual screen tests made of personalities such as Rosemary Clooney, Audrey Hepburn, etc., and then show them in some scenes from films in which they appear. It may be called "How To Break Into The Movies", and may be offered gratis for release probably in February, to herald the forthcoming films.

The Golden Circle, using trainees, will be continued, he said, as will the policy of using established stars to pull up promising newcomers. By the end of 1953, Hartman expects to have a stable of stars fairly well established. He asked for exhibitor assistance as well as suggestions from theatremen on this and any other subject dealing with picture making, promising full attention to be paid to letters, etc.

Hartman reported that production costs are still going up. Plans are presently in work to reduce these costs while increasing quality of pictures. A 16-week survey has shown studio executives that quality can be increased through thoughtful economy. He has urged that five rules be observed for good picture-making: Buy a good story, one that will make an interesting and unusual picture; cast writers as carefully as possible for individual scripts; cast proper directors for the subjects; cast the right performers who fit the roles and not because they happen to be around under contract, and fit in all the other elements properly from the cameraman to the ultimate selling and exploitation.

Record-Breaking Number At Chicago Allied Meeting

CHICAGO—A record-breaking registration highlighted the National Allied convention here this week.

(Complete coverage of the sessions will appear in the next issue of EXHIBITOR—Ed.)

He is also urging adherence to his four-point economy plan: Don't buy a story just to keep the studio busy but rather because it is fresh and original; decide beforehand the release length of a film, and then assign scripts accordingly since they can be timed within a few minutes; reduce the number of set-ups required in each film by rehearsals in advance, which will also familiarize the cast with the story, and see that cameramen and cutter are assigned to the project in advance so that they, too, will be conversant with schedule and story, and cut down the number of sets to reduce the number of set-ups.

Following these four points, should, Hartman estimated, save about two millions while tightening up production. He felt that he would like to spend about a month, when he can get away, visiting exchanges and exhibitors everywhere, and talking to the public.

The production executive wasn't quite sure whether he would have to take a quick trip to Europe before returning to the coast to discuss several productions planned for foreign filming. The four films in the category at the moment are: "Babylon Revisited", which William Wyler will produce and direct, to star Gregory Peck, and to be shot mostly in Paris in July or August; "Wings Across The Sea", which John Bolting is writing and will direct, to be filmed partly in England and partly in Hollywood with Joseph Siström handling the production, and "Elephant Walk", to be filmed 50 per cent in Ceylon and the balance in Hollywood. If he goes to Europe, Hartman expects to see the cutting done on "Roman Holiday", which stars Gregory Peck and Audrey Hepburn, and which was filmed in Rome by Wyler. He also announced that while Paramount was cooperating with Italian producers on some co-production deals, these films would be distributed by Paramount only on the European continent, not in the United States.

THERE ARE GOOD FILMS IN YOUR FUTURE. The other day, we were permitted to sit in briefly at the meeting of division managers held at the 20th-Fox home office just in time to hear Al Lichtman, company director of distribution, say that he was very optimistic about the future, and that the company was backing that optimism by preparing to spend 100 million dollars in 1953 in the operation of the production and distribution phase of the business. Naturally, this includes producing films, prints, advertising, etc. He also announced a strong product lineup for the coming year, to be found in detail elsewhere in this issue.

Incidentally, it looks as though 20th-Fox product will make quite a splash in the Christmas lineup for Broadway first-runs with "My Cousin Rachel" scheduled for the Rivoli; "Rube Gentry" at the Mayfair, and "Stars And Stripes Forever" at the Roxy.

"Adventure" Best On Sluggish B'way

NEW YORK—Business in the Broadway first-run situations was nothing to get excited about last weekend, with the Radio City Music Hall opening with "Plymouth Adventure" leading the way. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"OPERATION SECRET" (WB). Paramount, with stage show, claimed the second week would tally \$61,000.

"BLOODHOUNDS OF BROADWAY" (20th-Fox). Roxy, with stage show, garnered \$36,000 on Friday, Saturday, and Sunday, with the opening week anticipated at \$55,000.

"PLYMOUTH ADVENTURE" (MGM). Radio City Music Hall, with stage show, hit \$81,000 for Thursday through Sunday, with the opening week heading toward \$123,000.

"THE LUSTY MEN" (RKO). Criterion claimed \$10,000 for the fourth week.

"THE SNOWS OF KILIMANJARO" (20th-Fox). Rivoli reported \$23,000 for the ninth week.

"THE TURNING POINT" (Para.). Globe expected the opening week to hit \$13,000.

"THE WORLD IN HIS ARMS" (U-I). Mayfair anticipated the sixth week at \$12,000.

"LIMELIGHT" (UA). Astor expected the fourth week to reach \$30,000.

"THE STEEL TRAP" (20th-Fox). Loew's State opened to an \$18,000 week.

"THE PRISONER OF ZENDA" (MGM). Capitol reported \$35,000 for the second week.

"BREAKING THROUGH THE SOUND BARRIER" (UA). Victoria claimed that the second week would tally \$30,000.

VARIETY CLUB LATEST: Last week saw the Variety Club of New York elect and install its new officers for the forthcoming year at a luncheon-election session at Paramount Caterers with Edward Lachman elected Chief Barker; Edward Fabian, First Assistant; Martin Levine, Second Assistant; Ira Meinhardt, Property Master, and Harold J. Klein, Dough Guy. The annual membership meeting also heard the various officers report the state of the treasury, and that there are 514 members at the moment, Variety International officer Murray Weiss urge the opening of a permanent club room and the adoption of a worthy charity, and outgoing Chief Barker William German forecast that with the new crew personifying "youth and energy", he expected the new approach to start the ball rolling in the right direction.

Lachman, in his acceptance talk, stated that the tent will succeed in attaining its goal, and that it should be sort of a "super compo", doing a public relations job in addition to all its other functions. A Heart Committee is to be named to investigate a proper charity or possibly several small charities that can be serviced by the tent as well as a fund-raising committee, and a house committee to initiate and supervise parties, luncheons, weekly get-togethers, etc. He urged full cooperation.

Aboard the dais were: Fabian, Meinhardt, Morris Sanders, Saul Trauner, Bert

(Continued on page 18)

Grant And Picker Resign RKO Radio Posts

Three New Board Members Named; Howard Hughes Sued By Minority Stockholders; Other Company Changes

NEW YORK—The changing tides at RKO Radio again made headlines last week as Arnold Grant turned in his resignation as board chairman and executive officer of the corporation and three minority stockholders filed a suit in State Supreme Court seeking a temporary receivership for the corporation, naming Howard Hughes as defendant.

Grant had assumed executive duties with RKO as part of a five-man syndicate, headed by Ralph Stolkin, which had purchased controlling interest from Howard Hughes. Since then, Stolkin, A. L. Koolish, his father-in-law, and William Gorman resigned from the board. Grant, William H. Clark, treasurer; Sherrill Corwin, vice-president and board representative in Los Angeles; Edward G. Burke, Jr., and Gordon Youngman had remained on the board.

The board also announced the resignation of Arnold Picker, executive vice-president, who was brought into the company by Grant when he assumed office as board chairman. Grant's resignation resulted from a dispute over the choice of two men to fill vacancies on the five-man board. Grant had proposed Robert Butler, director, American National Bank of St. Paul, Minn., and president, Walter Butler Company, construction engineers, and Lawrence Cowan, president, Lionel Corporation. Burke and Corwin, the other two directors, both members of the Stolkin syndicate, opposed Grant's nominations, but offered no nominees of their own. It was then Grant resigned, explaining that his task had become impossible.

After the meeting, Corwin, as acting board chairman, announced that three new directors had been chosen "from the ranks." Charles Boasberg, general sales manager, with the company 21 years; William Zimmerman, general counsel, with the company 18 years, and Ross Hastings, assistant secretary in charge of studio operation, with the company 16 years.

Corwin also announced that the board had directed him to consult with David Tannenbaum, west coast film attorney, who flew in to confer with the board and Ned E. Depinet, company consultant and former president.

Grant said that when he was elected, he told the board his sole obligation would be to work for the best interests of all stockholders and employes, without regard to special interests, and with the purpose of revitalizing the corporation.

"I have made every effort," he said, "to obtain men of the type described to serve as directors so that all question of internal integrity of purpose would be removed and the corporation could get on with the urgent job of meeting the many problems which it was and still is facing.

"Action of the board at this time manacles my hands, and makes it evident that



Don Hartman, third from left, Paramount production head, in New York City recently discussed plans with trade press representatives.

it is impossible to reconstitute the board at this time with persons of sufficient calibre to meet the problems of the corporation. This, in turn, makes it impossible to have within the corporate structure the atmosphere of strength and integrity which is so necessary to attract and hold employes of outstanding calibre; to interest investors in acquiring stock and participating in the future of the corporation, and to justify banks in extending and enlarging credit."

The Supreme Court receivership suit was filed by Eli B. Castleman, Marion U. Castleman, and Louis Feuerman, minority stockholders, who charged Hughes with saddling unfair commitments on RKO, and on the Chase National Bank of New York, which had no connection with the litigation other than being the company's transfer agent. Louis Kipnis, plaintiff's attorney, filed an affidavit explaining that the application for temporary receivership does not involve the immediate solvency of the corporation. Rather, it is intended to protect and preserve the business enterprises from loss and destruction and to prevent it from becoming insolvent.

A hearing has been set for Nov. 21.

The affidavit charged that after Hughes had obtained control of RKO from the Atlas Corporation, he had assumed the title of managing director, and replaced directors and officers with his own nominees, actively interfering with the company's production activities. Plaintiffs complained that Hughes got rid of Dore Schary, production head, by cancelling the shooting of four features, including "Battleground", later made by MGM, winning several awards and grossing large returns. The affidavit further complained that in 1949 Hughes, preoccupied with airplane activities, "not only failed and neglected to prosper the business but also interfered with its growth and development." Kipnis charges that as a result of losing top executives, the company suffered losses of more than \$1,000,000 annually. He also charged that in 1948, Hughes caused RKO to pay \$100,000 to the Hughes Tool Company for the services of Jane Russell, and that such a payment constituted a waste of corporate funds since her acting ability and talent are of

a minor nature. The affidavit states, "Such hiring would not have taken place nor payment been made except for the economic coercion and domination by Hughes of the RKO enterprise."

The stockholders also allege that production of "The Outlaw", after costing nearly \$2,000,000, stirred up much adverse publicity, and evoked Cardinal Dougherty's condemnation. They hold that the company has sustained loss and damage while Hughes and his private enterprises have profited. The suit also seeks to force Hughes to account for the corporate transactions, including sale of RKO control to the Stolkin syndicate.

Meanwhile, Hughes, under a stipulation made with the Department of Justice last fortnight, was permitted to take his RKO Theatres stock, in trusteeship with the Irving Trust Company since January, 1951, out of trust, with two provisions.

One requires Hughes to put the theatres stock back into trust if he re-takes the stock of RKO Radio Pictures or if the new purchasers of the company's control don't pay for the stock. If Hughes re-takes the pictures stock, he must put that stock or the theatres stock back into trust. The second stipulates that if Hughes becomes a creditor to the purchasers or if he becomes a guarantor of any part of the \$8,000,000 loan which he agreed to make upon the sale of the picture company stock to the Stolkin group, then he must put the theatre stock back into trust.

Charles Alexander Moses has been appointed special home office exploitation representative at RKO, it was announced by Leon Brandt, exploitation manager. He replaces Hal Olver, resigned. Moses recently returned from Europe where, for the past 13 months, he was an executive with Radio Free Europe.

Alfred Crown, foreign manager, RKO, announced that Robert S. Wolff, managing director in the United Kingdom, is continuing in that capacity.

On the coast, William J. Fadiman, with RKO studios since 1947 in an executive capacity, resigned.

Lewis J. Rachmil, RKO producer since 1949, announced his resignation last week.

Reports persisted that Stolkin syndicate was conferring with several individuals on the possibility of disposing of the stock it purchased from Hughes.

Arthur B. Krim, president, United Artists Corporation, announced later that Picker will continue as a stockholder and vice-president of United Artists in charge of foreign distribution.

Second Tex. "Movietime" On

DALLAS—Nine Hollywood personalities flew in last weekend for a week-long "Movietime tour" of Texas. Those making the tour are John Carroll, Susan Cabot, Jean Hagen, Wayne Morris, Hugh O'Brien, Chill Wills, Keenan Wynn, Vera-Ellen, and director Fred DeCordova.

This is the second "Movietime" tour for Texas.

The International Scene

Canada

CANADA'S MOTION PICTURE CENSORS have agreed that television should be subject to their scrutiny like motion pictures. This was the conclusion reached by them after three days of meeting in Toronto under the chairmanship of Colonel P. J. Fleming, Alberta Censor Board. A statement released following the closed meetings told of a resolution passed unanimously, which read that "to maintain a level television programming which gives full consideration to provincial censorship laws, there should be established and enforced general principles similar to those applied to motion pictures and their promotion." Already the Province of Quebec through its premier, Maurice Duplessis, has announced that legislation would be passed making it mandatory for television to come under the jurisdiction of the Quebec Censor Board, though the Canadian Broadcasting Corporation has already said the matter was one of federal jurisdiction. According to the statement made by those attending the convention, which included representatives of all provinces of Canada, except British Columbia, Prince Edward Island, and Newfoundland, (the latter two having no censor boards), television was a matter to be discussed by the representatives of the various provincial boards. They felt it wise in the event of the responsibility being placed upon them. Television, they said, no matter "who makes its material, who sells it, who handles it, regardless of whether it is projected by the instantaneous method or by the film method, is a motion picture vehicle, and as such, should be subject to existing laws of censorship as they affect motion pictures." The reasons for censorship are then discussed by the censors, pointing out that between four and five million Canadians attend movies each week, therefore the film reaching every home in some way or other, with the "graphic nature of this form of entertainment," has caused many people to derive lasting impressions from what they have seen on the screen, and a large percentage of the



Rock Hudson, U-I star of "The Lawless Breed," in London completing "The Sea Devil" for RKO, was greeted recently by Queen Elizabeth at the Royal Command Performance of MGM's "Because You're Mine" at the Empire, London.

motion picture audience being made up of children. A keener sense of responsibility for television is felt by the censors since the TV audience is one at home.

The theatre screen as a medium of advertising was stressed in the report of Arch H. Jolley, executive director, Motion Picture Theatre Association of Ontario, presented to its 11th annual meeting in Toronto. A total of 1526 gratis bookings of trailers for government departments and charitable organizations were made by the MPTAO during the past year. Altogether 13 organizations benefitted by the trailers which had on the end that it had been approved by the Canadian Motion Picture Industry Council, and that it was provided gratis by the theatre. A membership report from chairman Harland Rankin showed that 363 theatres and 12 drive-ins were now MPTAO affiliates. The association, under President Harry S. Mandell, voted unanimously to support the plan of the Motion Picture Industry Council of Canada for the establishment of a public relations institute. Twelve directors, who will choose the officers at their first meeting, were elected, Morris Berlin, Ottawa; Jack Clarke, Toronto; Louis Consky, Hali-

burton; Angus Jewell, Cannington; Harry S. Mandell, Toronto; J. D. McCulloch, Petrolia; Harland Rankin, Tilbury; Floyd Rumford, Forest; Morris Stein, Toronto, and William Summerville, Jr., Toronto.

In Toronto, a half century of motion picture theatres was honored at a dinner with the presentation of awards to six persons in recognition of their contributions to the industry. The six, Ernest Ouimet and George Ganetakos, Montreal; Jule Allen, Toronto; John Schuberg, Vancouver; Archie J. Mason, Springhill, N.S., and Gordon Spencer, on behalf of his late father, the late Fred G. Spencer, of Saint John, N.B., were each presented with a gold scroll backed by a small marble plaque by Lieutenant Governor of Ontario Breithaupt. Addresses were given by Jack Cohn, president, American Motion Picture Pioneers, and Canadian Immigration Minister Harris, and the significance of the occasion was dealt with by Leonard W. Brockington, president, J. Arthur Rank Organization. Nat Taylor, Canadian Motion Picture Pioneers, presided. Brockington commented on the past half century. He also found it appropriate to comment on the U. S. Department of Justice's action regarding Charlie Chaplin. Before the actual presentation of each award, a series of two or three slides showing scenes from the early lives of the pioneers to be honored were shown, against a commentary by Win Barron. Interspersed with these slides were the usual slides about no smoking, the projector breaking down, and not throwing the shells of the peanuts on the floor. Projectionist for the occasion was Solly Cohen, Victoria, Toronto. The celebration for those who rocked the cradle of the industry prompted a special section in The Toronto Telegram paying tribute to the industry, with larger advertisements being taken by the theatre companies, Odeon and Famous, and by the film companies, as well as tributes from the department stores. This was prepared by Jim Hardiman, who, along with Hye Bossin, were responsible for the publicity picked up in the Toronto papers, under the convenship of Clare Appel.

CANADIAN CLIPS: Use of open-air film shows was criticized at the annual convention of the Maritime Motion Picture Exhibitors Association at St. John, N.B. Drive-in operators placed on record a motion sponsored by J. M. and Mitchell Franklin of St. John, against the establishment of the open-air within 15 miles of established drive-in theatres. The Franklins head up the Franklin and Herschorn theatre interests, operating drive-ins near St. John, Halifax, and Sydney, N.S. . . . The Canadian Moving Picture Distributors Association was host at a dinner to the provincial motion picture censors gathered in Toronto for their annual convention, while the censors entertained the general managers and branch managers of the film companies on the final day of their meeting. . . . Gerry Sanderson, manager, Odeon Carlton, Toronto, staged a fashion show. . . . The Alberta Theatres Association held its annual meeting at the Palliser Hotel, Calgary. President A. W. Shackelford, Lethbridge, was in the chair.

—HARRY ALLEN, JR.



Holding special scrolls recently presented to them by the Canadian Motion Picture Pioneers at their golden anniversary celebration in Toronto are the six honored for their contribution to the advancement of the industry during the past half century, left to right: Mrs. Breithaupt, wife of the lieutenant-governor; N. A. Taylor, Pioneers president; W. E. Harris, immigration minister; John Schuberg, Vancouver; George Ganetakos, Montreal; Jules Allen, Toronto; Lieutenant-Governor Breithaupt; Archie Mason, Springhill, N. S.; Ernest Ouimet, Montreal, and Gordon Spencer, who received the award for his father, the late Fred G. Spencer, St. John, N. B. The affair was one of the best in years.

Plans Being Readied For Colosseum Meeting

ATLANTA—Final plans for the national convention of the Colosseum of Motion Picture Salesmen, Nov. 21-23, were made last fortnight at a meeting of Loge I. As a tribute to its founder, the late Frank W. Salley, who organized the group in 1945, this year's convention has been designated "The Frank W. Salley Memorial Convention."

Jim McCormick, president, Atlanta loge, designated the following committee heads: C. T. Jordan, Sr., transportation; Herb Legg, entertainment; Harris Winn, information; Walt Walker, credentials; Larry Terrell, secretarial; Sid Reams, speakers, and Jim Cronin, publicity.

Convention headquarters will be in the Ansley Hotel.

Goldwyn Clarifies Statement On Sub. TV

NEW YORK—Samuel Goldwyn last week issued a statement clarifying a story which had appeared in a local newspaper regarding subscription TV and theatres.

He declared:

"I did not predict that within five years, 50 per cent of the nation's theatres will be closed and the motion picture market will be shared equally by pay-as-you-go television and theatres. Nor did I say with respect to my next picture that if when it is finished, pay-as-you-go television is a reality, as I think it may be, that's where my next picture will be seen.

"I doubt very much that subscription-TV will be anything like a reality when my next picture is completed so there can be no question but that it will be seen in the theatres. What I actually said was that in my judgment it would be *at least* five years before subscription television was commercially feasible, and that then pay-as-you-go TV would have a share of the motion picture market, not that the market would be shared equally between subscription TV and theatres.

"Although I have been aware of the potential of subscription TV for a long time, it has always been, and still is, my judgment that theatres will continue to be the main source of motion picture exhibition and revenues.

"No matter what is shown in the living room, people will continue to go out to the theatre for real motion picture entertainment. When the time comes when good current pictures can be shown via subscription TV, it will serve only to whet the public appetite for the great pictures that can be seen to advantage only in the theatres.

"Certainly many existing theatres will be closed within the next five years. I have never predicted it would be 50 per cent, but that is a normal result in any dynamic business which adjusts itself to new factors as they arise. Vigorous, alert theatre owners will always keep abreast of the times, and, if the trend in Hollywood toward fewer and better pictures is met with real showmanship on the part of exhibitors, the theatre end of the business will be in good shape."

20th-Fox Outlines 24 Features For Release From Jan.-Sept.-'53

NEW YORK—20th Century-Fox's Al Lichtman, director of distribution, last week announced a slate of 24 features to be released in the period running from January to September. The announcement, coming at the special home office meeting of the company's division sales managers, revealed that 13 will be filmed in color by Technicolor.

The lineup will be topped by Darryl F. Zanuck's production, "The Robe."

For January, the attractions are Daphne du Maurier's "My Cousin Rachel", starring Olivia de Havilland and Richard Burton, produced by Nunnally Johnson, and directed by Henry Koster; "Ruby Gentry," a Bernhard-Vidor production, starring Jennifer Jones, Charlton Heston, and Karl Malden, produced by Joseph Bernhard and King Vidor, and directed by him, and "The I Don't Care Girl", story of Eva Tanguay, in color by Technicolor, and starring Mitzi Gaynor, David Wayne, and Oscar Levant, produced by George Jessel, and directed by Lloyd Bacon.

February releases are "Taxi", starring Dan Dailey and Constance Smith, produced by Samuel G. Engel, and directed by Gregory Ratoff; "Niagara", color by Technicolor, starring Marilyn Monroe, Joseph Cotten, and Jean Peters, produced by Charles Brackett, and directed by Henry Hathaway, and "The Farmer Takes A Wife", color by Technicolor, starring Betty Grable, Dale Robertson, Thelma Ritter, and John Carroll, produced by Frank P. Rosenberg, and directed by Henry Levin.

March releases are "Treasure Of The Golden Condor", color by Technicolor, starring Cornel Wilde and Constance Smith, produced by Jules Buck, and directed by Delmer Daves, and "The Silver Whip", starring Rory Calhoun and Dale Robertson, produced by Robert Bassler, and directed by Harmon Jones.

April releases are "Tonight We Sing", the Sol Hurok Technicolor musical biography, starring David Wayne, Enzo Pinza, Roberta Peters, Tamara Toumanova, Anne Bancroft, Isaac Stern, Byron Palmer, and the voice of Jan Peerce; "The President's Lady", starring Susan Hayward and Charlton Heston, produced by Sol C. Siegel, and directed by Henry Levin; "Destination Gobi", color by Technicolor, starring Richard Widmark, Don Taylor, and Murvyn Vye, produced by Stanley Rubin, and directed by Robert Wise, and "The Desert Rats", starring Richard Burton, Robert Newton, and James Mason, produced by Robert L. Jacks, and directed by Samuel Fuller.

May releases are "The Girl Next Door", color by Technicolor, starring June Haver, Dan Dailey, and Dennis Day, produced by Robert Bassler, and directed by Richard Sale; "Man On A Tightrope", starring Frederic March, Terry Moore, and Gloria Grahame, produced by Robert L. Jacks, and directed by Elia Kazan.

June releases are "Call Me Madam", color by Technicolor, starring Ethel Mer- man, Donald O'Connor, George Sanders, and Vera-Ellen, produced by Sol C.

Siegel, and directed by Walter Lang; "Down Among The Sheltering Palms", color by Technicolor, starring William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne, and Gloria De Haven, produced by Fred Kohlmar, and directed by Edmund Goulding, and "Nearer My God To Thee", starring Clifton Webb, Barbara Stanwyck, Thelma Ritter, and Richard Basehart, produced by Charles Brackett, and directed by Jean Negulesco.

July releases are "White Witch Doctor", color by Technicolor, starring Susan Hayward and Robert Mitchum, produced by Otto Lang, and directed by Henry Hathaway; "Powder River", color by Technicolor, starring Rory Calhoun, Crinne Calvet, and Cameron Mitchell, produced by Andre Hakim, and directed by Louis King, and C. S. Forester's "Sailor Of The King", starring Jeffrey Hunter, Cameron Mitchell, and Michael Rennie.

August releases are "Gentlemen Prefer Blondes", color by Technicolor, starring Marilyn Monroe and Jane Russell, produced by Sol C. Siegel, and directed by Howard Hawks; "Pickup On South Street", starring Richard Widmark, Jean Peters, and Thelma Ritter, produced by Jules Schermer, and directed by Samuel Fuller, and "Baptism Of Fire", starring Victor Mature, produced by William Bloom, and directed by Robert D. Webb.

September will be capped by "The Robe", offered on a pre-release basis.

Lichtman Emphasizes Need For Showmanship

NEW YORK—Emphasizing the need for aggressive and creative merchandising to the public, Al Lichtman, director of distribution, last week opened a two-day meeting of domestic and Canadian division sales managers.

Lichtman stressed the release of four top pictures during the Christmas and New Year holiday, "Stars And Stripes Forever", "My Cousin Rachel", "Ruby Gentry", and "The I Don't Care Girl."

The discussions were participated in by all of the men with leadership stemming from Lichtman, W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, western sales manager, and Arthur Silverstone, eastern and Canadian sales manager.

Also developing portions of the discussions were executive vice-president W. C. Michel and vice-president Charles Einfeld. Einfeld emphasized the merchandising plans.

Lichtman pointed out the heavy musical and military backing being given "Stars And Stripes Forever."

UA Reveals Financing Deal

NEW YORK—Arthur B. Krim, president, United Artists Corporation, announced last week that the Chemical Bank and Trust Company and United Artists had concluded an agreement providing primary financing for a program of 10 motion pictures. Negotiations were conducted by Edward Van Pelt and Milton Gettinger, on behalf of the Chemical Bank, and by Robert S. Benjamin, Seymour M. Peyser, and Krim on behalf of United Artists.

The New

RKO IS READY TO GO!

**WITH THE MOST POWERFUL
PRODUCT LINE-UP IN YEARS!**

Golden days ahead for RKO's exhibitor friends...with the new RKO unfurling its biggest array of boxoffice dynamite in time for the big holiday business and beyond! *Just look...*



**"BLACKBEARD,
THE PIRATE"**

RKO presents "BLACKBEARD, THE PIRATE"
Color by Technicolor • An Edmund Grainger
Production • Starring Robert Newton • Linda
Darnell • William Bendix • Keith Andes

NATIONAL RELEASE DEC. 25



**"MONTANA
BELLE"**

Jane Russell as "MONTANA BELLE" • Co-star-
ring George Brent • In Trucolor • With Scott
Brady • Forrest Tucker • Andy Devine • Pro-
duced by Howard Welsch • Associate Producer
Robert Peters

NATIONAL RELEASE NOV. 11

Walt Disney's
"PETER PAN"
 A New Achievement in
 Cartoon Entertainment
 Color by
TECHNICOLOR
 KEY-CITY PRE-RELEASE IN **FEB.**



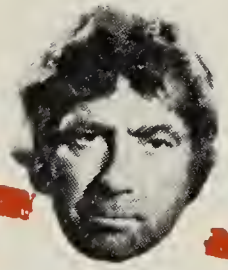
Samuel Goldwyn's
"HANS CHRISTIAN ANDERSEN"
 Samuel Goldwyn presents "HANS CHRISTIAN ANDERSEN and the Dancer" • Color by Technicolor • Starring Danny Kaye and Farley Granger and introducing Jeanmaire
 PRE-RELEASE **NOV. 24**



"BEAUTIFUL BUT DANGEROUS"
 Howard Hughes presents Robert Mitchum • Jean Simmons • Arthur Hunnicutt in "BEAUTIFUL BUT DANGEROUS" with Edgar Buchanan • Wallace Ford • Raymond Walburn
 NATIONAL RELEASE **FEB. 27**



"ANDROCLES AND THE LION"
 Gabriel Pascal presents Bernard Shaw's "ANDROCLES AND THE LION" starring Jean Simmons • Victor Mature • Robert Newton • Maurice Evans and Alan Young as 'Androcles' • With Elsa Lanchester • Reginald Gardiner • Gene Lockhart • Produced by Gabriel Pascal
 NATIONAL RELEASE **OCT. 28**



"ANGEL FACE"
 Howard Hughes presents Robert Mitchum • Jean Simmons in "ANGEL FACE" co-starring Mona Freeman • Herbert Marshall
 NATIONAL RELEASE **FEB. 11**

"NEVER WAVE AT A WAC"
 Frederick Brisson presents Rosalind Russell • Paul Douglas • Marie Wilson in "NEVER WAVE AT A WAC" • An Independent Artists Picture
 NATIONAL RELEASE **JAN. 16**



"FACE TO FACE"
 Huntington Hartford presents "FACE TO FACE" • A Duo-Drama comprising James Mason in "THE SECRET SHARER" by Joseph Conrad with Gene Lockhart • Michael Pate and Robert Preston in "THE BRIDE COMES TO YELLOW SKY" by Stephen Crane • Introducing Marjorie Steele with Minor Watson
 RELEASED **NOV. 14**



Titles and Release Dates subject to change.

This Was The Week When

The December issue of American magazine contained an article on Trueman T. Rembusch, covering the survey made by the Indiana exhibitor on patrons' tastes. . . . MGM revealed that during Thanksgiving Week, there would be approximately 400 openings of "Plymouth Adventure", with an invitational screening tomorrow (Nov. 20) at the Old Colony, Plymouth, Mass. . . . UA announced five films for November and December, "Kansas City Confidential", "Babes In Bagdad", "Outpost In Malaya", "Monsoon", and "Breaking Through The Sound Barrier."

RKO Theatres started using a special feature presentation lead in Technicolor, whenever Technicolor features are shown. . . . Columbia launched its national campaign for the Kramer "The 5000 Fingers Of Dr. T", scheduling a huge float in the Macy parade in New York City on Thanksgiving Day, to be seen over a TV network. . . . Italian Films Export started a new phase of promotion, aiming mailing pieces at exhibitors. . . . 20th-Fox set the world premiere of "My Cousin Rachel" at the Rivoli, New York City, in January. . . . RKO began publicity for "Montana Belle" with "Miss Montana Belle", in a tour of key cities. . . . Names of 15 stars who have volunteered to entertain G.I.'s in Korea during the holiday period were announced from Hollywood, including: Unit 1, Paul Douglas, Jan Sterling, and Richard Allan; 2, Walter Pidgeon, Keenan Wynn, Barbara Ruick, Peggy King, Carleton Carpenter, and Carolina Cotton, and 3, Beverly Tyler, Bill Shirley, Pat Moran, Jack O'Connor, Donna Lee Hickey, Rory Calhoun, and Lita Baron.

Samuel Goldwyn was awarded a scroll of honor in New York by the trustees of the Will Rogers Memorial Hospital as the first producer to make a film available for a benefit for the hospital at Saranac Lake, N. Y., giving "Hans Christian Andersen" for showing at the Criterion. . . . WB set the world premiere of "The Jazz Singer" at the Fox Beverly, Beverly Hills, Cal., on Dec. 30. . . . The Los Angeles, Cleveland, and New Haven UA exchanges held first places in the end of the second week of the "Bill Heineman Drive."

The world premiere of Renown's "The Pickwick Papers" took place at the Gaumont Haymarket, London. . . . A. Montague, president, Will Rogers Memorial Hospital, paid tribute to the motion picture trade press for ad space cooperation in the annual Christmas "Salute" and to U-I, Columbia, and 20th-Fox for art and production in the campaign. . . . U-I set in motion world premiere plans for "Mississippi Gambler" in the St. Louis, Memphis, and New Orleans territories. . . . United Paramount Theatres declared a dividend of 25 cents per share on the outstanding common stock.

MGM Gives "Plymouth" Heavy Sales Backing

NEW YORK—Howard Dietz, vice-president and director of advertising, publicity, and exploitation, and his staff have planned one of the most comprehensive campaigns for "Plymouth Adventure," the nationwide planning to be highlighted by special advertisements in newspapers with a total circulation of close to 50,000,000, prior to and during the run of the picture, it was revealed last week.

Sparking the promotion campaign will be a tour of the Mayflower replica used in the film version. Elliott Foreman, Dan Terrell's New York exploitation staff, will act as advance man, and precede the tour in all cities, while Captain Volney Phifer will be in charge of the boat on its trip.

Previously, Dawn Addams, who appears in the picture, toured eight eastern and southern cities.

Additionally, MGM has prepared four trailers, available from MGM branches. Special screenings are scheduled to be held in cities where descendants of the Pilgrims are located, for timely publicity. Also screenings will be held for newspaper men, radio and TV editors and other local personalities. An invitational screening will be held at the Old Colony, Plymouth, Mass. This theatre is scheduled to hold the New England premiere on Nov. 25, with other theatres following shortly thereafter.

More than 400 will be invited by MGM, the Plymouth Chamber of Commerce, and

the Mayflower Society. A luncheon with typical Thanksgiving fare will be held prior to the invitational screening at Plymouth Memorial Hall. Direct descendants of the Mayflower will act as hosts dressed in the costumes of their ancestors.

During the luncheon, MGM has arranged for a visual reenactment of the signing of the Mayflower Compact.

National tieups and special accessories are many. MGM also is making good use of its national tieup with Quality Bakers, which will feature Miss Addams, in ads in hundreds of newspapers. The same photo and picture credit will be found on labels.

There also is a Free Westinghouse and New Homes Sewing Machine Fashion Award contest, for which \$50,000 in prizes will be distributed by 3500 dealers.

Lees TV Network Set

NEW YORK—Theatre Network Television announced last fortnight that the James Lees and Sons theatre telecast of its dealer convention on Dec. 8 would be carried by the following theatres: RKO Keith, Washington; Stanley, Philadelphia; Guild, here; Pilgrim, Boston; Loew's State, St. Louis; Harris, Pittsburgh; Hollywood, Detroit; RKO Albee, Cincinnati; Hippodrome, Cleveland; Gopher, Minneapolis; Telenews, Chicago; Paramount, Denver; Camark, Salt Lake City; Telenews, San Francisco, and Orpheum, Los Angeles.

The closed circuit telecast will originate from NBC television studios. The theatres will keep their doors closed to the general public until the end of the telecast.

Goldwyn Honored; Gives WRMH \$25,000

NEW YORK—Honored by the trustees of the Will Rogers Memorial Hospital last week, Samuel Goldwyn pledged an additional donation of \$25,000 to the hospital, and declared further that he will make provision in his will, when he gets back to Hollywood, for the hospital.

Goldwyn was introduced by Abe Montague, president of the board of trustees, who expressed his gratitude to Goldwyn for what he has already done to further the success of the hospital.

Montague also expressed his appreciation to Variety Clubs International for the time and the money already donated to the hospital.

He also read some of the letters of people who have benefited by the hospital's services.

Charles Lewis, representing the hospital, also expressed himself on the magnificent job that the hospital is doing for the industry and to Goldwyn.

Goldwyn was awarded a scroll of honor as the first producer to make a film available for a benefit and for his inspiration in helping to establish this important American motion picture industry event.

"Hans Christian Andersen" will have its Will Rogers Memorial Hospital benefit showing at the Criterion on Nov. 24. The entire proceeds from the benefit will go to the hospital fund.

Columbia Salaries Revealed

WASHINGTON—The Securities and Exchange Commission was informed last week that Harry Cohn earned \$197,600 as president of Columbia for the fiscal year ended on June 30, 1952, as against \$201,400 last fiscal year.

The company's annual report cited the following executive salaries: Jack Cohn, executive vice-president, \$145,000; A. Schneider, vice-president and treasurer, \$130,000; N. B. Spingold, vice-president in charge of advertising and publicity, \$94,600, as against \$108,000 last year, and A. Montague, vice-president in charge of domestic sales, \$130,000. The figures include expense allowances. Directors and officers as a group earned \$1,148,000 during the year, the report stated.

TV Peace On Coast

HOLLYWOOD—The International Brotherhood of Electrical Workers, by withdrawing its application to the NLRB for certification as bargaining agency for craft workers at Paramount TV station KTLA, last week apparently ended a jurisdictional dispute that threatened to have national repercussions and involve the studios. IATSE had threatened to fight that jurisdiction and the IBEW position in television if it persisted in the attempt to gain complete control at KTLA.

Offering Idea In Columbus

COLUMBUS, O.—Lee J. Hofheimer and Albert L. Sugarman, owners, Little Theatre, announced last week that the house will try out the free-will offering plan in place of admission charges. Payment of the 20 per cent admission tax is avoided by asking patrons to pay whatever they feel the entertainment was worth.

U-I Leaders Reveal New Releases; Attractions Heavily Exploited

NEW YORK—Optimistic statements from top U-I chieftains on both the east and west coast last week emphasized the importance of the company's releasing plans for the coming months.

Milton R. Rackmil, president, and N. J. Blumberg, chairman of the board of directors, issued a joint statement declaring:

"Universal is inspired more than ever by the thought that the future of the motion picture business can be a brilliant one. We are a company of optimism and enthusiasm. However, we do not mean that these attributes make us unaware of the many problems that confront this industry. We believe that if our industry unites for the general welfare, and attacks its problems with concerted effort, nothing but success can result. The main objective is to design its program of pictures so that the theatres of this country can prosper with us. In the final analysis, the major problem is to get more people into the theatres by offering the public the best in entertainment and the best in publicizing and promotion of good pictures which will provide the entertainment the public seeks."

"U-I will continue to cater to the public taste in planning future productions, and will continue to rely on the public's acceptance of its pictures," states William Goetz, in charge of production at the studio. "It is not a case of anticipated trends," Goetz declared, "but merely conforming to the type of films the public wants and supports. It seems to us that the movie audience looks to Hollywood for entertainment, and our platform will be to present a well-balanced program designed to serve this purpose. This does not mean we will have a set formula. We will make every effort to foster a variety of pictures intended to please all types of motion picture fans. We naturally will keep in mind pleasing both the exhibitor and his customer. If we please the patrons, we know we will please the exhibitor. We will make big pictures with the biggest boxoffice names available, and will also utilize the new stars we have developed on our lot."

U-I will release 10 outstanding boxoffice pictures during December, January, February, and March, eight of them in Technicolor, with January and March being designated as "Technicolor Months", Alfred E. Daff, executive vice-president, and Charles J. Feldman, general sales manager, announced.

Messrs. Daff and Feldman stated:

"Universal's point of view has been, and will continue to be, to seek the maximum playing time for its pictures. Toward this end, our sales personnel, who are constantly in touch with you and many of whom have visited our studios and seen first hand what is going on, can tell you that our program for the balance of this year and for 1953 will represent the same popular boxoffice appeal as before. Our company is ever mindful of the continued need to make pictures that appeal to the masses rather than to specialized audiences."

They pointed out that the Christmas release will be "Against All Flags," in Technicolor, starring Errol Flynn and Maureen O'Hara, and its other December release will be "The Black Castle", which was given a Hallowe'en pre-release. January will be "All Technicolor Month", highlighted by Raoul Walsh's "The Lawless Breed", starring Rock Hudson and Julia Adams; "Meet Me At The Fair", starring Dan Dailey and Diana Lynn, and "The Redhead From Wyoming", starring Maureen O'Hara and Alex Nicol. February will be headed by "Mississippi Gambler", in Technicolor, starring Tyrone Power, Piper Laurie, and Julia Adams. "Girls In The Night", successor to "City Across The River", and featuring Joyce Holden, Glenda Farrell, Harvey Lembeck, and Leonard Freeman, and introducing Patricia Hardy, is the second February release. The Technicolor "City Beneath The Sea," starring Robert Ryan, Mala Powers, Anthony Quinn, and Suzan Ball, will have a series of pre-release openings in February and a regular release in March. "Seminole", in Technicolor, will be released in March. It stars Rock Hudson, Barbara Hale, Anthony Quinn, and Richard Carlson. The second Technicolor March release will be "Gunsmoke", starring Audie Murphy, Susan Cabot, and Paul Kelly.

"These outstanding boxoffice attractions, coupled with the three important Novem-

Civil Liberties Union To Oppose Censorship

NEW YORK—It was learned last week that branches and correspondents of the American Civil Liberties Union have been urged to undertake campaigns against private groups, "who have more successfully restricted free expression in radio, television, and the movies than official censors." The action was advised in a memo from the National Council on Freedom from Censorship, an affiliate of ACLU. The memo further declared that efforts are being made to force the withholding of films in the form of exhibitor requests, threats of boycotts, picketing, and even acts of violence, and said that "the public's right to see, read, and hear can only be protected by the use of effective counter measures." ACLU will attempt to keep local groups informed of booking dates in their localities of films which have been the object of attempted suppression.

ber releases, 'Because Of You', 'It Grows On Trees', and 'The Raiders', gives U-I one of the greatest line-ups of important pictures in its history," Daff and Feldman stated.

"We're also happy to have outstanding boxoffice pictures current and coming from the J. Arthur Rank Organization. Among the pictures currently being completed in England is 'The Cruel Sea'. Also being prepared for American release are 'The Importance Of Being Earnest', in Technicolor, based on the famous Oscar Wilde

ANSWER TO YOUR TECHNICAL PROBLEMS...



The Altec Service Man

The Altec Service Man and the organization behind him



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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

play, and starring Michael Redgrave; 'The Story Of Mandy', 'The Penny Princess', and 'Something Money Can't Buy'."

The successful pattern followed during the past year in publicizing its pictures to provide exhibitors with the greatest possible promotional impact at the point of sale will be extended and intensified during the coming months, David A. Lipton, vice-president in charge of advertising and publicity, announced. He pointed out that the new pictures, highlighted by a record use of Technicolor, top boxoffice name personalities, and a group of new stars, will provide even greater promotional opportunities. U-I's campaigns for 1953, according to Lipton will be designed to achieve an even heavier advance national penetration on pictures and personalities, as well as extend the point of sale activities at the theatre level.

"The extensive use of national magazine and Sunday supplement media to reach vast motion picture audiences, including Look, The Saturday Evening Post, Collier's, Cosmopolitan, McCall's, Redbook, Woman's Home Companion, Seventeen, all fan magazines, The American Weekly, This Week, and Parade, used by U-I during the past year, will be continued, and expanded, where pictures lend themselves to this type of advertising treatment," Lipton stated. "Mississippi Gambler" is set for a comprehensive national magazine, fan magazine, and Sunday supplement treatment. 'Against All Flags' will be pre-sold in full-color page ads in Look and The Saturday Evening Post. Full-color advertising is being stressed to sell the very high percentage of Technicolor pictures.

"In this accelerated program of activities, Universal-International will not overlook the trade press, which we have found to be so effective in alerting the exhibitors of the nation to our product and to the values inherent in our films. Likewise, we will use the daily newspapers to an even greater extent than in the past to reach the general public, and to get them into the theatres where our pictures are showing.

"National commercial tieups also will be used to a greater extent to achieve advance penetration on pictures, with special emphasis being given to advertisers who not only use the national magazines but who can provide access to network television spots such as the company is now receiving through its tieups with Camel cigarettes, Bulova watches, and Lustre-Creme. The Camel cigarette tieup on Tyrone Power, covering 34 magazines and hundreds of newspapers in connection with 'Mississippi Gambler', is helping to provide one of the greatest advance penetrations in the company's history." According to Lipton, U-I will continue to use both television and radio for advance penetration and point of sale selling.

"With an estimated 105,000,000 radio sets in use, radio is still a potent promotional medium for motion pictures, and U-I will continue to make spot announcements, star interviews, and to make its personalities available for radio appearances in connection with the release of its pictures," Lipton said. "The company's policy on television will be to use the medium where it tends to aid an exhibitor in his

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

RKO

"Face To Face"—For the art spots or lower half.

UA

"Kansas City Confidential"—Good meller.

"Outpost In Malaya"—For the duallers.

COLUMBIA

"Blue Canadian Rockies"—Routine Autry.

20TH-FOX

"The Thief Of Venice"—Italian-made spectacle has the angles.

"Stars And Stripes Forever"—Flag waving musical can be sold.

WB

"April In Paris"—Good musical.

MGM

"Above And Beyond"—Well-made drama.

local exhibition of a picture. Special promotional films as were used to exploit 'Bend Of The River' and 'The World In His Arms' will be made available to TV stations, personalities will appear on suitable network and local TV shows, and paid time bought where it is in the best interests of the picture and the theatre.

"We believe in the policy of launching our pictures aggressively and backing them right down the line," Lipton declared. He pointed out that U-I will back its releases during the coming months as it did in the past, with intensive promotional campaigns in connection with key city and territorial premieres, using personalities, special events, and territorial saturation advertising in the newspapers and on radio. Personalities will not only be used in the keys but in the sub-keys as well.

Highlighting this approach, according to Lipton, will be the expanded use of field

Robert Benjamin Named Chairman Of UA Board

NEW YORK—Robert S. Benjamin has been elected chairman of the board of directors of United Artists Corporation, it was announced by Arthur B. Krim, president, United Artists, last week.

Benjamin will continue simultaneously as President and a director of the J. Arthur Rank Organization, Inc., and as a senior member of the New York law firm of Phillips, Nizer, Benjamin, and Krim. He has been a senior partner in the law firm since 1938 and president, The Rank Organization, leading British film corporation, since 1945. Benjamin has tendered his resignation as a director of Universal Pictures Corporation for acceptance by the board of directors.

Benjamin has been associated with United Artists since February, 1951, when his law partner, Krim, assumed the presidency.

In the past, Benjamin served as general counsel and a director, Eagle-Lion, as general counsel and a director, Pathe Film Corporation, and as vice-president and general counsel, United World Pictures.

men to effect point of sale promotion for the keys and sub-keys. "Equally important is the company's belief that the same aggressive selling must go into the building of new stars," he said. "This policy, which has proven so successful in developing stars like Shelley Winters, Jeff Chandler, Ann Blyth, and Tony Curtis, is being continued by the company with a group of exciting new stars, including Piper Laurie, Rock Hudson, Audie Murphy, Julia Adams, and Joyce Holden, who are currently being enthusiastically received by the nation's moviegoers and exhibitors. U-I is currently grooming such personalities as Suzan Ball, Lori Nelson, Mari Blanchard, Harvey Lembeck, and Susan Cabot.

"No effective promotional medium will be overlooked in U-I's determination to provide the greatest possible sales impact for its pictures both in advance of their release and during their playoff," Lipton concluded.

Pidgeon Installed As SAG Head

HOLLYWOOD—Walter Pidgeon was installed as the new president of the Screen Actors Guild last fortnight. Others named were Leon Ames, first vice-president; John Lund, second vice-president; William Holden, third vice-president; Paul Harvey, recording secretary, and George Chandler, treasurer.

Retiring president Ronald Reagan was presented with a gold life membership card in appreciation of his services.

The pending strike against makers of television film commercials was an important item on the agenda of the meeting, which learned that total guild surplus or "strike war chest" has risen to \$634,316.

Guild treasurer Chandler reported that for the fiscal year ended on Oct. 31, the organization had a surplus of \$46,439.

Axelbank Case Settled

NEW YORK—The Axelbank-Hays \$1,900,000 copyright infringement suit involving the documentary feature, "Tzar To Lenin", was settled out of court last week for an undisclosed sum. The settlement included the return to Herman Axelbank absolute possession with all his original right, title, and interest in the film that reportedly took 13 years to compile, and which is said to represent the work of over 100 cameramen.

Highest Court Denies Motion

WASHINGTON—The U. S. Supreme Court last week denied a motion of AFM Local 24 asking permission to intervene in the NLRB appeal from a decision that the AFM had engaged in unlawful featherbedding against Gamble Enterprises' Palace, Akron, O. The court also denied a petition for rehearing of the 58th Street Plaza, New York, action against the Commissioner of Internal Revenue.

Johnston On Paris Trip

WASHINGTON—Eric A. Johnston, MPAA head, cancelled his Latin-American trip last fortnight, and instead, with Joyce O'Hara, association vice-president, flew to Paris.

It was believed the MPAA leaders went to the French capital to resume discussions with the French Government looking to a new Franco-American film accord.

PEOPLE

HOLLYWOOD—Following a meeting of the board of directors, it was announced last fortnight that Karl Herzog had resigned as president, treasurer, and director of Cinecolor Corporation. He has also resigned as president and director of Cinecolor Realty Corporation and chairman of the board and director of Cinecolor Limited, London.

HOLLYWOOD—W. R. Yarnell, vice-president, Donner Corporation, last week was elected president-general manager, Cinecolor Corporation at a meeting of the board of directors. Others named were O. W. Murray, vice-president and assistant general manager; H. B. Brueggemann, technical director, and Sam Burkett, general sales manager.

PRINCETON, N. J.—Bradford Cross, formerly an account executive at Gray and Rogers Advertising Agency, Philadelphia, last week joined the staff of the Princeton Film Center, Inc. Gordon Knox, president, announced that Cross will represent the company in a sales and contact capacity.

Lesser Reveals Tri-Opticon Plans

NEW YORK—Sol Lesser last week announced from Hollywood that he will start production soon on a series of six color featurettes in the Tri-Opticon third-dimensional process, to be ready for roadshowing by mid-1953.

Titles of the pictures, each to run about 20 minutes, are: "Mack Sennett Bathing Beauties Of 1953", "Seven Modern Wonders Of The World", "Jet Flight Over The North Pole", "American Wild Life", "Beneath The Sea", and "Scheherazade." "Bathing Beauties" will be filmed in Hollywood, as will probably "Scheherazade," while the others will be shot in their natural locales throughout the United States and the world.

Lesser, in announcing his production plans for the British-developed Tri-Opticon, on which he holds all United States rights, also disclosed that the five British short subjects which he obtained with the device will be roadshown under his aegis as soon as the necessary special screens and projection-machine interlocking equipment are received from Britain.

Bookings on this five-subject program have already been set in Philadelphia, San Francisco, Boston, New York, and Los Angeles, and dates will be confirmed as the equipment arrives. Al Vaughan, publicity-advertising director on the coast, arrived to set up publicity and exploitation campaigns for these engagements, and those that will follow, in conjunction with Producers Representatives, which will handle the physical releasing arrangements. Plans are to establish nine roadshow units, three operating out of New York, three out of Chicago, and three out of Los Angeles.

Tri-Opticon is a three-dimensional film process developed by London's Stereo-Techniques, Inc. Perfection of the illusion is achieved through a camera mount and a mechanical calculator. The latter correlates the many variable factors in stereo photography, and comes up with a precise

Colorado Anti-Tax Fight Technique Praised By COMPO's Cole, McGee

NEW YORK—A meeting of Colorado exhibitors with their Congressman was held up last week as an example of the proper procedure exhibitors should use in their campaign for repeal of the federal 20 per cent admission tax.

The meeting, described in a statement issued through the COMPO offices by Colonel H. A. Cole and Pat McGee, co-chairmen, National Tax Repeal Campaign Committee, was held shortly before election at Grand Junction, Colo., between Congressman Wayne N. Aspinall, Fourth Colorado District, and 23 exhibitors. At the end of the meeting, during which the exhibitors presented facts and figures about their operations to show the injustice of the tax, Congressman Aspinall not only pledged himself to vote for repeal but advised the exhibitors how the industry should proceed after Congress convenes to get the tax killed. Aspinall has since been reelected.

"This is the information I've been waiting to have for some time," said Aspinall after the theatre owners had told individually of their plight. He asked for financial affidavits, pledging himself to take their case before the House committee.

reading which the mount translates into accurate camera positions. Two cameras are used for photography; both are standard. Standard film and lenses are also used.

For projection a special plastic screen, with metalized surface, is needed together with a simple interlocking device which can be installed within a few minutes on standard theatre projectors.

Mirisch On AA Board

HOLLYWOOD—Steve Broidy, Allied Artists and Monogram president, announced last fortnight that following the annual meeting of stockholders, the board voted a new membership to join the prevailing directorate. Named was Harold Mirisch, vice-president, to replace William Hurlbut, former franchise owner in Detroit, who recently sold his franchise to the company. Others reelected are Broidy, G. Ralph Branton, Arthur C. Bromberg, George D. Burrows, W. Ray Johnston, Edward Morey, Herman Rifkin, Norton V. Ritchey, and Howard Stubbins.



Americo Aboaf, U-I foreign sales manager, who recently returned from a 30,000-mile trip around the world, during which he visited 30 countries, outlines world business conditions at a conference with the trade press in New York City.

"If this tax means the closing of large and small theatres," he said, "you're going to see this tax taken off. It's as simple as that. This is relief which I think you should have, because one of the integral parts of our civilization, motion picture entertainment, is going out the window."

A dramatic touch in the informal testimony occurred when M. W. Giesking, exhibitor of Collbran, Colo., waved a sheriff's summons which he had received a few hours before. The summons was backed by a court order which may close his theatre for non-payment of taxes.

The meeting was organized by Robert Walker, owner, Walker's Unitah, Fruita, Colo. Walker had obtained a commitment several weeks ago from the Congressman, but when Aspinall heard no complaints about the tax from other exhibitors in his district, he indicated that he might not consider the commitment binding. Learning of the Congressman's changed attitude, Walker traveled over the district, and explained to theatre owners that if the Congressman was to be convinced of the injustice of the tax, he would have to be given facts and figures in a meeting of several exhibitors.

FCC Examiner Would Okeh UPT-ABC Merger

WASHINGTON—Leo Resnick, Federal Communications Commission examiner, last week urged the FCC to approve the proposed merger of United Paramount Theatres, Inc., and the American Broadcasting Company in a 140-page brief, following months of study. He recommended consolidation of the theatre, radio, and television holdings into a new corporation to be called American Broadcasting - Paramount Theatres, Inc. Commission staff experts had held previously that the merger might lead to control of radio and television by motion picture interests.

Twenty days are allowed for objectors to file complaints, and ask the committee for hearings on the merger. If these are granted, the commission can adopt the examiner's report or issue new conclusions.

Resnick said that Balaban and Katz, Paramount subsidiary, should be permitted to proceed with the \$6,000,000 sale of television station WBKB, Chicago, to the Columbia Broadcasting System, since ABC also operates a television station in the Chicago area, and the FCC bars ownership of two stations in the same community. In explaining the merger, Resnick said that AB-PT would own and operate AM and TV stations in New York, Detroit, Chicago, San Francisco, and Los Angeles. In New York, he stated, there are 16 competing radio stations, five competing TV channels, and more on the way. AB-PT will have one first-run theatre, out of 14 in New York, and one other than first-run, out of approximately 549 competing houses.

Miscellaneous

In the Newsreels

IN ALL FIVE:

New York: Trygve Lie resigns from UN.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 35, No. 92) Augusta, Ga.: Eisenhower on vacation. England: Queen Elizabeth opens Parliament. New York: "The March of Dimes" poster girl. Football: Notre Dame 27, Oklahoma 21; Princeton 41, Harvard 21 (except Los Angeles and San Francisco); USC 54, Stanford 7 (only Los Angeles and San Francisco).

NEWS OF THE DAY (Vol. XXIV, No. 222) Korea: Marines rout Reds. England: Queen Elizabeth opens Parliament. Miami Beach, Fla.: World's largest trailer. Israel: President, Doctor Weizmann dead. Football: Notre Dame 27, Oklahoma 21; Princeton 41, Harvard 21 (except Los Angeles, San Francisco); USC 54, Stanford 7 (Los Angeles and San Francisco only).

PARAMOUNT NEWS (No. 25) Washington: Soviet Embassy celebrates 35th anniversary of Red revolution. San Francisco: Philip Murray dead. Israel: President Weizmann dead. Augusta, Ga.: Eisenhower on vacation. Washington: Preparations for inauguration. Football: New York Giants 23, San Francisco 14.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 412) Korea: Marines rout Reds. England: Queen Elizabeth opens Parliament. Augusta, Ga.: Eisenhower on vacation. Football: Georgia Tech 45, Army 6; Notre Dame 27, Oklahoma 21.

WARNER PATHE NEWS (Vol. 24, No. 27) Augusta, Ga.: Eisenhower on vacation. Washington: Vice-president-elect Nixon and family. Korea: Marines rout Reds. Kenya: Mau Mau crisis rocks Africa. England: Queen Elizabeth opens Parliament. Football: New York Giants 23, San Francisco 14; USC 54, Stanford 7 (except Dallas); Texas edges Baylor by two points (Dallas only).

TELENEWS DIGEST (Vol. 6, No. 46-A) Augusta, Ga.: Eisenhower on vacation. Springfield, Ill.: Stevenson assumes party leadership. Washington: Bureau of Standards demonstrates floating cement. Spain: Civil war veterans in first meeting. Miami Beach, Fla.: World's largest trailer. Football: Princeton 41, Harvard 21.

IN ALL FIVE:

General Eisenhower elected.

MOVIETONE NEWS (Vol. 35, No. 91) See "In All Five".

NEWS OF THE DAY (Vol. XXIV, No. 221) See "In All Five".

PARAMOUNT NEWS (No. 24) See "In All Five".

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 411) See "In All Five".

WARNER PATHE NEWS (Vol. 24, No. 26) See "In All Five".

TELENEWS DIGEST (Vol. VI, No. 45-B) General Eisenhower elected.

It's A Boy

NEW YORK—D. John Phillips, executive director, Metropolitan Motion Picture Theatre Association, became the father of a son, Jonathan Wayne, at New York Hospital last fortnight. Mrs. Phillips is an attorney for United Paramount Theatres.

Met's "Carmen" Scheduled For Theatre TV Dec. 11

NEW YORK—A national performance of the complete production of "Carmen" will be transmitted on the evening of Dec. 11 from the stage of the Metropolitan Opera House simultaneously to theatres across the country, it was announced last week by Rudolf Bing, general manager, Metropolitan Opera Association, and Nathan L. Halpern, president, Theatre Network Television. The performance is being given nationally as a benefit for the Metropolitan Opera.

In addition to artists and the Metropolitan's orchestra, chorus, and ballet, the benefit telecast has been made possible by the cooperation of the American Federation of Musicians international, James C. Petrillo, president; the International Alliance of Theatrical Stage Employees, Richard F. Walsh, president; and the American Guild of Musical Artists, Lawrence Tibbett, president; IATSE Local 1, and the AFM Local 802.

The uncut three-hour performance will be televised exactly as it is witnessed that evening in New York by the audience of the Metropolitan Opera. It will be televised through the facilities of TNT exclusively to theatres from coast to coast without any film feature. Tickets for this performance will be on sale to the general public at each of the television-equipped theatres in the network, and the distribution net proceeds will go to the Metropolitan Opera Association.

SEC Report Shows RKO Stock Shifts

WASHINGTON—A report issued by the Securities and Exchange Commission last fortnight revealed that Sherrill C. Corwin, RKO vice-president and studio head, bought 10,000 shares of RKO common and became beneficial owner of an additional 209,884 shares during September. The beneficially owned shares came from a total of 1,049,420 held by the Bank of America, National Trust and Savings Association, pledgee for Screen Associates, Inc., acting as nominee for Corwin and others. This transaction represented Corwin's share in the purchase of Howard Hughes' controlling interest in RKO, sold at \$7 a share. The stock is held in escrow by the bank until payments to Hughes are completed.

During the period from Sept. 11-Oct. 9, both Hughes and Ned Depinet, former RKO president, liquidated their stock holdings, Hughes selling 1,013,420 shares to the Ralph Stolkin syndicate, and Depinet 35,000 shares.

At RKO Theatres, David J. Greene added 1500 shares of common to a trust which held 32,000 shares at the end of the period. He listed 16,450 shares in his own name, 10,000 through partnerships, and 3,600 through members of his family. A. Louis Oresman sold 1,000 shares of RKO Theatres common, leaving his holdings at 28,100, and William F. Whitman and John E. Redmond each sold 1200 shares, keeping 1300.

At Monogram, W. Ray Johnston sold 3700 shares of common.

Konecuff

(Continued from page 8)

Sanford, Lachman, German, Martin Levine, Harold Klein, and Murray Weiss. Canvassmen named in the new slate were: Bernard Brooks, Russell Downing, Nat Furst, Jack Hoffberg, Martin Kornbluth, Jack Levin, Charles Lewis, Harold Newman, Walter Reade, Jr., Morris Sanders, Bert Sanford, Cy Seymour, David Snaper, Saul Trauner, George Waldman, Max Wolff, Harold Rinzler, and Burt Robbins.

THE METROPOLITAN SCENE: Russell Downing, president-managing director, Radio City Music Hall, was elected to the board of directors of Rockefeller Center, Inc. . . . RKO's Sid Kramer sends along a souvenir of the first day of issue of the country's newest commemorative postage stamp honoring the newsboys of America to call attention to the forthcoming "Screenliner", "Johnny Gets His Route." . . . The Paramount celebrates its 26th anniversary this week. . . . Re: Picture Pioneers: Hank Linet has been named to produce a souvenir program and other literature for the jubilee dinner to be held at the Astor on Nov. 25, while Milt Livingston has been named to assist Dave Bader, national publicity director. . . . The Rivoli admitted servicemen in uniform free on Armistice Day. . . . Danny Kaye has been signed to appear with his own variety show at the RKO Palace starting on Jan. 19 for a limited reserved seat engagement. . . . Bob Weitman was named to produce and head talent committee for the 18½-hour television show, "Celebrity Parade for Cerebral Palsy" telethon, dated for Dec. 6.

Davis Sets Deal For 10

NEW YORK—Arthur Davis last week consummated a deal with Harold Wiesenthal, president, Arlan Pictures, and Ben Goldberg whereby they will act as exclusive sales representative for the importer's 10 foreign language motion pictures. The pictures, which include 35mm. and sub-standard gauge rights, will be sold nationally, and the distributors have opened new offices at 511 Fifth Avenue.

The Davis lineup of product includes: "Beauty And The Devil", "Father's Dilemma", and "Caged Women." Seven other French and Italian films are now being prepared: "The Seven Capital Sins", "Ramuntcho", "Sextette", "Malou Of Paris", "The Gang", "The Bad Woman", and "Hello, Elephant."

Murphy At Pitts. VCI Meet

PITTSBURGH—George Murphy last week wired acceptance of the invitation to be a guest of honor and a principal speaker at the Variety Clubs International 25th annual convention on Nov. 23.

U-I reported to the Securities and Exchange Commission that executive vice-president Alfred E. Daff has been given a seven-year contract at \$1,350 for the first year, with a \$100 increase for the second year and a weekly salary of \$1,500 for the last five years. It covers January, 1953, to Dec. 31, 1959. Other provisions assure Daff's reimbursement for entertainment expenditures and 31 days vacation annually. If Daff dies during the life of the contract, his estate will be paid a year's salary. Should he become incapacitated for longer than six months, the contract may be terminated by U-I.

CANDYDLY SPEAKING

(Smith H. Cady, Jr., guest editor of EXTRA PROFITS, recently was appointed sales promotion and advertising manager, Schutter Candy Company, Chicago. Previously he had been merchandising manager, Chase Candy Company, St. Louis, and director of the National Council on Candy, in charge of the "Candy Is Delicious Food" campaign.—Ed.)

THERE'S no longer any question of the importance of the sale of candy, popcorn, soft drinks, and ice cream in theatres. These refreshments add to the customer's enjoyment of his visit. The exhibitor really enjoys picking up 28 cents at the snack bar for every dollar he takes in at the boxoffice, and I'm told that's an average record. And the manufacturer enjoys the added volume, too.



SMITH H. CADY, JR.

I'M QUALIFIED to discuss only candy, but candy accounts for better than one-third of all refreshment sales.

USUALLY, in talking to either wholesalers or dealers about selling more candy, I bear down hard on the fact that almost all candy sales are impulse sales, that the way to sell an impulse item is to bring it to the attention of possible purchasers as dramatically as possible, and, to get that attention, there's a crying need for showmanship in retail merchandising.

Now CAN you imagine anything sillier than to preach to a bunch of theatre operators that they ought to be good showmen? Obviously, theatre people have to be good showmen. They spend their whole lives dramatizing and glamorizing their primary product, the show itself. The same techniques, in which they are

(Continued on page EP-12)

This concessions stand at Loew's, Rochester, N. Y., not only sold the Hollowe'en idea but also plugged Will Rogers Memorial Hospital collection.

Candy is Delicious Food
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS



project
the
profit picture!



Just as a small frame in a strip of film throws a large picture on your screen, so the small space you use for vending equipment to sell Coca-Cola projects a large profit on your ledger. People come back again and again to the house that offers them refreshment with entertainment. Their satisfaction becomes your extra profit when you make Coca-Cola available to them. You can choose from a variety of vending methods. For the money-making details, address: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.



Associated British Cinemas Photo

ASSOCIATED BRITISH CINEMAS' REGAL, HULL, CONTAINS A FINE EXAMPLE OF AN ENGLISH, MODERN EQUIPPED RESTAURANT, SEATING 200 PATRONS.

Restaurant Service In Theatres

A Development In Extra Profits Operation In England Brings With It Problems Of A Different Nature

(Although there is an emphasis on concessions in American theatres, there has not yet been the extended development present in foreign lands. In England, for example, restaurants are a part of theatre operation, and this article, reprinted in part by permission of The Ideal Kinema, a supplement to Kinematograph Weekly, gives some highlights of some problems in such an operation. The article was written by Margaret Hinxman.—Ed.)

How NEAR or far from ideal is the average cinema restaurant? An exact answer to that one, of course, must vary with each individual restaurant. What, after all, would be ideal for Kensington may be quite out of place for the remoter suburbs of Birmingham. The restaurant, like the cinema, must adapt itself to the district—or go out of business.

But this article is not intended to be a detailed survey. A purely general impression is that most cafes are measuring up pretty well to the standards set by their toughest competitors, the big chain dairies and tea shops. There are weaknesses. But they are remediable, and it is in the manager's own interests to see that they are remedied.

THE CINEMA restaurant's two greatest advantages over its outside rivals are its convenience and its atmosphere. A meal on the spot before or after seeing the film program is undoubtedly a great lure. With judicious advertising, most managers have built their restaurants into popular meeting places for patrons. It is important that this aspect of the cafe should not be sacrificed to a drive toward mass, rushed feeding on a hectic scale.

The cafe is first, and foremost, an added attraction to the theatre. Most cafes have a large number of outside customers, especially for luncheons. Some even have facilities for businessmen's gatherings such as meetings of Rotary, but the patrons, who pop in to meet a friend for a snack and a cup of tea before they see the show, are surely the first consideration, and must be catered for in every possible way.

THE ATMOSPHERE should be leisurely but not inefficient, and, to their manager's credit, most cafes have the air of restful comfort. The absence of any kind of bustle is particularly noticeable. Nothing is more aggravating for the filmgoer, waiting for a friend or a particular time in

the cinema program, than to be conscious of a hovering waitress who shows very clearly that she is obviously longing to see the back of her customer.

For the most part, too, the decoration and surroundings leave nothing to be desired. Again, practically all cinemas, particularly those with adjoining cafes, have the advantage of a large, pleasant frontage with plenty of window space on the first floor. This first-floor area makes an admirable restaurant, with the triple attraction of being very light—the most striking factor from the customer's point of view; spacious, so that a large number of good-sized tables can be arranged well apart round the floor without any risk of overcrowding, and, in most cases, of leading into the circle and being only a short flight of stairs from the stalls.

"TUCKED AWAY" restaurants may save on floor space but the gloomy atmosphere from too few windows, which no amount of artificial lighting can make good, is hardly conducive to real enjoyment of a meal. For those cinema cafes serving only teas, the casual circle lounge, with comfortable easy chairs and wall couches, is more inviting than a "dress" restaurant.

Some cafes could be more prominently advertised outside the cinema. Best publicity of all, of course, is to advertise the restaurant with the name of the cinema in the neon sign in front of the theatre.

THE AVERAGE CAFE's plushy, but tasteful, decoration and furnishings, with their well-chosen color schemes, are another of its assets, in contrast to the barer, more utilitarian outside cafe. But managers should look out for scratched or tarnished gilt and torn plush upholstery, which can make a once-elegant restaurant look pretty jaded and frowsy. The independent cinema, of course, can indulge a more individual taste in upholstery and color scheme for its cafe. Especially striking was one suburban cafe's unusual "Regency" effect with its cool green and grey wall-paper and fittings.

On the question of flower decoration, though, there seems to be a curious lack of ideas. Individual vases of flowers on each table, or at least a fair number of tables, are far more attractive to the eye than the large, potted fern, a little dusty and neglected-looking, which so many restaurants seem to favor. But even in these restaurants which do have vases of flowers, a little more imagination wouldn't come amiss. A couple of depressed tulips in splendid isolation hardly constitutes a flower arrangement, particularly as a spot of cheap greenery would make all the difference. And rather no flowers at all, every time, than a vase of dead or dying ones. Waitresses should keep an eye open during the day, and whip away drooping blossoms before they begin to disintegrate over the tablecloth.

WORST, and most common, fault in the cinema cafe-rendezvous is the lack of prominent notices showing the times of the program. A small, closely-printed sheet on the cash desk is not sufficient, and the few cafes with no notices of program times at all seem to be deliberately trying to lose business and customers for themselves.

Best ideas are the large signs placed in a central position beside an illuminated clock; or the times of performances actually printed in the menu. One enterprising theatre, I noticed, took the trouble to give next week's program and times as well, in the menu.

I HAVE dealt first with these items which set the cinema cafe apart from the ordinary cafe. As I mentioned before, convenience for patrons and the relaxed, leisurely atmosphere in comfortable, attractive surroundings are its own distinctive and individual qualities which should be carefully fostered. The cinema cafe should not be a hustle-bustle snack-bar, and it would be a pity if managers were to try to turn it into one.

But on questions of price, quality, and service, the theatre restaurant must be able to stand comparison with other restaurants.

THE WAITRESSES themselves seem generally efficient and pleasant. Nowhere did I find that worst of horrors, once common enough in the cinema cafe, the bevy of cackling girls bunched together in the corner, with a quarter of their minds on the job and three-quarters on their col-



This Berlo-installed and specially built display in the theatre in the Modern Village, Cameron Village, Raleigh, N. C., is representative of the compact, attractive units the vending company is now placing. Cameron Village is a new shopping center. For every square foot of sales space in the village, there are three square foot of parking space. The Consolidated Theatres house is managed by Philip Nace.

leagues' conversation. Nicest to look at, as always, are the completely uniformed waitresses. But provided the girls have uniform apron and cuffs, a neat, dark dress in perfectly groomed condition does well enough.

ON CLEANLINESS, the average cinema cafe can stand a good deal of scrutiny. Though the occasional chipped cup and teapot spout are still with us, the unwashed lipstick stain and dirty fork seem to have become part of the slovenly past. The illusion of cleanliness, too, is further enhanced by the spotlessly white tablecloth, giving away to a checked or patterned one for tea. Although the painted, glass-topped table, favored by some restaurants, may blend pleasantly with the color scheme, the well-laundered

white tablecloth creates a far more striking impression of immaculate freshness.

THE AIMS of the good restaurant may be simple, but they must also be high: unobtrusive service, restful comfort, and good quality food at reasonable prices. My own feelings are that the average cinema restaurant has very little about it that calls for anything like serious criticism. But there can be no relaxing of standards for the restaurant staff if they want to keep the customers coming.

Goldman Heads NAMA

CHICAGO—Theatre men took keen interest in the proceedings and exhibition of the recent 17th annual convention of the National Automatic Merchandising Association.

General Leslie R. Groves severed the ribbon at the opening of the exhibition hall.

New officers include: Aaron Goldman, president, G. B. Macke Corporation, Washington, D. C., president; I. H. Houston, Spacarb, Inc., Stamford, Conn., first vice-president; John T. Pierson, The Vendo Company, Kansas City, second vice-president, and William S. Fishman, Automatic Merchandising Company, Chicago, treasurer. The following new directors were elected: Maurice Heffer, Johnson Tobacco Company, Chicago; D. C. Letts, Chickasaw Canteen Company, Knoxville, Tenn., and Richard Wood, Coca-Cola Bottling Works, Gary, Ind. I. H. Houston and Davre J. Davidson, president, Davidson Brothers, Los Angeles, were reelected directors.

The keynote address, "Be An Automatic Merchandising Specialist", was delivered by President Goldman.

ABC Sales Spurt

PHILADELPHIA—It was announced recently that sales of the ABC Vending Corporation reached \$19,911,689 in the first half of this year, \$999,085 more than the \$18,912,604 taken in in the first six months of 1951.

Earnings before taxes were larger for the first half of 1952, amounting to \$969,297 as against \$947,045, but higher federal levies cut the net profit to \$491,810 from \$506,760.

EXTRA PROFITS

Vol. 7, No. 9 November 19, 1952

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 428 South Mansfield, Los Angeles 36, California.

Advisory boards—

Composed of executives and heads of the concessions and vending departments of theatre circuits:

Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Donnell, Interstate Circuit, Dallas; Raymond Willie, Interstate Theatres, Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Wometco Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections, Ltd., Toronto, Canada.

Composed of manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:

A. F. Rathbun, Fred W. Amend Company, Chicago; Richard C. Fowler, The Coca-Cola Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrongs Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Sald, McPhail Chocolate Company, Oswego, N. Y.

**"We find that
on-location popping
has increased our sales
five times over
warmer sales..."**

"70% of our concession sales are from popcorn . . . and that's higher than we ever dreamed possible when we switched from warmers to Manley Aristocrat Popcorn Machines," says Rollin K. Stonebrook, Manager, Eitel's Palace Theater, Chicago, Illinois, a 2500 seat house.

You, too, will marvel at new sales and profits when you let Manley supply you with machines and complete supplies for popping and selling popcorn. Get the facts today!



MANLEY, INC.

1920 Wyandotte St.,
Kansas City 8, Mo.

Manley, Inc.

1920 Wyandotte St., Kansas City 8, Mo.

- Please send me complete information on Manley Aristocrat Popcorn Machines.
- Please have a Manley representative call.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Industryites Prominent In Windy City Popcorn Convention-Exhibit

CHICAGO—Representatives of the industry were prominent at the eighth annual Popcorn Industries Convention and Exhibition at the Hotel LaSalle. Van Myers, Wometco Theatres, Miami, Fla., a board member of the National Association of Popcorn Manufacturers, sponsor of the meeting, headed a group of industry members who discussed "Getting Maximum Returns From Concession Operations". Discussion leaders were Abner Horn, Rainbow, Inc.; Charles G. Manley, Manley, Inc.; Kenneth A. Wells, Theatre Confections, Limited; Russell Fifer, American Butter Institute, Chicago, and Myers.

The second high-powered theatre session was "Popcorn Needs A Public Relations Program", featuring Myers; Martin Coopersmith, The Marjack Company, Washington, D. C.; William Smith, The Popcorn Institute; Robert M. Green, National Macaroni Manufacturers Association, and Hugh J. Burras, Theodore Sills and Company. The part that theatres played in this much discussed program constituted one of the focal points of the session.

The convention started with "What Happens When Popcorn Promotion Starts Popping". Robert Ross, marketing specialist, Olian and Bronner Advertising Agency, Chicago, described how to coordinate advertising, merchandising, distribution, and sales promotion in selling popcorn, popped and unpopped. His presentation was based on the case history of a prominent firm's gamble of \$100,000, which doubled the company's annual popcorn sales. Tape interviews with retailers, driver-salesmen, and others made this a highly interesting program. Also included was a discussion of "in-store" broadcasting for greater emphasis on point-of-purchase promotion.



Betty Mattson was crowned "Miss Popcorn of 1952" by the National Association of Popcorn Manufacturers in honor of the annual "Harvest-Time Popcorn Week" celebrated nationally.

At the opening noon luncheon, a comprehensive report on the extent of the drought damage to popcorn growing areas, as prepared by C. E. Burkhead, head, division of Crop Statistics, Bureau of Agricultural Economics, United States Department of Agriculture, was presented. Also highlighted were commentaries on the 1952 popcorn crop.

Commercial popcorn manufacturers, popcorn processors, distributors, concession supply men, retail store poppers, brokers, and allied suppliers were represented at the convention.

Also on the agenda was a report by Dr. J. C. Eldredge, Iowa State College, on the results of a study made of refrigerated storage of popcorn for the Refrigeration Research Institute. Sanitation within the popcorn industry was discussed by Shelbey T. Grey, Chicago district chief, Food and Drug Administration. He talked on "Popcorn Is A Food."

Food, Drink Sale Approved By Court

SEATTLE—Food and drink in connection with the theatre have been a part of Anglo-Saxon culture since Elizabethan times, Superior Court Judge Frank D. James declared recently when he refused to halt the sale of popcorn, soft drinks, and ice cream in the lobby of the Paramount. The judge's comments came as he ruled on the Paramount Building Corporation's lawsuit against the Fox West Coast Theatre Corporation to restrain the latter from selling refreshments in the theatre.

The Paramount Building Corporation, owner of the building, charged that no such provision was included in the lease when it leased the theatre to the Evergreen State Amusement Corporation in 1937. The Evergreen Corporation subsequently assigned its lease to the Fox Corporation. The judge called attention to testimony that the sale of refreshments has enabled theatres to stay in business in the face of television and drive-in theatre competition.

The conference also had a report from William Peche, So Good Potato Chip Company, St. Louis, chairman, NAPM Sanitary Advisory Committee, and Welcome I. Weaver, Weaver Popcorn Company, Huntington, Ind., who is chairman, sanitation committee, Popcorn Processors Association.

Problems of the distributors of popcorn and concession supplies were aired at a special one-day conference. Charles E. Darden, president, Associated Popcorn Distributors, Dallas, and veteran concession supply executive, acted as chairman.

The subjects on the agenda included better popcorn reports, inventories and current field conditions, proper storage and handling, markups, importance of the distributor, customer services, better merchandising, selling quality products, and how to develop new sources of business.

The latest that the suppliers had to offer the popcorn industry was on display. All types of machinery, equipment, supplies, and services were represented by the exhibiting companies.

"Mickeypops" Click In England

LONDON—Freezy, Limited, of England, has recently introduced "Mickeypops", frozen fruit ices in the shapes of Donald Duck and Mickey Mouse, with outstanding success.

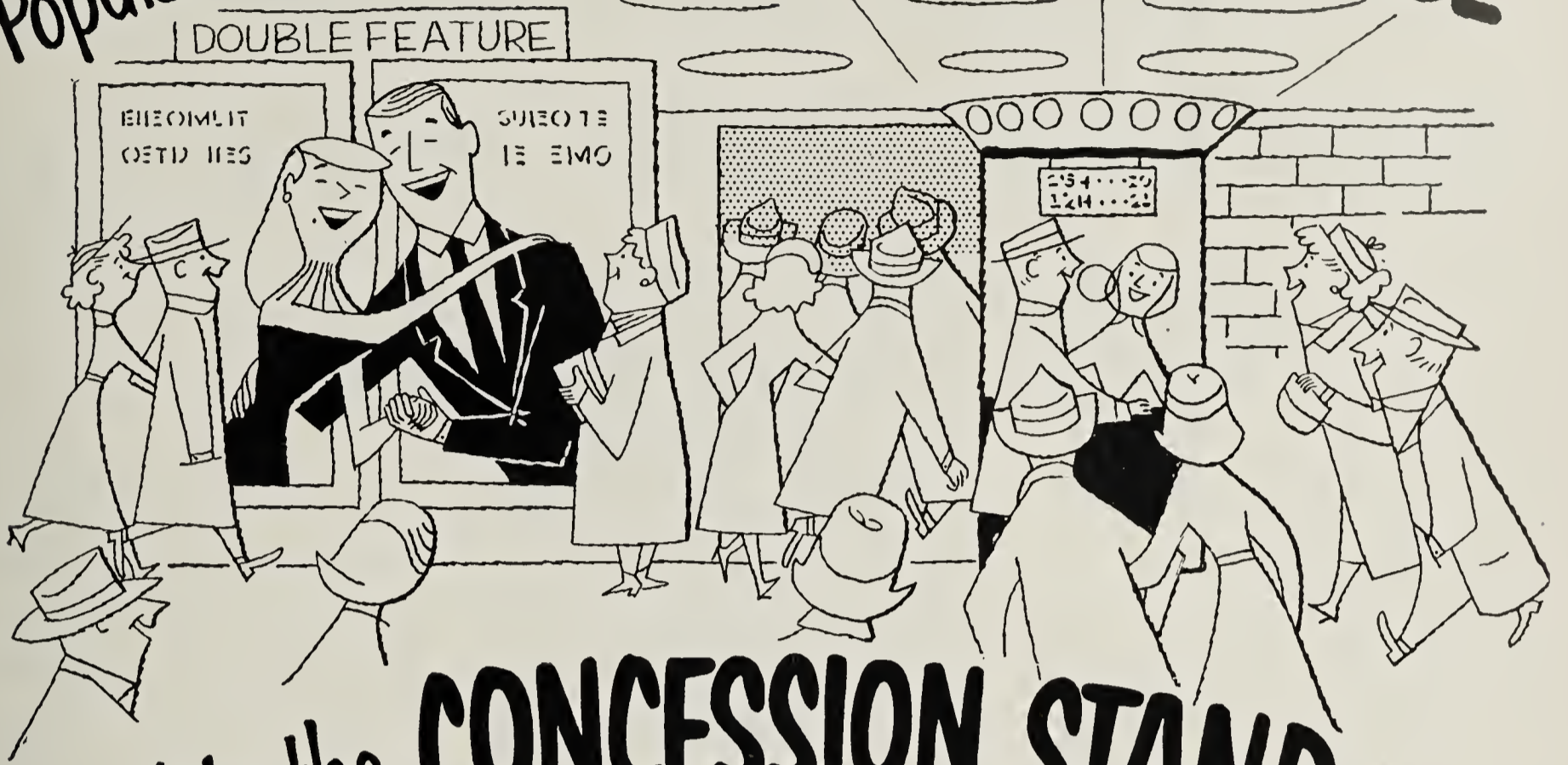
Introduced less than a year ago, sales jumped from a quarter of a million to over a million quickly, pushing the company's production capacity to the limit. Two new plants have been opened. Interest in the "Mickeypops" has been kept high with the formation of Mickeypop Clubs throughout England. Membership is over 250,000. To become members, children send in 12 Mickeypop bags. They receive, in return, a badge and a folder. By pasting on this folder 48 Disney characters from Mickeypop bags, they are entitled to prizes.

Vans are gaily colored and frequent local ads assist in the campaigns. Freezy, Limited, also has tied in "Robin Hood."



When Warner Theatres' Jersey zone held its "Operation Boxoffice" meeting at Mayfair Farms, N. J., recently, the foyer was used for this display to emphasize the part concessions can play in the drive.

Popular favorites bring 'em to the **BOXOFFICE**



...and to the **CONCESSION STAND**, too!



For extra profits... display popular
Wrigley's Spearmint, Doublemint, and "Juicy Fruit" Gum

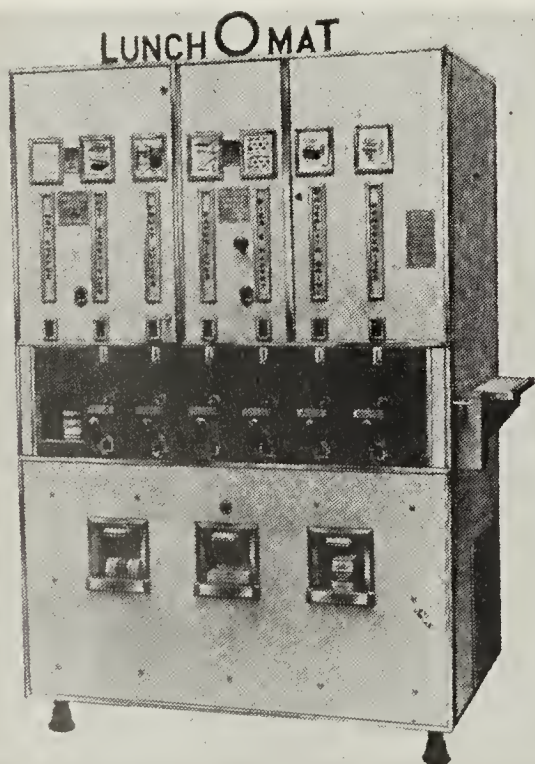


PROFIT ITEMS

Of special interest to theatremen are new developments in the field, offering possibilities of extra sales opportunities to alert showmen-tradesters

Food Vendor

Lunch-O-Mat Corporation of America, New York, has announced the release of the newest in automatic merchandising, the "Lunch-O-Mat", manufactured by Statler Manufacturing Corporation, vending hot coffee, hot sandwiches, cold sandwiches, pies, pastries, milk, chocolate milk and juices. The Lunch-O-Mat is a flexible vendor, manually operated but electrically refrigerated, and it incorporates the newest in air-conditioning by Carrier Corporation, as well as the latest in radar instant heating as developed by Raytheon, designed in collaboration with Statler engineers exclusively for "Lunch-O-Mat." The "Lunch-O-Mat" consists of seven divisions. Standard operation permits vending of 30 containers of milk in one; 30 containers of chocolate milk in another; 50 hot sandwiches (with a choice of two kinds, 25 each) in another; 50 cold sandwiches (with a choice of two kinds—25 of each) in another; one division for 50 pies and pastries (with a choice of either kind—25 of each); one division containing 88 cans of juice (with a choice of two kinds—44 of each) in another, and one division vending a capacity of 150 cups of hot coffee (each cup made instantaneously from fresh, cold, running water upon insertion of coin). All divisions are interchangeable, except coffee, as desired by operator or location, to vend the most popular products. The seven divisions operate independently from one another,



After years of experimentation and tests on progressive models, Lunch-O-Mat Corporation of America recently announced the release of the "Lunch-O-Mat," manufactured by Statler Manufacturing Corporation, vending hot coffee, hot sandwiches, cold sandwiches, pies, pastries, etc.



This new pump for hot fudge, known as Model FP-96, has been announced by Helmco-Lacy, Chicago, and can be added to the standard model 96 fudge warmer and the double warmers or fitted to a standard number ten tin, it is claimed.

each having its own coin mechanism. There is a manually operated change-maker, and seven vending sections to the machine, employing seven coin mechanisms, vending at seven different prices and serving seven different people simultaneously, if required. The operation is completely mechanical except for the coffee section, and a simple delivery mechanism permits "selective" vending of more than one product in each division. All divisions of the machine are illuminated, and lights for any division go off when the division is empty. In addition, the "Lunch-O-Mat" features an attached condiment tray on one side for individual seasoning to taste.

Hot Fudge Pump

Helmco-Lacy, Chicago, has announced a new development in counter service, a pump for hot fudge. This new fountain accessory features adjustable portion control and the elimination of messy ladles. The fudge pump, model FP-96, can be added to the standard model 96 Fudge Warmer and the Double Warmers, or fitted to a standard Number 10 tin. The pump will also handle most cold fudges. The simple lever action pump, easy to use and easy to clean, is made of heavy stainless steel, and the outside can be wiped clean with a damp cloth. The new fudge pump is said to meet all Board of Health requirements.

Visual Flavorizer

Rehnluff Sales, Inc., St. Paul, Minn., is now distributing the Anderson Visual Flavorizer, a full-vision broiler and oven combination with windows on all four sides and a radiant burner in each corner. Food shrinkage is reduced, cooking is

WANT FURTHER INFORMATION ON
NEW PRODUCTS
SHOWN IN THIS ISSUE?

LIST ITEMS.....
.....
.....
.....

ISSUE OF NOVEMBER 19.

WITHOUT CHARGE OR OBLIGATION PLEASE SEND ADDITIONAL INFORMATION ON ABOVE ITEMS.

NAME.....
THEATRE.....
ADDRESS.....
CITY, STATE.....

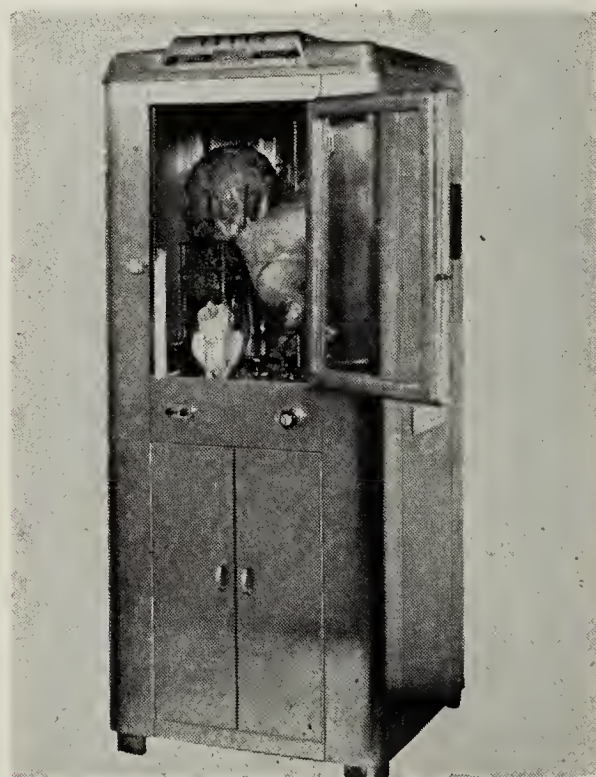
EXHIBITOR

246-48 N. CLARION ST., PHILADELPHIA 7, PA.

speedy, and minimum electricity is used by this full vision, stainless steel broiler, it is claimed. Food prepared in this unit is cooked quickly with gentle radiant heat which will penetrate to the deepest part of the largest roast. No basting is necessary, and its foolproof operation is said to eliminate the need for experienced help. Its construction is simple. It can be taken apart for cleaning or inspection in less than 15 seconds. It is silent in operation, has automatic thermostatic controls, and is easy to clean, simple to operate, and maintain. The Flavorizer is available in two models, a floor model, 28½ inches square and 72 inches high, and a counter model, 48 inches high. Floor space required is 29 inches square. Installation is simple, four heating elements of 1800 watts each, single phase 220 volts, 7.2 kilowatts; 1/20 horsepower gearmotor. The exterior finish is stainless steel, the interior, aluminum, and the food holders nickel plated.

Carbonator Equipment

A new development in the method used to carbonate water has been patented by



Rehnluff Sales, Inc., St. Paul, Minn., national distributor, Anderson Visual Flavorizer, claims that it reduces food shrinkage, and eliminates over-cooking, in addition to other advantages.

It's been said before! We'll say it again!

THERE'S NO PEOPLE LIKE SHOW PEOPLE WHO OWN AMERICA'S THEATRES

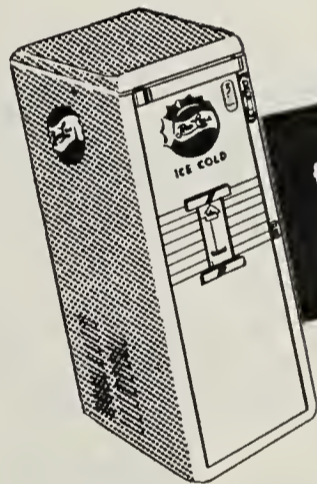
In New York, in Hollywood, throughout the land, you've shown us that there's no business like American show business for cooperation and just plain friendliness.

Pepsi-Cola continues to be America's fastest growing cola favorite and we are

going all-out with even more effort to keep it that way.

So let us help you build your refreshment business. We will be glad to show you how you can profit with Pepsi-Cola and, remember, Pepsi-Cola is a big part of good showmanship.

**3 WAYS
TO FEATURE
PEPSI**



from a coin-operated
cup vender



from a modern
fountain dispenser

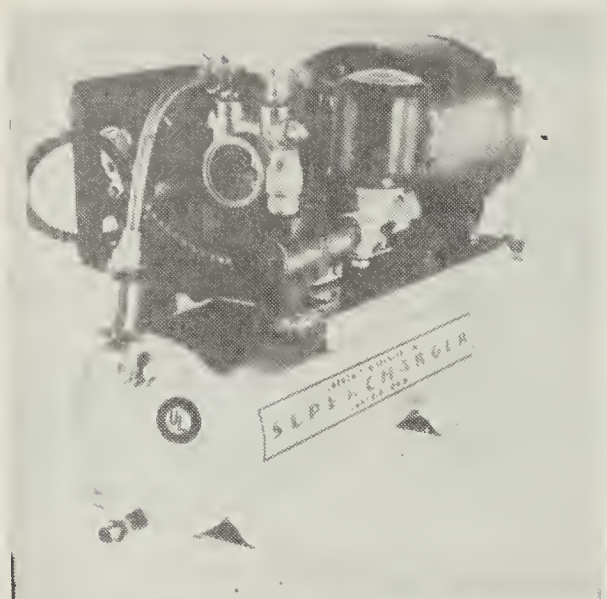


In ice-cold
8-ounce
bottles

Which is best suited for you? For complete information, consult with National Sales Department, Pepsi-Cola Company, 3 W. 57th St., New York 19, N. Y. Write today!

Pepsi is good *Box Office* because it has more

BOUNCE ^{TO} **THE** **OUNCE**



The Supercharger Carbonator, a patented new development in the method used to carbonate water, now being presented to the trade by Carbonic Dispenser, Inc., Canfield, O., is said to be the first basic new development in the method used to carbonate water since 1807.

Carbonic Dispenser, Inc., Canfield, O. It is being presented to the trade in a new line of carbonator equipment, trade-named Supercharger. Supercharger Carbonators, without use of any mechanical agitators or refrigeration equipment, convert ordinary tap water into extremely concentrated carbonated water. A specially designed jet intake nozzle foamesces and recirculates the water at high velocity into a pressure tank containing CO2 gas. This action completely destroys the surface tension of the water. As a result, countless bubbles are formed. The bubbles are filled with and surrounded by CO2 gas,

which makes for almost 100 per cent complete saturation. Supercharger Carbonators are built with 100 to 500 gallon per hour capacities. Both horizontal and vertical tank units are available. The equipment is completely automatic, quiet in operation, and approved for use, without pre-cooling, with any water pressures and with any type of beverage producing or dispensing equipment.

Drink Mixer

A new drink mixer has been created by Dormeyer, Chicago. It is quiet running, and operates smoothly under extremely heavy use despite its heavy-duty two-speed motor which operates on AC/DC-115 volts. Streamlined and in modern design, it is of tough, scratch-resistant finish, of gleaming chrome, and sparkling ivory enamel. Every part of the Dormeyer Drink Mixer is ruggedly designed and precision-made.

Ice Cream Vendor

Rowe Manufacturing Company, Inc., New York, is now marketing the Rowe ice cream vending machine, completely automatic, which sells "pops" or ice cream sandwiches. The machine has a 200 capacity, and its cooling system consists of Nash-Kelvinator sealed compressor, 1/4 H.P., operating on 115 volt AC-60 cycles. The cabinet is constructed of heavy gauge cold rolled steel. All voltage points where contact is made with the machine are reduced to 30 volts AC, to eliminate possibility of shock. A coin mechanism accepts nickels, dimes, and quarters, and gives change. The machine is of the fol-



This new drink mixer by Dormeyer, Chicago, has been engineered to make fountain operation more simple and more efficient, it is claimed.

lowing dimensions: 53 inches high, 44 inches wide, and 30 inches deep, with a weight of 415 pounds.

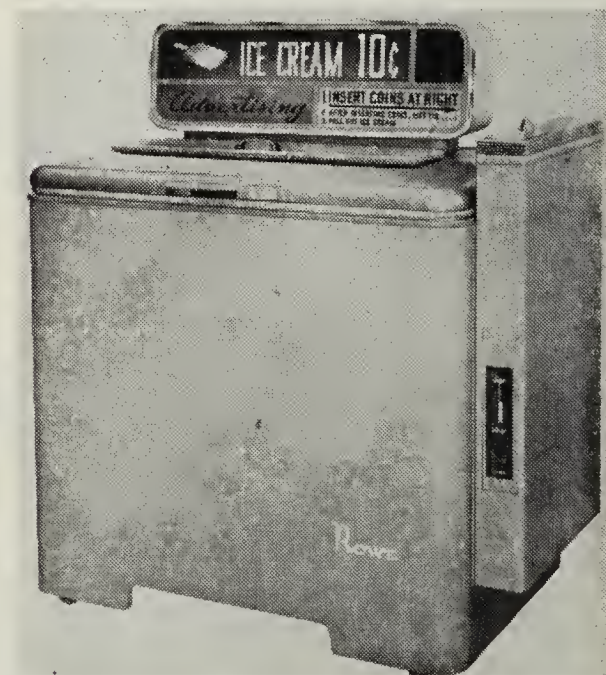
Orange-Crush Dispenser

Orange-CRUSH Company, Chicago, has announced an addition to its line in the nature of a beverage dispenser designed expressly to save counter space at the refreshment stand. It clamps directly to the counter, and has an adjustable syrup throw that gives the desired amount of syrup for drinks or snow cones. Its capacity is one and a half gallons. Polished aluminum, heat-treated, shock-resistant glass, and Neoprene synthetic rubber are employed in its construction.

Hy Becker Promoted

BROOKLYN, N. Y.—Hy Becker, associated with the candy industry for 23 years, was recently named vice-president and director of sales, Gold Medal Candy Corporation, and a vice-president of Korday Candies, Inc., both of which firms produce candy.

Victor A. Bonomo is president of Gold Medal. Samuel D. Fried heads Korday.



Rowe Manufacturing Company, New York City, has developed an automatic ice cream vending machine selling "pops" or ice cream sandwiches.

What gives Popcorn Sales Appeal?

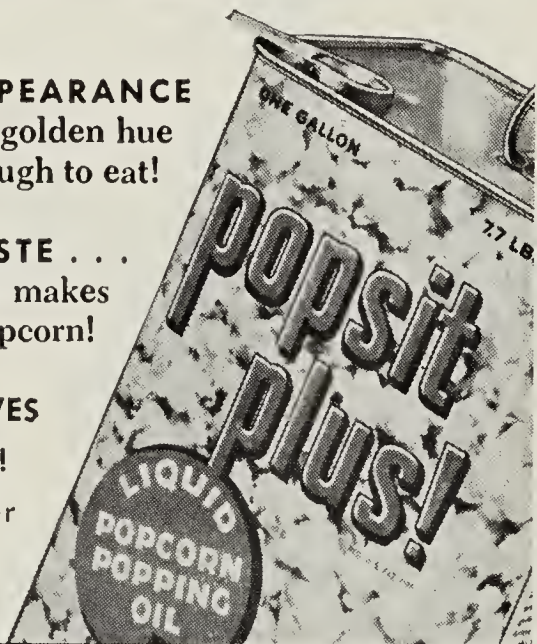
BUTTERLIKE AROMA . . . stops em in their tracks — makes 'em want to eat popcorn.

BUTTERLIKE APPEARANCE . . . gives your popcorn a golden hue . . . makes it look good enough to eat!

BUTTERLIKE TASTE . . . that satisfying flavor that makes 'em want to eat more popcorn!

ONLY **POPSIT PLUS** GIVES YOUR POPCORN THESE THREE FEATURES!

Plus less cost per bag, fewer "duds", easy to measure accurately, pours in all weather



Made Only of PURE PEANUT OIL

popsit plus!

Made by **C. F. Simonin's Sons, Inc.** Phila. 34, Pa.



Nestlé's has introduced a new 10-cent "double feature" for theatre sales in both "Nibbles" and "Semi-Sweets." Both items are packed in a duplex cellophane heat-sealed bag with transparent window. Introductory counter or back bar announcement cards in color available to help push the new items are free on request.

"Chicken-In-Basket" Scores At Drive-In

INDIANAPOLIS—One drive-in theatre on the outskirts of this city has taken the initiative, with gratifying results. It's the Meridian Drive-In, just outside the city limits on South Meridian Street, and it offers "chicken in the basket" on weekends.

Charles Morrison, manager, says the idea is going over with a big bang. Families arrive in time to eat a full meal before the show starts. For \$1, the Meridian offers two pieces of chicken, french fries, a salad, bread, and butter, and a tomato, pickle, or onion might be substituted.

The dinners are served warm, in waterproof cardboard cartons. Tables are provided for those who want to make a regular picnic out of it. However, most of the families prefer to eat in their own cars.

Morrison, who started the dinner plan this summer after scouting ideas in drive-ins in other states, says he plans to expand the restaurant idea with home-made chili, hot chocolate, and other foods.

His conversations with other drive-in operators indicate that they, too, are thinking of converting their concession stands.

"It may cost me \$10,000 to \$15,000 to do it, but it's a necessary expenditure," one manager told the Meridian man.

Morrison started in the theatre business in Greencastle, Ind. He formerly ran indoor houses in Mars Hill, Ind., and Brightwood, Ind. He also runs the Morrison Booking Service, buying and booking films for four other outdoors in Central Indiana.

The Meridian Drive-In is owned by the 4-Way Theatre Corporation, Leander Browning, president.

Hershey Earnings Increase

HERSHEY, PA.—Earnings of the Hershey Chocolate Corporation for the first half of the year recently showed an increase as compared with the same period of 1951 despite the fact that sales were slightly lower.

The company derived a net profit of \$4,227,800, or \$1.68 per share, from sales of \$70,566,402 in the 1952 half as against earnings of \$3,775,258, or \$1.52 per share, from \$71,249,280 sales in the 1951 half.

"National Popcorn Week", Under NAPM Auspices, Acclaimed

CHICAGO—Things really began popping during the week of Oct. 26, when "National Popcorn Week" was observed with proper gustatory relish. The National Association of Popcorn Manufacturers decreed the period of Oct. 26-31, coinciding as it did with the fall harvest and the celebration of Hallowe'en, as a fitting time to memorialize the all-American food and confection. And it elected a "Miss Popcorn of 1952" to prove to the nation the health-giving advantages of the white-eared kernels. Miss Betty Mattson.

Miss Mattson succeeded Miss Adrienne Falcon, "Miss Chicago of 1951" who was "Miss Popcorn" last year, according to William Beaudot, president, National Association of Popcorn Manufacturers.

"Popcorn Week" heralded three months of popcorn promotion known as the "Popcorn Fall Festival", during which time more than \$500,000 will be spent in national advertising by salt and oil companies to promote the sale of popcorn to an open-mouthed America.

The Morton Salt Company is playing up popcorn on 3,000 billboards in 500 key cities in the United States. It is also buying space in Life, Ebony, and Good Housekeeping magazines, Better Homes and Gardens, Ladies Home Journal, and many newspapers. The Wesson Oil Company is taking space in Parade, This Week, Woman's Day, Family Circle, and many other magazines and newspapers to help further acquaint Americans with popcorn.

Nestlé's

ALL STAR CAST

Two New Attractions—
Three All-time Favorites!



Brand new! Double-your-money profit! Plenty of value and eye appeal! Order them out now. Packed 100 bags per shipping case.

Famous Nestlé's Crunch, Milk and Almond Bars. Available in both 5¢ and 10¢ sizes, packed 100 count and 24 count.

See your Nestlé representative or write for more details

THE NESTLÉ COMPANY, INC., 2 WILLIAM STREET, WHITE PLAINS, N. Y.

**FOR FURTHER INFORMATION
ON PRODUCTS ADVERTISED
IN THIS ISSUE PLEASE CHECK**

- THE COCA-COLA CO.
- Soft Drinks
- MANLEY, INC.
- Popcorn Machines
- THE NESTLE CO., INC.
- Chocolate Candy
- PEPSI-COLA CO.
- Soft Drinks
- C. F. SIMONIN'S SONS, INC.
- Popsit Plus Popcorn Popping Oils
- SPORTSERVICE, INC.
- Concession Service
- WM. WRIGLEY, JR., CO.
- Chewing Gum

WITHOUT CHARGE OR OBLIGATION
PLEASE SEND ME ADDITIONAL INFORMATION ON ABOVE CHECKED ITEMS.

NAME.....
THEATRE.....
ADDRESS.....
CITY, STATE.....

RETURN TO
EXHIBITOR

246-48 N. CLARION ST., PHILADELPHIA 7, PA.

"Holiday In Hawaii" Big Feature Of Canadian Concessions Contest

TORONTO—The contest idea, so successful in the past, again is providing the reason for increased extra profits activity these days in the case of one Canadian circuit.

J. J. Fitzgibbons, Jr., Theatre Confections Limited chieftain, announced that all Canadian theatres serviced by the organization are eligible to compete in the "Holiday In Hawaii Contest", beginning with sales on confections sales report for the week ending on Nov. 8, and concluding with sales for the week ending on Nov. 29.

Theatre managers, assistant managers, and candy attendants employed for the full four weeks of the contest are eligible to try for the prizes, but only the managerial workers may compete for the grand prize, a 12-day, all-expense-paid trip for two people to the Hawaiian Islands, via Canadian Pacific Airlines. The purpose of the contest is to recognize management for its interest in the sale of confections. An earlier contest recognized the work of candy attendants.

Prizes include the Hawaiian trip, a draw prize, open to managers and their assistants who reach their set average, and have a shortage of less than one-half of one per cent for their total four weeks sales. The country has been divided into five districts for contest purposes, Toronto "A" and "B", Montreal, Winnipeg, and Vancouver. The management of theatres which place first, second, and third in each

district will receive 10, eight, and five shares respectively of FPCC stock, valued at \$17 a share. Canadian Pacific Airlines will award display prizes of \$50, \$30, and \$20 to theatres serviced by Theatre Confections Limited's Vancouver and Winnipeg branches.

Attendants are eligible for the prize offered by Blue Ribbon Chocolate Company to winners in each district, a choice of a ladies' Gruen watch, a fitted overnight case, or a matched set of cashmere sweaters by Jaeger of England. Planter's Nut and Chocolate Company is also awarding prizes totalling \$75 to winners in each division, to be split among the attendants in each theatre. Winners will be determined by taking total Planter sales to the total gross, with prizes going to the theatres with the highest percentage. Attendants in Montreal and vicinity serviced by Cousins' Dairy are eligible to compete for prizes awarded for sale of ice cream. Six cash awards totalling \$275 are being offered by the company. Theatres selling gum are eligible for the Wrigley's award given to the theatre in each district with the highest percentage of gum sales to total gross.

The contest originally included simply the Hawaiian trip, but, due to the cooperation of the other companies wishing to participate, both managers and attendants are in for extra dividends.

Candydy Speaking

(Continued from page EP-1)

experts, will sell merchandise which people buy on impulse, and, particularly, the world's greatest impulse item, candy.

LOGICALLY, then, now that most theatres are in the candy business up to their ears, you would expect the theatres to be setting the pace in candy merchandising. Well, they aren't. Not by a long shot. On the average, and allowing for some notable exceptions, the variety store, the drug store, and often the food store all do a better job of selling candy than the theatre does.

Why?

There must be a reason. The only one I can think of is that the alleged candy merchandisers in the theatres just don't work at it. They certainly know how to sell through eye-catching display. Why don't they apply their training and their knowledge to candy?

AGAIN, there must a reason. I think it is because they are lulled to sleep by the idea that they have a "captive" audience. Inside the theatre, there's no competition. You buy candy at the theatre candy stand or you don't buy it at all. The truth is that a lot of customers who could be sold candy aren't buying it at all.

THAT CAPTIVE audience theory is a lot of baloney. Your audience isn't captured until it is past the ticket taker, and it becomes "uncaptured" again the minute the show is over. You should work for your candy sales, while you have the chance, just as energetically as other candy merchandisers, outside the theatre, work for their's.

How ABOUT Hallowe'en? How many of you had your candy counters decorated in

a Hallowe'en theme? How many of you had corn shocks all over the place and a big mass display of candy corn, always a candy favorite at that time of year? It was available in 5 cent window boxes, 10 cent cellophane bags, and larger bags. Orange, yellow, and white candy corn is attractive and colorful, a good attention-getter.

I WENT over this ground not long ago with a theatre candy buyer.

"Good display idea," he said, "but we don't do much with novelties. We get our volume on chocolate covered bars."

SURE he does. So do all theatres. But the idea is to attract attention to the spot where candy is sold. Your autumn display of corn will sell some candy corn. You may be surprised at how much. But it will also sell a lot of chocolate bars, simply because people who are accustomed to passing your candy stand so often that they no longer are actively conscious of the fact that it's there suddenly have it blasted into their attention.

BUT HERE I AM, talking showmanship to theatre operators. I said that was silly, and, by gosh, it is. I ain't gonna do it.

SO LET ME merely state in conclusion that dramatic merchandising will sell candy in volume. You take it from there.

—SMITH H. CADY, JR.

"Gus" Bar In Indiana Bow

INDIANAPOLIS—A candy bar honoring 20th Century-Fox's "My Pal Gus", created by McAfee Candies of Indiana, was festively introduced to the nation at a children's matinee at the Circle recently. Called a "My Pal Gus" bar, the treat was launched in stage ceremonies which saw a clown stepping out of a six-foot replica of the candy to distribute regular sized bars to the theatre's young patrons.

Gaily packaged with art inspired by the comedy-drama the wrapper also featured credits to the picture's Indianapolis opening. The promotion, serving as a guide for similar activities in cities where the candy will shortly be introduced, is being coordinated with openings of the picture. Included in the Indianapolis promotion-exploitation plans for the "My Pal Gus" bar were give aways to children at schools and theatres, displays in candy stores, theatres, and supermarkets, and a truck tour of the six-foot bar around the city.

TV Trailers Plug Candies

CHICAGO—Several candy manufacturers whose product is extensively sold in theatres recently made arrangements for the production of television footage by TV film producers. E. J. Brach and Sons and the Williamson Candy Company engaged the Kling Studios to produce some footage for them, the latter on Oh Henry bars. Bunte Brothers likewise made a production deal with United Broadcasting Company, while Sarra, Inc., has a contract to do TV films for Mars, Inc., to push sales of the Milky Way bar.

Chase Moves Outlined

ST. LOUIS—Chase Candy Company recently announced that it had purchased the chocolate coating equipment formerly used by the Warfield Chocolate Company, Chicago.

OUTDOOR REFRESHMENT SERVICE
from Coast to Coast over 1/4 Century

Refreshment Service for DRIVE-IN THEATRES

SPORTSERVICE CORP. Phone
SPORTSERVICE BLDG. • BUFFALO, N. Y. MA. 5014

NEWS OF THE

Territory

BRANCHES

Atlanta

AnSCO opened a district office in Atlanta with Joseph D. Coil as district manager. . . . The Colosseum's annual convention will be held here on Nov. 21 at the Ansley Hotel.

J. L. Sockwell has a permit for a \$20,000 drive-in near Lithonia, Ga. . . . W. W. Thrust has obtained distribution and exploitation rights for "The Country Parson" and "Seeds of Destruction."

The Twin City Drive-In, Pensacola, Fla., 300 cars, will soon be ready for opening. M. L. Brenton, formerly of Geneva, Ala., with 21 years in the business, will manage.

At Paramount, Lenore Courtright was appointed assistant booker, and Mrs. Judy Whithead, formerly with Monogram, is now in the billing department.

A Sunday closing of theatres in DeKalb County, embracing conventional and drive-in theatres in Decatur, Ga., may be expected if a blue law recommendation of the county's grand jury is carried out. The DeKalb action would involve theatres, sport activities, and all other Sunday operations, with the exception of restaurants, filling stations and drug store sales. Decatur's two theatres already close on Sunday, but several drive-ins in the county have Sunday showings.

Jack H. Wiener, MGM's field press representative staff, was in from New York to join Emery Austin, division representative.

The stork passed over the home of Mr. and Mrs. Curtis Baucon, he's with K and B Soda Company, and left a little baby girl. . . . Spence Pierce, Knoxville Drive-In, was in. . . . Georgia Theatres has taken over the 41 Drive-In, Macon, Ga. . . . Kenneth Williams is the new owner; Center, Knoxville, Tenn. Former owner was Mrs. Roma Webb.

Ken Reed, premier organist of the Imperial Broadcasting Company in Tokyo while serving in Japan as a member of the army of occupation, was at the Fox. . . . Ben Hill, U-I publicity, was in for "Because of You," Rialto.

Dan M. Coursey has been promoted to branch manager 20th Century-Fox, succeeding Fred Dodson, who died. The promotion from Atlanta sales manager was announced by Harry Ballance, southern division manager. Coursey, a veteran of World War II, has been with 20th-Fox in Atlanta since 1936, beginning in the shipping department.

Visiting were: E. B. Pierce, Victory, Louisville, Ala.; J. E. Martin, Grand, Mount Zuma, Ga.; J. H. Thompson, Martin and Thompson, Hawkinsville,



Among those present at the recent annual convention of the MPTO of Arkansas, Mississippi, and Tennessee in Memphis, were, upper left, left to right, Nathan Flexer, Mi-De-Ga, Waverly, Tenn.; Jack Bomar, ITO of Arkansas president, Crescent, Little Rock, Ark.; Roy Cochran, North Little Rock, Ark.; Ben Y. Cammack, RKO; L. F. Haven, Jr., Imperial, Forrest City, Ark.; Leon J. Bamberger, sales promotion, RKO and Orris F. Collins, Capitol and Majestic, Paragould, Ark.; upper right, seated, left to right, George H. Mayer, National Carbon Company, Dallas, and Lloyd Pullen, district manager, Rowley United Theatres, Dallas; standing, R. V. Reagin, RKO manager, Memphis; Alton Sims, booker, Rowley United Theatres; James Carberry, city manager, Rowley United Theatres, Little Rock, and Bamberger; lower left, outgoing President M. A. Lightman, Jr., Malco Theatres, Inc., Memphis, congratulating new President Leon Rountree, Holly, Holly Springs, Miss., and Grand, Water Valley, Miss., and seated left to right, Mrs. Harold Jimerson, Liberty, North Little Rock, and Airway, Little Rock, and Miss Nona White, Arkansas, Little Rock; standing, John P. Ray, Palace, Kennett, Mo.; Lightman, Bamberger, and Rountree, and lower right, seated, Norman Fair, Fair, Somerville, Tenn., and Arthur Elkin, Elkin and Victory, Aberdeen, Miss., and standing, left to right, Don Davis, RCA, Kansas City; Earl Elkin, Elkin and Victory, Aberdeen, Miss.; Bamberger, and E. W. Savage, Palace, Booneville, Ark.

Ga.; Marshall Maddox, Georgia; Ebb Duncan, Duncan Theatres, Georgia; P. L. Taylor, Dixie, Columbus, Ga.; Stanton Adams, AA, Wadley, Ala.; E. F. Ray, Rex, Alexander City, Ala.; Nat Hancock, Jefferson, Jefferson, Ga., and W. Welch, Dallas, Dallas, Ga.

R. R. Berry is the new owner, American. . . . The MGM Club will hold its annual Christmas party at the Henry Grady Hotel on Dec. 20.

From MGM—Edna Mize is new in the billing department. . . . Anita Causey resigned. . . . Helen Glenn will marry Richard Taylor in February. . . . Another wedding will be that of Dorothy Floyd to Joe Stevens.

COLUMBIA—Southern district manager R. J. Ingram, was back after a visit to Charlotte. . . . Pearl Moos, booking department, with the company for years, reports that her mother passed away in Lincoln, Ill. Miss Moos has been on leave for the past several months, and will return soon.

Lynda Burnett, Lippert, is resigning to join United Artists as booker. . . . George M. Jones, U-I sales manager, is back after illness. . . . Cynthia Phillis, U-I, resigned. . . . Clarence H. Smith, Scott, Oneida, Tenn., was in booking.

Sharron Neely and Dorothy Morris replaced Joe Ann Bush and Elizabeth Kitchens, in the booking department at Warners. . . . Harry Glenn, formerly with Georgia Theatres, is now in Macon, Ga. . . . Bill Griffin was in from Cullman, Ala. . . . The Noto-Vue Drive-In, installed new heaters. . . . Rudy Lehman was appointed as sales manager at Republic, not Realart, as previously stated.

Mrs. Ellen Fairhurst Richelieu, 57-year-old wife of the owner of the State, St. Petersburg, Fla., died. . . . Bill Duggan has been succeeded as manager, Colony, Winter Park, Fla., by Walter Colby, from the Grand, Orlando, Fla. Duggan has been with the Florida State Theatres since 1937. . . . Tom Sayer, has been appointed as manager, Empire, Daytona Beach, Fla. He has been with the Florida State Theatres for 10 years. He replaces George Krevo, who went to Miami Beach, Fla.

New officers of the Variety Club are: Chief Barker, A. B. Padgett, Wilby-Kincey; First Assistant, Harold Speer, Bailey Theatres; Second Assistant, Leonard Allen; Dough Guy, Marc Barre; Property Master, Willis Davis, and directors, Emery Austin, R. B. Wilby,

Tom Eubanks, Hap Barnes, Johnny Harrell, and Oscar Lam.

A playground has been added to the Ranch Drive-In, Hartselle, Ala. Other improvements include a four-room house for manager J. T. Bain and family.

Eddie Atkinson, formerly with RKO, opened his own booking office in Jacksonville, Fla., at the Griner Hotel. . . . Monroe Morrow, for many years an employee of Florida State Theatres, Jacksonville, Fla., died in New York. He was a member of Local 115. He is survived by his wife, Helen.

A 404-car drive-in is under construction in North City, Fla., near Fort Moosa, Fla., by John Hart, St. Augustine, Fla., and W. R. Shafer, Daytona Beach, Fla.

John Thomas, manager, Imperial and Empress, Jacksonville, Fla., returned after a vacation in Tennessee. . . . A permit has been taken by the owners of the Carefree, West Palm Beach, Fla., for improvements costing about \$16,000.

Charlotte

Rod Cameron, Chill Wills, Sally Mansfield, Alice Kelly, Kathleen Crowley, William Lundigan, Robert Hardy Andrews, and Douglas Morrow, in to attend the 40th anniversary convention of the Theatre Owners of North and South Carolina. A luncheon for exhibitors and friends was held with Carolina Delivery Service and Observer Transportation Company as hosts. Wives of the exhibitors were guests at a luncheon given by local supply dealers, and A. E. Chadick and R. L. Simpson were hosts at a cocktail party.

Jake Flax, Republic branch manager, Washington, D. C., was in conferring with Cy Dillon, local branch manager. . . . Robert J. Alander, advertising director, The Charlotte News, is the new Chief Barker, Variety Club. He succeeds Donald Graham. Cy Dillon was elected First Assistant Chief Barker; William P. White, Second Assistant Chief Barker; Bob Saunders, Dough Guy, and Bob Simril, Property Master. New crew members, in addition to the officers, are Frank H. Beddingfield, J. E. Holston, W. F. Lowry, Hugh Sykes, Jr., John Vickers, and Walter Griffith.

Stewart and Everett Theatres took over the Pastime, Monroe, N. C. This theatre will be dismantled, leaving two "A" houses in the town, the Monroe and Center, also operated by Stewart and Everett Theatres, Inc. . . . Bruce Sessions is the new owner, Hillside, Conway, S. C. Queen City Booking Service handles the buying and booking. . . . J. E. VanDerburgh, Montmorenci, S. C., has taken over operation of the Aiken Drive-In, Aiken, S. C. Queen City Booking Service handles buying and booking. . . . Sam Peery, owner, Hollywood Grill, received a wreath on the morning of Nov. 5. The card read, "With deepest sympathy from all your Republican friends." Later in the day, he smiled, and said, "It's okeh. There have been people in here laughing at me that I haven't seen smile in 20 years." . . . Marily Hill, typist-clerk, Republic, resigned to join the Army Air Corps at Lackland Air Force Base, Tex. . . . The Park Drive-In, Aiken, S. C., will be opened by P. H. Riley. Queen City Booking Service will handle buying and booking. . . . Irwin Rourk, Wrightsville Road Drive-In, Wilmington, N. C., has taken over operation of the Skyline Drive-In, Wilmington. . . . Construction has begun on the Sky-Liner Drive-In, Orangeburg, S. C. The expected date of opening will be Christmas Day. Exhibitor's Service will handle buying and booking. . . . Walt Hamilton, formerly manager, Carolina, Kinston, N. C., is now with the Ambassador, Raleigh, N. C.

Seen were: Mrs. J. F. Dobson, Williston, S. C.; Floyd Baker, Carolina, Spruce Pines, N. C.; O. T. Kirby, Palace, Roxboro, N. C.; Wade McManus, Starlite Drive-In, Spartanburg, S. C.; Jim Hyatt, Midway, Lancaster, S. C.; Mr. and Mrs. Finn Lee, Duplin, Warsaw, N. C.; Carey Caukell, Danca, Wallace, N. C.; Harry Cooke, Center, Mount Olive, N. C.; C. A. Dandelake, Colonial, Tarboro, N. C.; Charlie Burgin, Colonial Theatres, Valdese, N. C.; Sam Bogo, Carolina, Batesburg, S. C.; J. B. McIntyre, Raeford, Raeford, N. C., and Willie Sams, Statesville Theatre Corporation, Statesville, N. C.

Memphis

The Elba, Wickes, Ark., owned by Fritz Sanderfur, was destroyed when a fire spread from an adjoining store.

Fussell Heads Carolinas Unit

CHARLOTTE — Woodrow G. Fussell, Bladenboro, N. C., was elected president, Theatre Owners of North and South Carolina, at the 40th annual convention of the group. He succeeds Robert Bryant, Rock Hill, S. C., elected first vice-president. A Fuller Sams, Jr., was elected second vice-president, and Mrs. Walter Griffith was named to her 25th term as executive secretary-treasurer.

Herman M. Levy, TOA general counsel, thanked the organization for approving the TOA principle of arbitration. The Carolina group was the sixth to take this action. Levy said that although there is some criticism of the plan and some details must still be ironed out, it is still worthy of approval by all segments. Amendments, when necessary and advisable, can, and will, be made.

Jack Braunagel, chairman, TOA drive-in committee, warned that drive-in operators are at fault in overemphasizing the sale of concessions rather than the pictures. Bryant attacked the 20 per cent admission tax, calling it a wartime levy carried over into peace, and asked for concerted and vigorous action by theatre owners to bring about repeal.

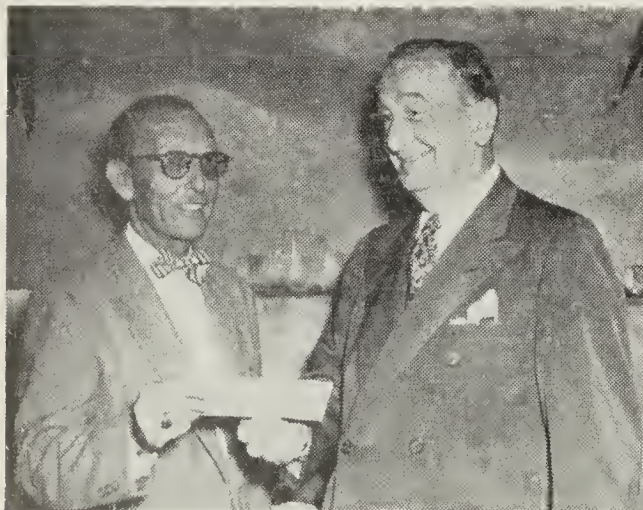
Mike Simons, Loew's public relations executive, spoke at the theatre trade school, and stated that good pictures were not the only answer to exhibitor boxoffice problems. "We must," he pointed out, "get back to the day when the customer was king."

Theatre advertising was discussed by Emil Bernstecker, Wilby-Kincey, Atlanta.

Emery Austin, southern press representative for MGM, Atlanta, escaped with bruises in a North Mississippi auto accident when he tried to avert a dog in the road. The wreck occurred 15 miles east of Tupelo, Miss.

The Roxy, Hot Springs, Ark., closed indefinitely. United Theatres, Inc., is the owner. . . . The new Winona Drive-In, Winona, Miss., owned by C. O. Bishop, opened.

COLUMBIA—Miss Virginia Nesbitt is the new general clerk. . . . Carolyn Perkins is the new cashier's clerk. She replaces Carolyn Lewis, promoted to



Recent winners of an MGM exploitation picture of the month campaign held in connection with Florida State Theatres' "Guy Kenimer Drive" are shown. On the left, Jimmy Barrett, manager, Florida, Miami, Fla., is presented his prize check by MGM district manager Charles E. Kessnich; in the center,



Ralph Puckhaber, manager, Palms, West Palm Beach, Fla., is presented with a check for \$50 from Kessnich, while, on the right, Curtis Miller, Claughton, Tampa, Fla., receives the second prize of \$250 from MGM field representative Judson Moses.



assistant cashier. . . Mrs. Jean Harbrough resigned.

20TH-FOX—Tom Young, branch manager, attended funeral services for Fred Dodson at Magnolia, Ark. . . Visiting exhibitors included: W. P. Dowling, Greenwood, Ark.; W. R. Lee, Heber Springs, Ark.; John Herd, Truman, Ark.; Luther Woodfield, Pine Bluff, Ark., and G. H. Goff, Parsons, Tenn.

PARAMOUNT—Billy Stevens, booker, resigned to join U-I as booker-office manager.

C. O. Taylor, Dequeen, Ark., opened the Pines, Dierks, Ark. . . Malco opened a new drive-in at Stuttgart, Ark., named the Starview.

The Bellaire Drive-In, Centerville, Tenn., closed. . . The Victory, Burnsville, Miss., was bought from L. Ligon by Hal Barnes.

New Orleans

William B. Zoeller, head, MGM short subjects and newsreels sales, was in for two days.

Mrs. Sarah Mains Brown, mother of Mrs. Harold F. Cohen, died. The Cohens are the franchise holders for Lippert. . . Murphy Legendre, Dixie, Thibodaux, La., was around.

Mamie and Milton Dureau, Masterpiece Pictures, Inc., scheduled a special preview of "Never Take No For An Answer" at the Center. . . Fred Houck, Joy Theatres, Inc., strolled over from the new headquarters, 1315 Gravier Street.

Among city and suburban exhibitors seen about were: Samuel Corte, Laurel; E. W. Jones, St. Bernard Drive-In; Bill Shiell, Marrero Drive-In; Rene Brunet, Imperial; Paul Brunet, Dixie, and John Richards, Slidell Theatres, Inc.

Mrs. Rodney D. Toups was off to New York to represent Louisiana at the eighth annual conference of State Advisors On Women's Activities of the National Foundation for Infantile Paralysis.

Jimmy Stewart played host to about 500 Boy Scouts on the set of "Thunder Bay" in Morgan City, La. . . James Hoadley, formerly with Masterpiece, and since the beginning of the year soldiering at Francis A. Warren Camp, Cheyenne, Wyo., stopped to bid adieu before embarking for the Far East.

Gordon R. Moody, who took over operations of Royal's Stardust, reopened under the name of the Gordon. . . Drive-in exhibitors making the rounds were William Shiell, Marrero; E. M. Jones, St. Bernard; E. R. Sellers, Yam, Opelousas, La., and S. E. Mortimore and Lyle Shiell, Skyvue.

Frank DeGrauw was in for several days from Abbeville, La. . . H. Hargroder visited with his buyer and booker, J. G. Broggi. . . Mrs. Bertha Foster fulfilled her string of calls including that of her theatre in Port Sulphur, La., and was back home again in Violet, La., before nightfall.



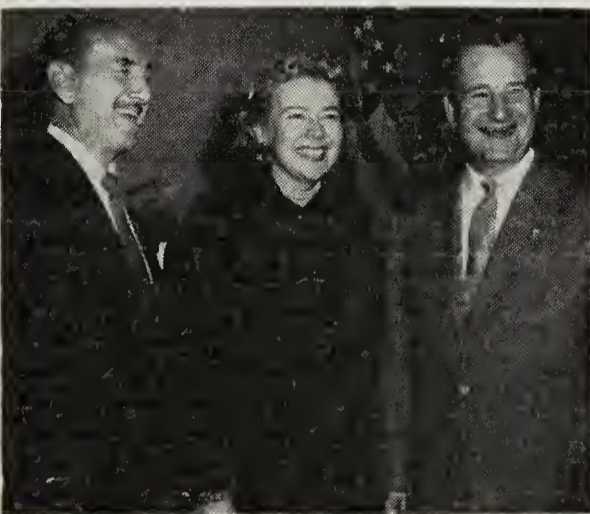
Bill Ferguson, former head, MGM exploitation department, kneels on his front lawn in Miami Beach, Fla., beside a facsimile of Leo the Lion and other reminders of his former job.

Max Connett, returning from a Texas trip, stopped at his New Orleans headquarters before journeying on to Newton, Miss. . . R. B. Dossett was in on a tour of the exchanges in the interest of his Star, Hattiesburg, Miss., and the Petal, Petal, Miss.

R. L. Johnson, Johnson Theatre Supply, attended the opening of Gilbert Romero's Booker T, Lafayette, La. He supplied projection and sound equipment. . . Lew Langlois, mayor and theatre owner of New Roads, La.; Al Morgan, Fred T. McLendon's Theatres, Union Springs, Ala., and Mrs. O. Barrie, Luling, La., were among the exhibitors seen about.

Louis E. Collins, advance representative for "House of Terrors" with Raymond and Company, visited. . . Robert Long, Rebel Drive-In, Baton Rouge, La., stopped by for a brief chat. . . Ruth Sales now heads 20th-Fox's cashier's department. She replaces Emily Passman, resigned.

William Briant, manager, 20th-Fox, attended the funeral of Fred Dodson in Magnolia, Ark. . . It wasn't just a day of acting for Gilbert Roland, Jay C. Flippen, and Dan Duryea on the set of "Thunder Bay" in Morgan City, La. It was also a night of action when they joined the town's fire brigade to help quench a fire that destroyed a service station and part of a restaurant.



Jack L. Warner recently greeted as "close allies for the bettering of service to humanity" 2000 representatives of the automobile and motion picture industries as they met in a joint conclave at the Warner studios on the coast. Seen with Warner are Mrs. Ford and Benson Ford.

Ray Vrazel is now happily ensconced in the driver's seat at Ed Ortte's Gulfport, Miss., Legion and Gulf.

Mrs. Henry Lazarus was readying for two weeks of pleasure and rest in Hot Springs, Ark. . . Ike Katz returned to Atlanta. . . Charles Levy, Ritz, Hammond, La.; Gordon Ogden, Ogden Theatres, Baton Rouge, La.; E. Jenner, Ellisville, Miss.; Phillip Salles, Covington, La., and A. L. Royal, Meridian, Miss., were in.

William Murphy, Jr., pilot, Southeastern, made a deal with Open Air Theatres, Inc., Lake Charles, La., to supply overall RCA equipment for the new twin-airer. . . F. G. Prat, Jr., and Harold Dacey, Prat's Theatres, Vacherie, La., was in visiting. Booking days evidently have been changed from Wednesday to Friday, as observed the past three weeks.

Al Boykin, Warners, excursed to Baton Rouge, La., on business. . . Solo Cup Company's A. L. Lee checked in after attending the company's annual meeting at the Edgewater Beach, Chicago.

Around to buy, book, and visit were Cy Carolla, Arcade, Slidell, La., and Teddy Solomon, Solomon Theatres, McComb, Miss.

James Prichard, Monogram division manager, after making the rounds of the southern exchanges, returned for a visit before going back to headquarters in Dallas. . . Sam Corte, neighborhood Laurel, stopped by to relax a bit.

Isadore Lazarus, Lazarus Theatres, attended the Tulane-Kentucky football game in Lexington, Ky. . . Phillip J. Corte's Garden has taken on a new look.

Secretary of the Navy Dan A. Kimball was scheduled to visit here to present E. V. Richards, Jr., with the navy's Distinguished Service Award. Richards is regional vice-president, Eighth Naval District region, Navy League of the United States. The citation accompanying the award is given for untiring efforts and unlimited cooperation with the navy in the fields of entertainment, education, and morale.

Five hundred employees of the industry heard addresses by the Rev. Fred Digby, director, Associated Catholic Charities, and John Zimmerman, United Fund, at the United Fund campaign meeting at the Joy.

Bill Thomas, Republic, was off on a long jaunt. . . Alex Rosenthal, Alexandria, La., was wisecracking with the sidewalk gang.

Joy N. Houck, president, Joy Theatres, Inc., and associate owner, Western Productions, was readying a plane trip to Hollywood in the interest of his new productions.

Rene Brunet's vision is so much improved that he can now make the rounds by himself sans the blinkers. . . Mrs. Henry Lazarus, son, Isadore, and Maurice Joseph, Lazarus Theatres, were among the large crowd attending screenings at 20th-Fox. . . Ira Phillips, who recently sold his Joy, Moreauville, La., to Charles Smith, was a Joy Theatres, Inc., caller.

Ray Vrazel, UA sales staff, resigned to reenter the exhibition field as manager, Ed Ortte's Legion, Gulfport, Miss. His first post in the industry was manager, Tudor.

Ben Sharer, Louisiana and Mississippi representative for Barnett Film Service, distributor of theatre clocks, Jackson, Miss., was a caller. . . . M. A. "Mickey" Versen, C-Wall, Morgan City, La.; Ed Ortte, Clermont Harbor, Miss.; Ann Molzon, Labadieville, La.; Warren Salles and sons, Jack and Phillip, Covington, La.; Mayor Lew Langlois, New Roads, La.; L. J. "Lefty" Cheramie, Golden Meadows, La., and Milton Guidry, Nona, Lafayette and Yam Drive-In, Opelousas, La., were about.

Arkansas Little Rock

The purchase of 20 Arkansas theatres by M. S. McCord and a group of associates was announced. McCord was formerly vice-president, Malco Theatres, Inc. The theatres, in Helena, Hope, Hot Springs, Pine Bluff, North Little Rock, Conway, Morrilton and Clarksville, were purchased from Malco Theatres, Inc., Richards-Lightman Theatre Corporation, and Malco Realty Corporation. Associated with McCord in the purchases were M. J. Pruniski and W. B. Sockwell, North Little Rock; J. C. Tunstill, Memphis, and R. S. McCord, North Little Rock, at present in the armed services. Pruniski formerly was a Malco executive. Both he and McCord disposed of their interest in Malco last June. However, Pruniski still retains a 50 per cent interest in the drive-in in North Little Rock with M. A. Lightman. Pruniski and McCord have owned the Park, North Little Rock, for several years. Theatres acquired by the new corporation include the Paramount, Malco, and Pastime, Helena; Saenger, Rialto, and New, Hope; Malco, Central, Roxy, and State, Hot Springs; Saenger, Malco, and Strand, Pine Bluff; Rialto and Princess, North Little Rock; Conway and Grand, Conway; Rialto, Morrilton, and Strand and Joy, Clarksville. Booking offices will be in the M and M building, Memphis, and the home office accounting department in



Kirk Douglas recently obtained facts on Israel's industrial expansion programs, aided with proceeds from the sale of State of Israel Independence Bonds in America, from 10-year-old Daliah Levenbook, Shavef Zion, a farming settlement chosen as headquarters by the crew filming "The Juggler" in Israel for Columbia release.

the United building, North Little Rock. McCord said the Rialto and Princess, North Little Rock, will be operated by North Little Rock Theatres, Inc., Pruniski, president; Mrs. Thomas Morrissey, vice-president; Mrs. W. E. Wilkins, secretary-treasurer, and Eddie Holland, assistant treasurer-city manager.

Florida Jacksonville

William Beck, manager, Five Points, was not so quiet in exploiting "The Quiet Man," with large banners waving from the theatre's marquee. . . . F. T. Murray, U-I manager of branch operations, New York City, conferred with Buford Styles, manager. . . . Jeanne Cavanaugh, U-I chief cashier, and her husband, planned a vacation jaunt to New York. . . . Dick Beck, Beck Theatres, was in. . . . Mrs. Lindy Mosely, 20th-Fox, the former Betty Palmer, is back from her honeymoon, proudly exhibiting a new ring. . . . Mike Serabo is now head booker for Warners. . . . Charlie T. Jordan, Warners' branch manager, said his staff is already busy working on plans for next year's business. . . . M. J. Hogan is in the Warner office for several weeks. . . . The Florida premiere of "It Grows On Trees" has been set up for the St. Johns, said Sheldon Mandell, manager.

Florida State Theatres district managers attended a fall conference with company officials; George Hoover, lower east coast; Alfred Weiss, Miami; James W. Cartwright, central Florida; Frank Bell, west coast, and Jack Fitzwater, Jacksonville. . . . Marian Brewer, FST home office, became the bride of Lieutenant-Commander Everett Fifield, and they left on a wedding trip. . . . Mrs. Jessie Green, formerly in the FST accounting department, is back with the company as Harry Botwick's private secretary at the candy and popcorn depot. . . . Mrs. Marcella Woods, Mrs. Loretta Krause, and Mary Jane Thomas are new employees in the FST concessions department.

The 20th-Fox office was saddened over the death of Fred Dodson, Atlanta branch manager. . . . Paul Hargette, Columbia manager, was away on a trip. . . . Guy A. Kenimer, general manager, FST, left for a trip around the circuit. . . . Leon D. Netter and Louis Finske returned from a Paramount meeting at the Green Brier Hotel, White Sulphur Springs, Va.

These state out-of-town exhibitors were recent visitors: J. U. McCormick, Roxy, Lakeland; Kenneth Kellen, King Circuit, Fort Myers; Charles Walder, Tivoli, Miami; Tabor Rowe, Florida Drive-In, Gainesville; Elias C. Kaniaris, Beach Drive-In, St. Augustine; Sam K. Stratos, Jefferson, Monticello; Haywood Hanna, Milton; J. E. Hendrix, Broadway, Tampa, and Burton Clark, Wometco, Miami, and J. H. Thompson, Martin and Thompson, Hawkinsville, Ga.

Carl Carter, manager, Ritz and Ribault Drive-Ins, went to Atlanta. On

Hallowe'en night, he gave lollypops to the kids, and awarded prizes for the best costumes. . . . Al Fourmet, Edgewood, and Robert Skaggs, Capitol, tried something new, midnight shows, and came out successfully. The Capitol had one on Hallowe'en and the Edgewood's was on a Saturday night. . . . Harley Bellamy, assistant manager, Palace, resigned to take a job with a theatre supply house here. Theatre employes gave him a sendoff party. . . . All the women office workers at Warners had a "hen party" and shrimp dinner at Shirley Gordon's home. . . . Harry Botwick, Florida State Theatres executive, returned from a district trip. . . . Among those attending the United Paramount Theatres meetings at the Greenbrier Hotel, White Sulphur Springs, Va., were Leon T. Netter, president, and Louis Finske, vice-president, FST. . . . Recent visitors were Bob Cannon, Cannon Theatres, Live Oak, Fla.; Tony Stone, Leon, Tallahassee, Fla.; C. O. Jeffery, Alexander Film Company, Fruitland Park, Fla.; Carl Floyd, Floyd Theatres, Haines City, Fla.; Charlie Lester, National Screen Service, Atlanta; Jack Fink, Wometco, Tampa, Fla.; Jerry and Louis Gold, Gold-Dobrow Theatres, Pahokee, Fla., and Leslie Pendleton, State, Lake Wales, Fla.

Tampa

Two officers of a Sarasota, Fla., theatre company appeared before the U. S. Commissioner for a preliminary hearing on charges of failing to report amusement taxes. The government charges that Waller and Thomas Amusements, Inc., its president, Mose L. Waller, Jr., and its secretary-treasurer, F. Hughes Thomas, failed to report nearly \$11,000 in amusement tax collections.

"Help Eliminate the 20 Per Cent Tax"

Louisiana Shreveport

Alert to promotional opportunities, Thomas McElroy, Glenwood, took advantage of New York's "Salute to Italian Films Week," and converted it to local benefits. He managed to book "Miracle In Milan" during the week of the Festival. Then he went to work corraling the support of the cultural and cosmopolitan groups. Through them, he was able to give a festival-like atmosphere to his own show at the Glenwood, with the local papers cooperating. The extra showmanship paid off.

North Carolina Durham

The Midway Drive-In offered a quadruple-feature "moviethon," which lasted from midnight to dawn. The six and one-half hour program was concluded with a breakfast of free coffee and doughnuts served at daylight.

Troy

Troy Theatres, Inc., obtained a certificate of incorporation from the Secretary of State to operate theatres with authorized capital stock of \$100,000. Incorporators are F. L. Taylor, Alliene Taylor, and D. Holt, all of Troy.

NEWS OF THE

Territory

Chicago

Turner-Farrar Theatres opened its new 500-car Starlight Drive-In near Eldorado, Ill. . . . Improvements in film censorship and corrective measures were discussed before the American Civil Liberties league by Eli Fink an attorney who represented RKO for several years in this area.

With 116 films inspected, totaling 572,000 feet, the censor board had a busy October. One picture was rejected, and four were labelled for adults.

That attendance is on the upswing was definitely shown by city tax collections of \$100,808 in October, compared with \$97,115 for the same month last year. All amusements reflected a similar increase, with \$154,508 against \$145,210.

Bernard Temborious, Avon owner, Breeze, Ill., has options on several locations there for a \$75,000 drive-in. . . . Phil Lamansky, Republic booker, and Byanna Wittert were wed. . . . Carson W. Rodgers, Rodgers Theatres, Cairo, Ill., took a pheasant hunt.

George Neckermann, 68, former district manager for H. Schoenstadt and Sons Theatres and with the organization 38 years, passed on. His widow survives.

Edward Dlouhy, Roosevelt manager, took his wife and daughter on a Florida vacation.

John Rector, Century assistant, is now aiding at the State Lake. . . . The Princess, Colchester, Ill., reopened after renovations.

Alfred B. McDonough, 72, retired financial manager, Erlanger and Powers, passed on. . . . Gene Atkinson, business agent, projectionists' union, is spending some time in Hollywood, Fla.

The Oriental arranged reduced parking rates at a nearby garage. . . . Thomas Flannery, head, White Way Electric Sign and Maintenance Company, was awarded the "Humanitarian of 1952" honor by the Cinema Lodge, B'nai B'rith. He will be accorded a dinner in February.

Don Hammer, who managed the Times, Connorsville, Ind., for the past two years, was named manager, Knox, Knox, Ind., by the Alliance Theatre Corporation.

A \$225,000 triple damage suit was filed in federal court by Leonard Grossman and his wife, on behalf of the Rena, against the majors, with the exception of 20th-Fox and RKO. Balaban and Katz and the 20th Century are also named as defendants. The plaintiffs operated the Rena from 1949 to January, 1951.

Dallas

Thieves obtained \$650 from the Ernie Pyle, Albuquerque, N. M.

Joan Crawford was presented with a plaque by Robert J. O'Donnell on behalf of Texas COMPO, representing theatremen of Texas and the Gonzales, Tex., Foundation at a testimonial banquet at Brook Hollow Golf Club with exhibitors from all parts of the state in attendance. The award for the appeal she made on Texas screens last summer which raised \$235,655 for the Gonzales Warm Springs Foundation for Crippled Children. Miss Crawford accepted the tribute, and asked the once-crippled Beverly Mills, who had appeared in the film short with her, to walk to the front of the banquet hall without braces. Plaque awards were also presented by O'Donnell to David Miller, the director, who worked with Miss Crawford on the film in the RKO studios, and to William Hellume, Austin, Tex., manager, who collected more than \$3,600 in one week at his theatre, the top mark made by an exhibitor in the campaign. At the dinner, an additional pledge of \$25,000 was made by Karl Hoblitzelle, president, Interstate Circuit, Inc. From Hollywood on the dais were Mitchell Leisen, director; Billy Daniel, Fort Worth, Tex., dancer, and William Haines, once a film actor. Mr. and Mrs. Ross Boothe, of the Gonzales Warm Springs Foundation, and Lynn Smith, Gonzales theatremán, a member of the board of directors of the Foundation, were introduced. Texans on the dais were Dallas Mayor and Mrs. Tiste Adoue, Colonel H. A. Cole, Allen Merriam, Mrs. Merriam, Mr. and Mrs. Ed Rowley, Mrs. O'Donnell, Mr. and Mrs. Claude Ezell, Mr. and Mrs. H. J. Griffith, Mr. and Mrs. Julius Gordon, Mr. and Mrs. John Rowley, Mr. and Mrs. Phil Isley, Mr. and Mrs. Henry Reeve, and Mr. and Mrs. Sam Landrum. An invocation and benediction were delivered by the Right Reverend Monsignor W. J. Bender. More than 300 people attended the event. Co-chairmen on the banquet were Ray Beall and Paul Short, assisted by Kyle Rorex, Alfred Delcambre, Bob Bumpas, Gene Key, Sue Benningfield, Winnell Quinn, and Frank Bradley.

Frank Weatherford, chairman, District 12, arranged a luncheon meeting of 41 exhibitors with Congressman Wingate Lucas in Fort Worth, Tex., which carried a powerful message. After introducing all the exhibitors to the Congressman, Weatherford called upon Colonel H. A. Cole to present his situation in Bonham as a typical example as well as to bring the national theatre picture to the meeting. After presenting problems in Bonham, Colonel Cole gave significant facts from the Department of Commerce and Internal Revenue Department, substantiating his remarks about the current downward trend in theatre business. Congressman Lucas stated that he was interested in hearing personally from his constituents. The case of the Sunset, built by C. R. Sandidge, which had to be closed, was offered. L. C. Tidball stated that he had plans to remodel the front of his New Isis and to put in new seats if the tax were removed, but "I cannot take this

important action unless this discriminatory tax is removed." L. N. Crim, Jr., with interests in the Cowtown Drive-In, stated the story of a theatre which a few months ago had to be closed and dismantled due to the seriousness of this 20 per cent tax and increasing expenses. W. E. Guest stated that in his Palace and Mustang Drive-In, business in 1951 was off 15 per cent from 1949, and, for the first nine months of 1952, his business has been off 30 per cent from 1949. "I have shown no profit thus far in 1952, and shall be forced to a part time operation of the conventional theatre in 1953 at the present rate," he declared. Guest stated further that his drive-in had been reduced to a two-day per week operation. Weatherford cited the case of the Majestic, an old landmark, which we have been forced to close. Ralph Drury who operated the Morgan, stated that after considerable time and money spent in the effort, he found he could not make an honest living. The people who bought him out six months ago, recently closed the house. Harold Moore, Azle, stated that business had been building up in his suburban community as in Grapevine, but, in spite of that, his business has been decreasing. Roy Starling, White, gave detailed information. Fort Keith, Palace, Grandbury, Tex., stated, "I am situated in a town that has doubled its population in the last two years, but I have had to cut down my operation to three days a week." L. N. Crim, Jr., spoke for his father's interests in four conventional theatres in Fort Worth, Tex., and stated that several years ago they were making some profit, "but now they are operating on very narrow margins, and my dad is considering the probability of closing one or two unless tax relief changes the situation. Colonel Cole cited the fact that when he operated in the Ranger, Tex., many years ago, Sunday closing prohibited the theatres from operating. "But" said the colonel, "there were an average of two killings every Sunday in Ranger, and it wasn't long before the sheriff came to me, asking that I open the theatre. He stated that he would overlook our operation, and the problems of the sheriff became greatly simplified over the Sunday holiday."

Denver

Lester Zuker, manager, newly-created U-I district, Denver, Salt Lake City, Omaha, Des Moines, and Kansas City, made his first visit here conferring with Mayer Monsky, branch manager, and getting acquainted with circuit film buyers. Accompanying him were Barney Rose, who formerly had Denver in his district, but who now is manager, Pacific coast district, and Foster Blake, division manager.

Duke Dunbar, attorney, formerly secretary, old Film Board of Trade, was easily reelected Attorney General of Colorado by the largest vote of anyone in the recent election. He ran on the Republican ticket.

Murray Lafayette, exploitation man, United Artists, was here for "The Thief," Paramount.

Irving Sochin, U-I short subjects sales manager, visited the exchange. . . . George Smith, Paramount division manager, was in for conferences with Jim Ricketts, recently named branch manager. Together they called on the circuits.

J. V. Sculley, Republic auditor, was in. . . . Seen on Film Row were: Lloyd Greve, Eagle, Colo.; Robert Smith, Steamboat Springs, Colo.; Dr. F. E. Rider, Wauneta, Neb.; Delbert Stewart, Torrington, Wyo.; Mrs. Fred Hall, Akron, Colo.; Neil Beezley, Burlington, Colo., and Mr. and Mrs. Bernard Newman, Walsh, Colo.

Des Moines

The State, Dubuque, Ia., operated by Ben and Joseph Jacobson, announced that in the future the house will show only first-run films, with each picture to be shown for seven full days. . . . Charles Niles, Anamosa, Ia., has sent a letter to officials of Catholic churches in Iowa explaining inability of Iowa exhibitors to buy "The Miracle of Our Lady of Fatima." Niles pointed out that a great many of the clergy had received invitations to see the picture, and to avoid bad relations between the church and the exhibitors, he explained that Warners had either not made the picture available or had assessed such terms for it that it was impossible for the Allied members to show the picture at the present time, in his opinion.

J. L. Koll, Kearney, Neb., has been appointed manager, Rialto and Iowa, Fort Dodge, Ia., by Central States. Richard Myers, former manager, Iowa, Fort Dodge, has been named manager, Cresco, Cresco, Ia. L. A. Miller, manager, Rialto, has been named city manager at Fort Dodge. . . . The projection booth and concession building of the Chief Drive-In, near Estherville, Ia., was destroyed by fire two days before the theatre closed for the season. Damage was estimated at \$8,000. . . . A group of business men from the community at Bridgewater, Ia., purchased the State from Orville Dunkerson and will operate the house four nights a week. . . . The Variety Club will hold its annual "Bingo" party on Dec. 8 at the Jewish Community Center.

Kansas City

Among those attending the Allied convention in Chicago are C. E. Musgrave and Mr. and Mrs. O. F. Sullivan.

Deepest sympathy goes to Sam Abend and family. Mrs. Abend passed away at Menorah Hospital. . . . Tim Holt made personal appearances at the Gillham. . . . Milt Young, Columbia exploitation man, was in for "Hangman's Knot," Loew's.

Gladyce Penrod, former office secretary, Kansas-Missouri Theatre Association, is secretary to B. C. Marcus, mid-west division manager, Columbia. . . . Louis O. Honig, head, real estate department, Fox Midwest Theatres, Inc., will open his own real estate office. He will specialize in the sale and leasing of busi-

ness properties and chain store leases in Missouri, Kansas, Illinois, Iowa, Arkansas and Oklahoma.

Seen on Film Row were: Marcus and Eddie Landau, Liberty, Horton, Kans.; Godron Holiday, Paramount, LaCrosse, Kans.; Frank Weary, II, Farris, Richmond, Mo.; F. G. Weary, III, 13 Drive-In, Henrietta, Mo.; Lauren Turner, Granada, Independence, Mo.; J. A. Becker, Associated Theatres, Independence, Mo.; Virgil Harbison, Tarkio, Tarkio, Mo.; J. Leo Hayob, Mary Lou and 4th Street, Marshall, Mo.; Elmer E. Bills, Lyric, Salisbury, Mo.; Ken Winkelmeier, Casino, Boonville, Mo.; Ben Spainhour, Twilight, Greensburg, Kans.; Ben Adams, Eldorado, Kans.; Robert Egender, Waverly, Mo.; Jay Wooten, Hutchinson, Kans.; Beverly Miller, Fort, Leavenworth, Kans.; Ralph Gregory, Dickinson, Mission, Kans.; Miss Lily Wolty, Midway, Hill City, Kans.; Dick Whitley, Midcentral, Manhattan, Kans.; Fred Davis, Girard, Kans.; Betty Caruso, former cashier, Lippert; John Courter, Courter, Galatin, Mo.; Roy Culley, Pastime, Medicine Lodge, Kans.; H. E. Porta, Community, Humansville, Mo.; Virgil Green, Green, LaPlata, Mo.; Doug Lightner, Wareham, Manhattan, Kans., and J. D. King, Lawrence, Kans.

Allied Independent Theatre Owners of Kansas and Missouri held its first fall board meeting. Fred Harpst, general manager, Allied office, said that plans were being made for a series of regional meetings in Kansas and western Missouri. They will consist of film clinics, screenings, and exchange of showmanship ideas. Plans are also being made for a spring convention.

Happy birthday to Bob Herrel, United Film, Nov. 14; Pauline Frame, Exhibitors Film Delivery, 19; Billie Mistele, Paramount, 19; Rube Melcher, Popper's Supply, 22; M. E. Anderson, Paramount, 22; Francis Biechele, Kansas Board of Reviews, 23; Earl Dyson, RKO, 27, and Virginia Gaylord, Central Shipping, 30.

Jack Braunagel, head drive-in man, Commonwealth, returned from the Florida convention in Jacksonville. . . . R. R. Winship, Majestic, Phillipsburg, Kans., a patient at the K. O. Medical Center, Rosedale, Kans., returned to his home. . . . Robert Herrel and Nina Bridges, United Film Exchange, have taken over the Lippert franchise for the territory. . . . The zoning board in Springfield, Mo., approved a new drive-in for the Commonwealth Circuit. . . . Howard Larsen, Civic, Webb City, Mo., will build a 400-car drive-in. . . . The 700-car Cloverleaf Drive-In has been opened by the Cloverleaf Drive-In Company. . . . The new Sunset Drive-In, Wellington, Kans., was opened by Dewey Utterback and Homer Humbert.

Frank Todd has leased the Lathrop, Lathrop, Kans. . . . Jack Campbell, former manager, Bev, Leavenworth, Kans., sub-leased the theatre from Bev Miller. . . . Mr. and Mrs. Norman Belt sold their half interest in the Pic, Satanta, Kans., to their partners, Mr. and Mrs. William Welton.

Los Angeles

Fox West Coast shuttered the Carlton. . . . Gale Parker resigned his post with the Roy Dickson booking office to enter another field. . . . Tom Quinn returned to his desk after undergoing surgery. . . . Matt Freed, former Cinema exhibitor, has become a producer, and will release his first feature through Lippert. . . . Herbert Rosener closed the Esquire for remodelling. . . . The Acres, Lincoln Acres, Cal., will henceforth be handled by Exhibitors Service. . . . Dave Rector closed the Ebell, Long Beach, Cal. . . . "Buck" Stoner, assistant to Herman Wobber, 20th-Fox district manager, flew in. . . . A mass meeting of all members of the Film Row Club was held in the Boulevard for the purpose of introducing the various officers, and to outline plans. . . . Stan Lefcourt resigned from United Artists to join the Pacific Drive-In Corporation as assistant to Gus Diamond. Bert Pollard, same office, has been promoted from office manager to sales manager. . . . Charlie Kranze, Favorite, is back from a trek to New York. . . . Visitors to the Row were: Vince Murphy, Nace Theatres, Phoenix, Ariz., Earl Strebe, Palm Springs, Cal., and Rebecca Carrillo, Moor Park, Cal.

Discina International announced that Manhattan Films International, headed by Robert Kronenberg, was appointed west coast sub-distributor for "Casque D'or, Story Of A Blonde."

Milwaukee

Jed Camp, 92, passed away. He was the father of the late Jack Camp, former salesman for U-I. . . . Walter Baier, Fort Theatres, Fort Atkinson, Wis., was in booking. . . . Inez Gore's mother, who was visiting from Indiana, was injured in an automobile accident. Miss Gore is secretary to Jack Lorentz, 20th-Fox.

The Wisconsin is running legitimate plays. . . . Burtus Bishop replaced John Kemgten at MGM, while Kemgten was vacationing. . . . Fox Wisconsin Theatres reminded patrons to get out and vote. . . . John B. Schuyler, president, Delft Theatres, attended the meeting of Allied at Detroit. . . . Oliver Trampe, was at the Monogram meeting in Hollywood. . . . Andy Kenny, formerly of Warner Theatres and Standard Theatres, is now booking for the Warner exchange. . . . Jake Kaiser, former Warners' booker, is now city salesman.

Minneapolis

Construction of an amphitheatre-type drive-in was going ahead in Orono Township despite opposition of area property owners. Grading is almost completed on a 9 and one-half-acre tract north of County Road Seven between the Navarre business district and Spring Park Village to provide a bowl-type outdoor theatre. The Navarre Amphitheatre, estimated to cost around \$150,000, and provide parking for 1,700 cars, is scheduled to open next spring. A ruling by the Attorney General's office cleared up doubt as to whether the theatre could be built without obtaining a license from the Orono town board.

It was ruled that the town board could not require a license because the town had no theatre license ordinance. The area is not zoned, although some sections of the town are. The theatre will be operated by Navarre Amusement Corporation, Leo Aved, manager, Empress, Minneapolis, president, and Emmons L. Abeles, secretary. Architect for the project is Liebenberg and Kaplan.

Recent out-of-town exhibitors on Film Row were: Dan Peterson, Brookings, S. D.; B. J. Weeks, Ivanhoe, Minn.; Leo Molitor, Superior, Wis.; Doc Reynolds, Princeton, Minn.; Lane King, Dell Rapids, S. D.; P. R. King, Adrian, Minn.; Clint Price, Alma, Wis., and Alec Perkins, LeCenter, Minn. . . . Myrtle Sadoff is back at Paramount as cashier's secretary after a leave of absence. . . . Saul Malisow, 20th-Fox branch manager, was in New Richmond, Wis.

The "so-called roadshow" trend was termed "one of the most dangerous problems facing exhibitors today" by Ben Berger, president, North Central Allied. Berger said that the exhibitors "must find a way of convincing film companies of the folly and injustice of the policy." He said that the top pictures should be made available to all situations at reasonable terms. Berger said that he supported the stand of Colonel H. A. Cole that the time had come for Allied to withdraw from all-industry cooperative effort.

A practical joker called The Minneapolis Tribune, identified himself as Martin Lebedoff, and said he was closing his Homewood because of poor business caused by television. The newspaper published the story in a Sunday issue announcing the closing for that night. Lebedoff has denied the story. Meanwhile, in the last month, three houses closed in the Twin Cities. The Garden, St. Paul, Minn., and the Metro and Lyndale, here, shuttered, and will be converted to commercial property.

The Parkway, operated by Mrs. Dolores Lundquist, moved into the 35-day slot. The house formerly had a 42-day run. . . . John Bernard Dougherty, 60, president, Film Advertising Agency, died. . . . Altec is now located at 2945 Bloomington Avenue. . . . Kelly Evidon is back at his desk at Independent Poster Exchange after being hospitalized.

Omaha

Mrs. C. D. McCoy, mother of MGM salesman Max McCoy, died. She received a citation in World War II for food packaging for overseas use while a dietitian with the Swanson Foods Company. . . . William Meyer, who bought the Todd County, Mission, S. D., from A. E. Moser, moved to a new quonset-type building, and renamed it the Starlight.

The Pioneer, Nebraska City, Neb., was the scene of the Apple Bowl coronation in the annual Armistice Day program. Guests were treated to a special program under arrangements made by manager

Dan Flanagan. . . Jack Jacobs, son of Columbia branch manager Joe Jacobs and recently commissioned in the army, left for an assignment at San Francisco.

MGM branch manager Vincent Flynn was vacationing. . . The Village Players opened their fifth season at the Gem, Shelby, Neb. . . The Wakefield offered a free movie as a "Pancake Day" feature. . . Paul Heaker, Alma, Neb., exhibitor, was reported somewhat improved from a head injury.

Elaine Carlson joined the MGM staff as receptionist. . . Norma Monico, Warner inspectress, will be married on Nov. 23. . . The Paul McKees, Ritz, Geddes, S. D., are the parents of a baby boy. . . Dorothy Siederwicz is back as Metro biller after resigning a year ago.

Portland

Tacoma, Wash. will shortly be able to view large screen television, according to recent announcement of Will J. Conner, executive vice-president, Hamrick Theatres.

A stock interest has been acquired by more than 30 employees of KOIN, owned by the Mount Hood Radio and Television Broadcasting Corporation, as a result of the deal that saw the holdings of Ralph Stolkin, Edward G. Burke, Jr., and Sherrill C. Corwin, representing 43.5 per cent, purchased. Ted Gamble, in association with Stolkin, Burke, and Corwin, bought the station from Field Enterprises, Chicago, in August for \$700,000, with \$150,000 paid in cash. Station employees made possible a \$615,000 transaction which wiped out a promissory note given Field Enterprises by subscribing to \$304,500 of the company's stock, Gamble disclosed. The Mount Hood Company is now seeking a TV channel. Gamble and Arch Morton, manager, KJR, Seattle, also acquired the 43.5 per cent holdings of Stolkin, Burke, and Corwin, in the Mount Rainier Radio and Television Broadcasting Corporation, and will offer part of the stock to station employees. The Mount Rainier corporation also seeks a TV channel for Seattle.

St. Louis

In Lutesville, Mo., Truman R. Lewis changed the name of his 312-seat Park to the Lewis. . . In Lovington, Ill., the lease of Merrill Fleming, Arthur, Ill., on the 210-seat Lovington was not renewed, and Art Diller, owner, plans to resume operating the house.

In St. Ann, Mo., the St. Ann Shopping Center's new A-shaped theatre, the La Cosa, was opened by Hugh Graham. Graham reported fair business despite a picket line set up by Local 143 because he had not signed up for union projectionists.


In Summersville, Mo., Everett E. Maxfield, owner, Lyric, planned an extensive remodeling and repairs program for the Birch Tree, Birch Tee, Mo.; Eminence, Mo., and Winona, Winona, Mo., which he operates through Shanco Theatres, Inc.

In Eminence, Mo., Carter Smalley, Van Buren, Mo., started grading for the 500-car drive-in on a tract of ground about one and one-half miles east of Bartlett, Mo., and about 10 miles north of Van Buren, where he operates the 240-seat Ritz.

In Edinburg, Ill., the Palace closed pending completion of repairs following a fire that was confined to the vicinity of the booth area. . . A. L. Matreci finally opened the Capitol here.


In Salem, Ill., Loren Cluster, Cluster Theatres, was given a special citation for his efforts in conforming to the American way of life through his presentation of "My Son John" and for his continuing service in behalf of good movie entertainment at a pot-luck dinner arranged by the Luther B. Easley Post

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for small theatres, hotels, night clubs, schools and colleges. Projects 6½ times brighter headspots. Utilizes all the light through most of the spot sizes as contrasted to spotlights which vary spot size solely by iris, thus losing substantial light.

P E M B R E X
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128, American Legion of Salem. Jim Castle, midwest special representative, Paramount, was invited to the dinner, and, as the representative of Leo McCarey and Paramount, presented the citations.

Harry C. Arthur, president and general manager, Fanchon and Marco, plans to remain in St. Louis until Nov. 25. His brother, Edward B. Arthur, president, St. Louis Amusement Company, was due back from his Florida vacation. . . . Persons suffering from mild influenza attacks included: Mrs. Rose Cook, Shelby, Shelbyville, Mo.; Mrs. C. K. Paisley, Mark Twain, Perry, Mo., and Mrs. Edith Major, Main, Paris, Mo.

Out-of-town exhibitors seen along Film Row included: Leon Jarodsky, Paris, Ill.; Forrest Pirtle, Jerseyville, Ill.; Dean Davis, West Plains, Mo.; Rahi Pedrucci, feature booker, and Johnny Giachetto, short subjects booker, Frisina Amusement Company, Springfield, Ill.; Loren Cluster, Salem, Ill.; George Barber, Tuscola, Ill.; Stewart Cluster, Johnston City, Ill.; Albert Smith, Jr., Nashville, Ill.; Bill Collins, DeSoto, Mo.; Dale Moody, Tuscola, Ill.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill., and Charley Beninati, Carlyle, Ill.

San Antonio

Children's matinees have been planned at the Woodlawn, Olmos, and Broadway under the auspices of the Laurel Heights Methodist Bluebirds. The proceeds will go to the children's ward at the Robert B. Green Hospital. . . . It's a new baby daughter for Mr. and Mrs. Tommy Powers. The proud papa is the new manager, Texas. . . . a "Moviethon" dusk-to-dawn show was held at the San Pedro Drive-In. The show started at 7 p.m. Free coffee and donuts were served at dawn.

Eph Charninsky, head, Southern Theatres Company, and president, Jewish Community Center, will head a delegation to the annual meeting of the southern section of the National Jewish Welfare Board at the Roosevelt Hotel, New Orleans. . . . City Council considered a zoning case that has stirred up considerable interests among citizens of Allena Village. The case concerns a proposed site of a drive-in to be built by the Statewide Drive-In Theatres Company.

Statewide Drive-In Theatre Circuit, owner-operator, South Loop 13, Alamo, Mission, Kelly, and Rigsby, is mailing a special baby greeting to all new babies in the form of a good will gesture to the future customers and parents. Each greeting card contains a map indicating the location of the drive-in. There is also a special ticket for free admission to any one of the drive-ins for the new parents. In addition, there is information of the many services offered by the drive-ins to the new parents.

Fernando Obledo, Azteca booker, returned to work after being out with an infected foot. . . . Out-of-town exhibitors in to book included: W. E. Cox, Palace, Seminole, Tex.; H. L. Harville, Star, Orange Grove, Tex.; Juan Mon-

sivias, Mexico, Kennedy, Tex.; John H. Flache, Alameda, Lamesa, Tex.; C. J. Lee, Rio, Pecos, Tex.; Fidencio Navarrete, Aztec, Wichita Falls, Tex., and Clyde Vaught, Presido, Presido, Tex. . . . Mr. and Mrs. Lew Bray were in from Harlingen, Tex., visiting at Interstate. . . . The Fredericksburg Road Drive-In is featuring a new circus mural executed by H. R. McBride.

Gene G. Harris filed suit against Perry Thayer and Tillie Thayer for \$19,178.80, charging fraud in the sale of the Mustang, Ingleside, Tex., which Harris recently purchased. The complaint, filed in U. S. District Court for the Southern District of Texas, says the Thayers took advantage of Harris, lack of knowledge of local people, and the future income potential of the Mustang. The complaint said the Thayers intentionally deceived Harris as to the seasonal nature of the theatre's business, misrepresented the actual gross income of the theatre, and falsely said all fixtures of the Mustang, some of which needed repairs, were in working order. In addition to the more than \$6,000 which Harris said he had paid for the Mustang, he stated that because of the misrepresentation of the Thayers, he had suffered a loss in the amount of \$9,178.80. Harris is seeking another \$10,000 as exemplary damages.

San Francisco

Installation of a group insurance plan for employees of the George Mann Theatres was announced. . . . Louis E. Blair reopened his Chester, Chester, Cal. . . . Blumenfeld Theatres closed the Cerrito, El Cerrito, Cal. . . . Irving Levin, San Francisco Theatres, Inc., acquired distribution rights to the English Mayflower car. . . . Wallace Levin, son of Jesse Levin, General Theatrical, and manager, Roosevelt, joined the army. . . . Donald Wine, formerly of the Warner, Fresno, Cal., replaced Levin at the Roosevelt. . . . On the sick list were Abraham Berry, office manager, General Theatrical; Freida Stafford, booker's stenographer, Columbia, and Betty Allred, Gilboy. . . . Visitors included Jack Kely, MGM short subjects representative, from New York; Bill Heineman, United Artists; exhibitors Leslie Pancake, Central Valley, Cal., and F. S. Hatcher, Dos Palos, Cal. . . . New on the Row are shipping room men Philip Clasen and Carl Perez, National Screen Service. . . . Away are shipper Donald Pierce, NSS, who joined the navy; Ted Galantar, MGM exploiter, and Max Bercutt, Warner publicist. . . . Caroline Johnson, biller, United Artists, has been promoted to assistant cashier. . . . Emil Davis, executive, NSS, and Anne Belfer, North Coast Theatres publicist, have been made honorary members of the Jeff Chandler Fan Club.

Stars, Columnists, and editors and reporters from San Francisco and Oakland, Cal., and dignitaries from other walks of life poured into Reno, Nev., for a gala premiere at the Majestic of "The Blazing Forest," sponsored by Reno's New Golden Hotel as an outstanding civic function. The entire proceeds were turned over to the Reno Com-

munity Chest by the hotel. John Payne, William Demarest, Richard Arlen, Susan Morrow, Roscoe Ates, producer Bill Thomas, Rhonda Fleming, and members of the press were transported from Hollywood to the premiere city by two United Air Lines DC-3's. Representing the New Golden as premiere hosts were David High, Bill Graham, and V. Lane Dyer, general manager. Homer LeBallister is district manager for T. and D. Theatres, under whose banner the Majestic donated the theatre.

Seattle

Visiting Allied Artists' office were division and district managers Mel Huling, San Francisco, and Harold Wirthein, Los Angeles. Allied Artists is now the name on the exchange's window, replacing Monogram Pictures of the Northwest, Inc. . . . M. Marinacci, owner and manager, Cameo, Tacoma, Wash., passed away. . . . It's that time again when the drive-ins start to close. Those in the state which shut down operations include the Motor Movie, Everett; the Sno King, between Seattle and Everett, and the East Sprague Drive-In, Y Drive-In, and the Auto View Drive-In, Spokane. . . . Mike Barovic, Puyallup, Wash., was away on a hunting trip. . . . W. H. Turpie, western division manager, Manley, Inc., was in. . . . Paul D. McElhinney, Republic branch manager, was in Yakima, Wash. . . . Pinky Shelton, Portland, is the new representative for Manley, Inc., in Oregon, with headquarters at 79 S. E. Taylor. . . . Margaret Colasurdo, who recently left 20th Century, has been replaced by Dorothy Larmore, with 20th-Fox for nine years as contract clerk and biller. Billing has been taken over by Miya Martin, and Molly Larson, formerly with Paramount, is the new receptionist.

State out-of-town visitors on the Row included: Corbin Ball, Lee Circuit, with houses in Ephrata, Moses Lake, Soap Lake, Othello, Coulee City, and Warden; C. L. Shaw, Pix, Cheney; Arnold Larson, Motor View Drive-In, Bellingham; Mr. and Mrs. Chilt Robinett, Raymond; Les Theurerkauf, Real Art, Tacoma, and Frank Klein, new owner, Liberty, Lynden.

The Orpheum, operated by John Hamrick Theatres, Inc., will take over as Seattle's main legitimate house as soon as the Metropolitan is closed, announced W. J. Conner, executive vice-president, upon his return from a business trip to New York City. Conner stressed that his company does not intend to start bringing "live" attractions into the Orpheum before the old Met closes.

Miss Miriam Dickey, who 20 years ago went to Alaska as executive secretary to the fabulous captain Austin E. Lathrop, capitalist, pioneer, and builder in Alaska, and remained after his death in 1950 as head of his many interests including broadcasting stations, newspapers, and theatres, was in Seattle on one of her frequent trips "outside" to talk about Lathrop at the Museum of History and Industry. Miss Dickey is a familiar sight to Film Row as she does all the buying for the Lathrop theatres.

NEWS OF THE

Territory

ALLIED OF MICHIGAN HOLDS A DETROIT MEETING



Attending the recent Allied Theatres of Michigan meeting in Detroit were, in the usual left to right, top to bottom fashion: Michael Simons, Paramount branch head; Adolph Goldberg, Charles Komer, and Irving Goldberg, Community Theatres, and Ed Stuckey, Butterfield Theatres, among others; Wilbur Snaper, National Allied president; Allen Johnson, National Allied representative; Ernest T. Conlon, Allied executive secretary; John Vlachos, Allied president, and E. J. Pennell, Allied vice-president; an MGM delegation including Charles Dietz, exploitation; Clifford Perry, office manager; Kalman G. Bruss; Frank Downer, district manager; Lew Marks, and Henderson Richey, New York; Joseph Dennison, Monroe, Mich., exhibitor; Congressman George Meader; Earl Hudson, president, and Alice Gorham, publicity chief, United Detroit Theatres, and Noble Travis, Detroit Trust Company; Mr. and Mrs. George McArthur, McArthur Theatre Equipment Company; Mr. and Mrs. Sam Ackerman and Irving Ackerman, Eastown; Charles Potter, then a candidate for the U. S. Senate; Congressman Louis Rabaut; Congressman John Lesinsky, Jr.; Abram F. Myers, National Allied general counsel; Lew Wisper, W and W Theatres, and Vlachos and Conlon in rear; John Schuyler, Marquette, Mich.; Lawrence Griffin, Manton, Mich.; Conlon; Otto Egberts, RKO exchange manager; Vlachos; Pennell; Leon Bamberger, RKO public relations, and Snaper; Congressman George Dondero, Congressman John Dingell, Frank X. Martel, president, Wayne County AFL; Myers; Potter; Rabaut, and Lesinsky.

BRANCHES

Cincinnati

Nearly 50 local houses ran trailers plugging "Old Newspaper Boys Day" on Nov. 17, when a special edition of The Enquirer was sold on downtown streets for the benefit of the Variety Club Foundation for Retarded Children. Cooperating exhibitors included Jack F. Goldman, Elstun Dodge, Frank W. Huss, Jr., Vance Schwartz, Jack Onie, Frank Weitzel, Charles Shaw, Nat B. Kaplan, Herman Hunt, Charles J. Weigel, and Carl Braun. Hoyes McGowan, district manager, Berlo Vending Company, was chairman, and Jimmy Widmeyer, the "millionaire newsboy," who retired recently, was honorary chairman.

Here on business were: J. A. Walsh, Paramount supervisor, branch managers; Howard Minsky, Paramount division manager, and assistant Robert Weber; Harry Goldstein, Allied Artists public relations department; Hank Kauffman, Columbia personnel department; Harris Dudelson, Lippert, Chicago, and Moe Esserman, Screen Classics Indianapolis manager.

James S. Abrose, Warner district manager, was in Pittsburgh for a district managers' planning session for the "Clean-Up Week" drive. . . . On business in Springfield, O., were Philip Fox, Columbia branch manager; Robert McNab, 20th-Fox branch manager, and Gene Tunick, Tunick Releasing Company.

Carl Ferraza has been appointed Keith manager. . . . Phil Chakeres made a business trip back to Springfield, O., from his Florida winter home. . . . George Bauer is temporary manager, Fairbanks, Springfield, O., while Harry Elliott, manager, is hospitalized. . . . Frank Collins, Chakeres general manager, will be "at home" after Jan. 1 in his new residence in Springfield, O.

Sympathy was extended to Clara Zeinz, MGM inspectress, on the death of her sister. . . . Dick McBeth, manager, Colony, Hillsboro, O., was ill. . . . A. J. "Pop" Wessel, State Film Service celebrated his "over 80" birthday.

Recent changes at Paramount involved promotions of Margaret Kaiser from assistant cashier to the accounting department, and Louise Vinson from biller to assistant cashier. Jean Boehm is a new biller, and Peggy Bahr is the new receptionist.

Don Q. Roberts, Manley, Inc., concession supervisor, was vacationing. . . . Lou Wiethe reopened the nabe Overlook for weekend business. . . . Marlyn Harmon, MGM billing machine operator, announced her engagement to Bob Reddish, now in the navy. . . . Lou Korte, 20th-

Fox assistant shipper, continued at work, although hampered by a broken foot, sustained in a football game.

Exhibitors in were: John Carey, Scioto, O.; R. A. Emmerick, Germantown, O.; Chalmers Bach, Eaton, O.; John Gregory and C. S. Babalais, Dayton, O.; Hank Davidson, Lynchburg, O.; E. J. "Ducky" Meyers and Dick Meyers, Chillicothe, O.; James Stallings, Blanchester, O.; Marvin Junk, Sharonville, O.; A. R. Holland, Jeffersonville, O.; Charles Behlen, Lexington, Ky.; Frank Allara, Matawan, W. Va.; Foster Lane, Manny Shore, Lou Shore, and Silvan Bank, Williamson, W. Va.; Don Keesling and Goode Homes, Bramwell, W. Va.; Joe Joseph, Dick Miller and Joe Roadd, Salem, W. Va.; and Al Thalheimer, Logan, W. Va.

Cleveland

An effective tieup with a leading sporting goods store was handled by the Allen for WB's "Springfield Rifle."

The Variety Club, Tent 6, which requires some \$50,000 to meet its obligation as sponsor of the Cerebral Foundation School, will hold a midnight benefit movie performance at the Hippodrome on Dec. 5. Tickets are available in two classifications, \$1 for general admission and \$5 for patrons. Inasmuch as practically everything connected with the benefit will be donated, all funds received from the sale of tickets go to the school. Not only has the Hippodrome management donated the theatre, utilities, and personnel service, but a major company is presenting the club with a new picture, and projectionists and stage hands are contributing time and effort. The committee in charge of the affair, headed by M. B. Horwitz, chairman, Heart Committee, includes: Henry Greenberger, Chief Barker; Nate Schultz, Jerome Wechsler, Irwin Pollard, Milton Grant, Irwin Shenker, Sanford Leavitt, Marshall Fine, Jack Silverthorne, Nat Barach, Oscar Ruby, I. J. Schmertz, and Leonard Greenberger.

The Salesmen's Club party in the Theatrical Grill was a great success. The attendance list was limited to members and friends. Some 23 prizes were awarded.

Lester Zucker, recently promoted from U-I branch manager to be district manager in the midwest, with headquarters in Kansas City, was guest of honor at a testimonial dinner in the Hollenden Hotel, sponsored by the Variety Club. . . . Max Shenker, who heads the Berlo Vending Company here, will be celebrating his 70th birthday on Dec. 16 with a family gathering. Soon after the first of the year, he and his wife will leave for their annual winter vacation in either Florida or Arizona.

Howard Reif, Modern Theatres, is in Miami, Fla., where he and his mother have a winter home. . . . Joe Leavitt, projectionist, Colony, also opened his Miami, Fla., home, and plans to remain there until spring. . . . Nat Wolf, former Warner Theatres Ohio zone manager, who has been occupied with his Texas Drive-In during recent months, is



Seen at the recent Alliance Theatres fall meeting in Indianapolis are P. J. Dee, left, president of the circuit, and S. J. Gregory, executive vice-president and general manager.

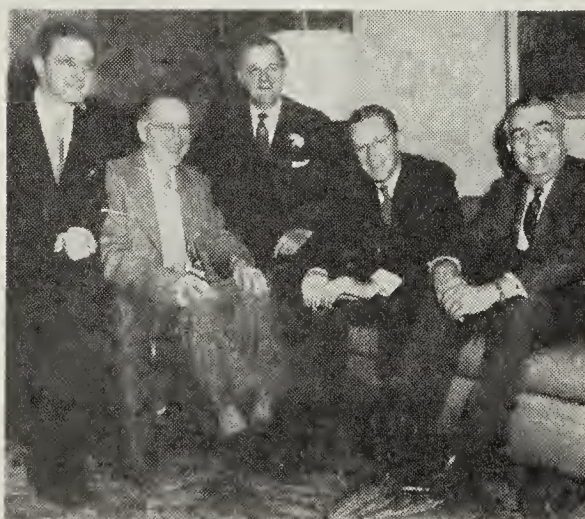
now in Cleveland. . . . Ben L. Ogron, head, Ohio Theatre Supply Company, headquarters for Motiograph equipment, accompanied by Mrs. Ogron, is at the TESMA-TEDA-Allied convention in Chicago.

Howard Shults, owner, Tiffin Drive-In, Tiffin, O., was initiated in the Shrine's Zenobia Temple in Toledo, O. Herbert Horstemeier, head of a booking agency that bears his name and an active Shriner, attended the ceremonials. . . . Oscar Ruby, Columbia branch manager, was in New York to attend his company's managers' meeting.

Charles Meyer, Karolyn, New London, O., and Mrs. Meyer are the parents of their third child, a daughter, Kim, who has a sister and a brother. . . . Byron Waltz, Jr., United Artists booker, resigned.

Richard Miller, 19-year-old son of Warner office manager Yarro Miller, left to report for duty in the Navy Air Division.

The Gayety, a Toledo, O., burlesque house, was sold at auction to satisfy internal revenue tax liens. Purchaser was Abraham Goodman, owner, Goodman Baking Company. He paid approximately \$23,000 for the property, building and all equipment. Government tax liens against the property involving unpaid admissions, withholding, and income taxes for a period beginning in 1951



Seen at a recent Shea Circuit meeting in Pittsburgh, were left to right, Richard Harper, assistant to G. Shea; Ray Smith, film buyer; Frank King, field manager; G. Shea, president, and Carroll Lawlor, booker.

totalled \$35,000. As result of the auction, the government will realize about \$4,300. Goodman assumed two mortgages on the property totalling approximately \$19,000.

United Artists publicity representative Ed Lurie, in cooperation with Hippodrome manager Jack Silverthorne, arranged a full publicity program for the personal appearance and interviews on radio and TV of Rita Gam for "The Thief," Hippodrome.

J. W. Servies, vice-president, National Theatre Supply, paid a call on branch manager Frank Masek.

Rita Gam, in "The Thief," was in on behalf of the opening of the United Artists release at the Hippodrome. Miss Gam met the Cleveland press, and made a series of personal appearances. She was accompanied by Bernard M. Kamber, publicity-promotion representative.

Detroit

Ben Robbins, U-I exchange manager, and wife, went to California but are spending their time in a hospital following a truck accident. The injuries weren't serious.

Dillon Krepps, managing director, United Artists, arranged for Norman Kenyon, The Free Press political analyst, to broadcast election results from the United Artists stage. Krepps arranged for coffee and donuts to be served to fans until after the last showing of "The Snows of Kilimanjaro."

Al Ackerman, Eastside, is in charge of a huge party to be given at the Veteran's Memorial Building, with the proceeds going to the Sister Kenny Polio Center Hospital in Pontiac, Mich. Ackerman has been a devoted supporter of the Sister Kenny Fund ever since the great rehabilitation job it did on his two young daughters, who were stricken with polio a few years ago. Thanks to the Sister Kenny treatment, his daughters are well on their way to recovery, says Ackerman.

Joseph Szypulski, one-time partner with Zgyumt Magielski in the Conant, suburban Hamtramck, died after a long illness. After Szypulski and Magielski built the Conant, he bought Magielski out, and ran the theatre with his two sons, Thaddeus and William. He is also survived by his daughters, Mrs. Marion Kasmer and Mrs. Alice Czarnecki.

Dave Korman and Samuel Mazell disposed of their Virginia. The house will be converted into a store front.

James Beck, Clark Theatre Service, became the father for the first time. His arrival was Deborah Anne. Beck says most of the credit belongs to his wife who was in charge of the whole production.

Among those attending the Allied convention in Chicago are J. M. Langston, Allen Johnson, Bion Rockwell, and John C. Vlachos.

United Detroit Theatres is giving free tickets to all blood donors who specify that their blood donations should go to the soldiers in Korea. Sonja Henie, who was to have appeared in Detroit with her ice revue show, also promised tickets to blood donors for her show. Since her Detroit appearance was cancelled, United Detroit Theatres came through with the offer.

Detroit's "Prophet Jones," Negro religious leader, purchased the closed Oriole for use for church purposes. This marks the seventh Detroit house purchased by Negro religious groups. Dave Korman, recently sold his Virginia for use for church purposes, but a change in plans will make the house transformed for store purposes.

Robert J. Salter, Sr., father of Robert E. Salter, supervisor, United Detroit Theatres, died recently at the age of 69.

James Ross closed his Dearborn, Mich., Drive-In for the winter. Other drive-in operators have remained open and intend to stay open as long as warm weather prevails.

The Northeastern Theatre Company, operated by Brewster Freel, announced plans for construction of a 400-car drive-in near Petoskey, Mich.

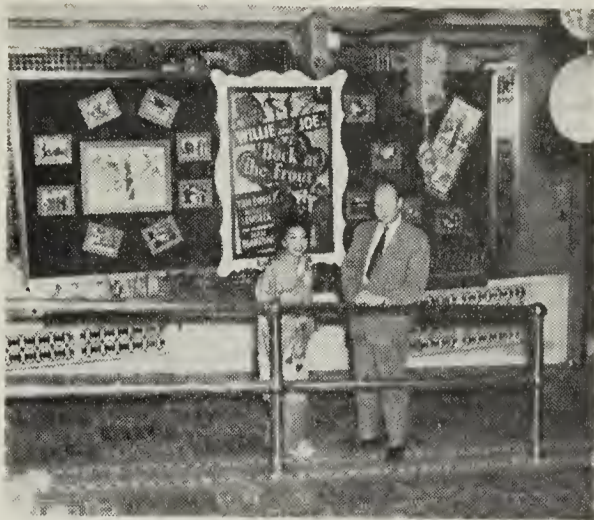
Ruth Shadko, who handled publicity and advertising for David Idzal, managing director, Fox, has taken a new position with Jam Handy.

Bob Misch, who was with Butterfield Theatres of Michigan for 25 years, joined the Paramount sales staff. . . . Art Leazenby, Paramount exploiter, was in Ohio on Business. . . . Jack LaRose, manager, Eastown, was recovering from a serious operation in Harper Hospital.

Indianapolis

Trueman T. Rembusch's survey to determine just what kind of pictures the public wants, and then he applied what he learned to his own theatres with profitable results was the subject of a story by Martin Bunn in the December issue of The American Magazine.

Neighborhood theatres in Terre Haute, Ind., including the West, West Terre Haute, are cooperating to make the Will Rogers Hospital Drive a success. . . . Paul Janey, Gaston, Gaston, Ind.,



Shizu Moriya, Japanese actress, poses with William Rush, manager, in the lobby of the RKO Lyric, Cincinnati, during her recent visit as part of her tour on behalf of the advance promotion for U-I's "Willie And Joe In Back At The Front."

was hunting deer. . . . Illene Heiner is the new cashier's clerk at U-I. . . . Clay Burnett acquired the Amuzu, Jasonville, Ind.

Arthur Clark, general manager, Vonderschmitt Circuit, has been discharged from the hospital in Bloomington, Ind., after a successful appendectomy. . . . Clair Stucky and wife are vacationing. . . . Harry Van Noy completed his new home in Anderson, Ind. The date for the usual house warming has not been announced. . . . The automobile given away at the Lakeland Drive-In, by Clair Stucky was awarded to Dave Haney, Angola, Ind. . . . Mrs. Dora Blankenbaker, Union, Liberty, Ind., is visiting her son, Al, Pastime, Richmond, Ind.

E. L. Orenstein is now buying and booking for the West Point, West Point, Ky. . . . Robert Vaught replaces William Zoetis at 20th-Fox as assistant shipper. Zoetis was promoted to the bookers' desk. . . . Richard Hildreath, traveling auditor, 20th-Fox, is checking the exchange. . . . The Walcott, Walcott, Ind., operated by Arthur Herzog, will be handled through the Indianapolis exchanges. This account was formerly booked through Chicago.

Oral Ledbetter, Howard, Monon, Ind., changed his policy by eliminating double change on Tuesday. Ledbetter contends the improvement in pictures makes it unnecessary to have double features. . . . Jos. St. Amond, Flora, Flora, Ind., was

cited for having modernized his small town house so extensively.

Exhibitors on Film Row were: Bruce Kixmiller, Colonial, Bicknell, Ind.; Tim Cleary, Eagles, Wabash, Ind.; Kenneth Law, Cozy, Argus, Ind.; J. F. Griffis, Boswell, Boswell, Ind.; William T. Studebaker, Logan, Logansport, Ind.; Fletcher Brewer, State, Lafayette, Ind.; Al Blankenbaker, Pastime, Richmond, Ind.; Earl Payne, Switow Circuit, Louisville, Ky., and Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind.

Pittsburgh

Judge Russell H. Adams, who refused to ban picketing at the Harmar Drive-In, Freeport Road, filed a formal opinion holding that the court was without jurisdiction in the case. However, the action became academic for the time being since the spot had closed for the season. His decision has already been appealed to the State Supreme Court. The drive-in sought an injunction against the Soft Drink Workers, Beer Distributor Drivers, and Allied Employees Local 250, AFL Teamsters, whose members began picketing on Sept. 12.

The Variety Club's silver anniversary banquet is shaping up into a gala weekend event, starting with a giant television show over WDTV at 10 p.m. on Nov. 22. Fran Warren, Herb Shriner, and Senor Wences, all acts booked for the banquet, will be seen on the show, which will be used to obtain donations to the Variety Club charities. Morton Downey and Phil Reagan have signified their intention to fly down for the event, and many local show business personalities will also appear on the show. Pittsburgh will also be the scene of the semi-annual meeting of Variety Clubs International executives from all over the world. John H. Harris, one of the founders of the club, is chairman of the banquet, and is planning many surprises.

Dinty Moore, the former Warner district manager and now in his own buying and booking office, announced that he will buy and book for the 21-theatre Manos Circuit, which has headquarters in Greensburg, Pa. "Doc" Wadkins, current booker, will revert back to his former position as city manager in Latrobe, Pa., and supervisor of concession sales.



The Warner, Youngstown, O., dressed up its front for the recent showing of MGM's "Ivanhoe."



20th-Fox's "Stars and Stripes Forever" was recently singled out for special exhibitor honors in Pittsburgh at the annual meeting of the Shea Circuit by being the only motion picture shown at the two-day conclave.

The Manos Circuit used an effective exploitation idea for the night of Election Day in an effort to overcome the expected loss of business. Half price to all theatres in the circuit of regular admissions were given to anyone who presented a stub to prove they voted that day. In addition to a surprisingly good business for the night, the circuit also built goodwill by encouraging voting in all the various towns where the circuit operates.

The city postponed its no-parking ban in the downtown triangle area until after the Christmas Holidays. . . . I. E. Fike has been named manager, Manos, Tarentum, Pa. He is one manager who can go up to the booth and tell the projectionist how to run the show as he is the former projectionist for the theatre, He has been a projectionist for 26 years.

A. J. Grimone reported that work has started on a drive-in between Emporium, Pa., and Port Allegheny, Pa., with an opening date next spring on the schedule.

Warners set its first drive to honor the new area district manager, James Abrose, Abrose "Clean Up Week," starting on Jan. 11.

Ted Laskey and his Starlight Drive-In, Uniontown, Pa., which runs all winter, staged a Ford giveaway. More than 24 merchants cooperated by helping defray costs. They distributed tickets for the event, in addition to obtaining free screen advertising for their cooperation.

Abe Weiner, Monogram branch manager, is in charge of Film Row donations for the Community Chest. Dave Silverman and M. A. Silver, co-chairmen, Will Rodgers Memorial Hospital Drive, also report excellent cooperation from exhibitors and Film Rowites.

Carl Ferraza, manager, Loew's Ritz, with the circuit for eight years, resigned to manage the Keith, Cincinnati.

Mr. and Mrs. Ralph McCurdy, Whitehall, a suburb of Pittsburgh, are grandparents again. Their daughter is better known as Mrs. Alan Young, wife of the radio, TV, and motion picture star.

Among the stars scheduled to stop off here with Louella Parsons for the Variety Club banquet are George Murphy, Janet Leigh, and Tony Curtis, on their way to Europe for a good will tour of the continent a la local "Movie-time" star tours.

Jack Dolde, former assistant to manager William Elder, Loew's Penn, is now manager, Loew's Ritz. Harry Elwell moves up into Dolde's former spot. Larry Brozewich will become Dolde's assistant at the Ritz, and Dick Purvis takes over Brozewich's position as second assistant, Loew's Penn.

Karl Krug, The Sun Telegraph movie editor, reported that scalpers were getting as high as \$20 a ticket for the

large screen TV showing of the Marciano-Wolcott fight presented on the Harris and Loew's Penn screens last month.

The Stanley set the Ames Brothers and an ice show starring George Arnold for the week of Nov. 20. . . . MGM is sending a group of bathing beauties to town to plug "Million Dollar Mermaid." . . . Ralph Buring and Bob Thomas, Paramount, were in to exploit the re-issue, "Cleopatra." Warner Theatres' ad head Harry Goldberg also came to town to be in on the planned campaign.

Gwenn Harmon, a Montana girl and Conover model, was in courtesy of RKO, to get publicity breaks and radio interviews for "Montana Belle."

Kentucky Louisville

Tax revenue on amusement for September, 1952, was \$162,759.44, compared to \$140,525.11 for September, 1951. Tax revenue for July through September, 1952, was \$450,020.01, compared to \$441,483.45 for July through September, 1951, for an increase of \$8,536.56 for 1952 over the same period in 1951.

Harold Sliter, district manager, Schine Theatres, with offices in Lexington, Ky., has been promoted to supervisor of Schine's properties in Ohio. He will be replaced by Bob Cox, city manager.

Out-of-town exhibitors seen, included: R. L. Dunn, Paoli Drive-In, Paoli, Ind.; Gene Lutes, Chakeres, district manager, Frankfort, Ky.; Mrs. George Williamson, Griffith, LaGrange, Ky.; E. L. Ornstein, Ornstein Theatres, Marengo, Ind., and Harold Faught, Shelby and Burley, Shelbyville, Ky.

Bob Cox, Schine Theatres, Lexington, Ky., has been named by Ralph McClanahan, president, KATO, to succeed Harold Sliter as a director in the KATO organization.

Tentative dates of April 13 and 14 have been set for the Annual KATO convention as announced by Ralph McClanahan, president. Two appointments have already been made. William E. Carrell, head, Falls City Theatre Equipment, will take over the social side, and Cliff Buechel, Mary Anderson, will take care of the business side.

Ralph McClanahan met with branch managers and salesmen of the Cincinnati exchange, and gave a talk concerning the Will Rogers Memorial Fund.

The downtown Brown was turned over to the General Electric Company for a dealer meeting. . . . Weekend receipts totaling \$976 were stolen from the Knox it was reported to police by John Godfroy, manager.

Michigan Flint

Wallace O. James, manager of a drive-in near here, was buried in Arlington National Cemetery. He also managed

theatres in Milwaukee, Chicago, Detroit, and New York.

Ohio Alliance

Suits for over \$1,500,000 against three theatres have been dismissed by an agreement of attorneys. Filed by Horace and Lota Williams, the suits had charged that "Bank Night" was a lottery. The main defendant was Marsch Theatres, Inc., Cleveland, operator of the Morrison, Strand, and Mount Union.

Canton

Canton voted to go on daylight saving time next summer for the first time in two years.

Columbus

Harry Schreiber, manager, RKO Palace, arranged with The Ohio State Journal to present the Franklin County High Schools' "Queen of Queens" contest on the Palace stage. . . . Robert T. Oestreicher, president, City Council, and brother of Fred Oestreicher, Loew's publicist, will become mayor on Jan. 1, succeeding Mayor James A. Rhodes, elected state auditor in the recent elections. Oestreicher is known to favor early construction of municipal parking garages in the downtown area. These would materially aid first-run theatres.

The board of directors of the Independent Theatre Owners of Ohio will meet on Dec. 2. . . . Walter Kessler, manager, Loew's Ohio, will act as stand in for Spencer Tracy, star of "Plymouth Adventure," when the Ohio State University homecoming queen is awarded a wrist watch sponsored by Tracy at the annual homecoming dance on the campus. Kessler was one of the panel of judges which selected 10 candidates.

Joe R. Mills, theatre editor, The Star, has been visiting in New York.

Pennsylvania Meadville

Lee Conrad set "The Charity Follies of 1952," a local stage entertainment, with the Meadville City Hospital benefiting from the profits for two days.

Ralph Shadely, Academy, is a grandfather. His son and daughter-in-law presented him with a baby girl.

Slippery Rock

Dale Shaffer, son of Edgar Shaffer, owner, Roxy, won a two-year scholarship in Physiotherapy at Mayo Brothers' Clinic, Rochester, Minn. He had just finished a course there, and was planning to open an office when the offer came along. This will permit him to get a master's degree from the University of Minnesota. At one time he ran the projection machines for his dad.

West Virginia Huntington

The old Rialto was in the path of the million-dollar blaze which wiped out a half-block downtown area.



Crowds greeted the recent opening of Warners' "The Miracle Of Our Lady Of Fatima" at the Astor, Boston.

NEWS OF THE

Territory

Boston Crosstown

The Boston film critics were the guests of RKO and the Samuel Goldwyn office on a weekend junket to New York where they saw "Hans Christian Andersen," and interviewed Goldwyn. The Technicolor film is set for the Astor on Dec. 26.

The Catholic Motion Picture Guild of Champion Hall will hold its annual Memorial Mass and Communion Breakfast on Nov. 29. Mass will be celebrated at Our Lady Of Victories Church in the film district, and breakfast will be served at the Towne House. A cordial invitation is extended to all members in the industry. Reservations may be made with William A. Sullivan, chairman, Maine and New Hampshire Theatres, 260 Tremont Street; Charlie Heath, RKO, 122 Arlington Street, or with Tom O'Brien, Columbia, 57 Church Street. Chairman Sullivan assures all that the festivities will close in ample time to make the Boston College-Holy Cross football game. The guest speaker will be either Father William A. Donavan, S.J., or Father Leo O'Keefe, S.J., Champion Hall, Andover, Mass. Both are considered excellent speakers.



Joseph Cotten, who recently appeared in Boston to publicize 20th-Fox's "The Steel Trap," is shown at left with Nathan Goldstein, left, owner, Arcade, Springfield, Mass., and Harry Smith, who handles special exploitation for the theatre, while at right, Cotten poses with John Feloney, left, 20th-Fox Boston sales manager, and Jim Connolly, branch manager.

Clinics Highlight Boston Convention

BOSTON — After a meeting of Independent Exhibitors, Inc., and Drive-In Association of New England, convention chairmen Norman Glassman and Leonard Goldberg announced that the business meetings of the convention at the Sheraton Plaza Hotel, on Dec. 9, would be confined strictly to problems of the industry.

Glassman and Goldberg announced that film clinics for drive-ins, first-runs, and subsequent-runs, would begin at 10 a.m. Private rooms would be set aside for the various clinics, and meetings will continue until 1 p.m., at which time a luncheon will be served.

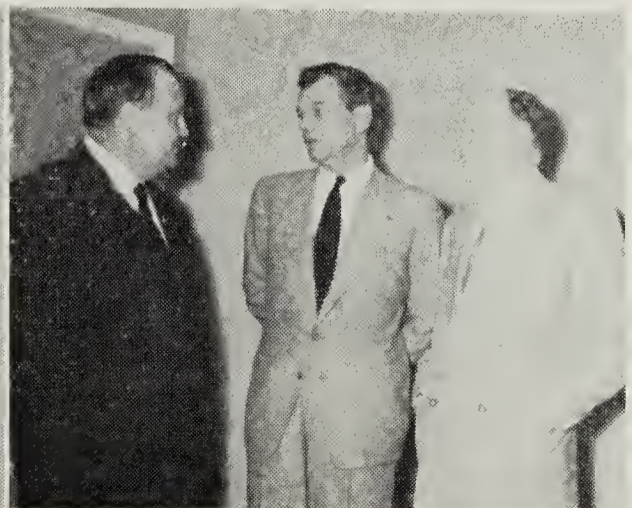
Leon J. Bamberger, sales promotion manager, RKO, will address the group directly after lunch on newspaper advertising. Immediately after this, the entire convention will meet, and suggested subjects resulting from discussions in the individual clinics will be brought to the attention of a panel. This panel will include theatre owners from all types of operation, selected previous to the convention by President Glassman.

Following the business meeting, there will be a cocktail party for all conventioners, at which time many celebrities from the industry, personalities from distribution, civic leaders, and friends of the industry will attend. The banquet will take place at 8 p.m.

City and state dignitaries have been invited.

The unveiling of a memorial to the late E. Harold Stoneman, beloved president, Interstate Theatres Corporation, was held at Adath Jeshrun Cemetery, Grove Street, West Roxbury, Mass., attended by his family, close friends, and business associates. He died in December, 1951, after a prolonged illness.

The September winners in the new exploitation contest for managers of Warner Theatres were: first prize, Bob Howell, Port, Newburyport, Mass.; second, Irving Hillman, Roger Sherman, New Haven, and third, Joe Miklos, Embassy, New Britain, Conn. Congratulations go to district manager Joseph



Exhibitors of New England

are cordially invited
to attend the

Annual Convention

of

**INDEPENDENT
EXHIBITORS, Inc.**

and

**DRIVE-IN THEATRE
ASSOCIATION**

at the

SHERATON PLAZA HOTEL
Boston, Massachusetts

December 9, 1952

Program will consist of
Business Meetings — Film Clinics
Luncheon — Cocktail Party
Banquet

In attendance will be officers of
National Allied, Civic Leaders,
Industry Personalities and Stars

Make plans to attend now!

Send requests for reservations to:
RAY FEELEY, *Executive Secretary*

Independent Exhibitors, Inc.

36 Melrose Street
Boston 16, Massachusetts

This space contributed by EXHIBITOR

Liss, who handles the Massachusetts Warner houses.

"Miss Montana Belle," a model named Gwen Harmon, who won a contest nationally as the girl with the most beautiful legs, came to town to plug "Montana Belle," RKO-Boston. Hugh Mackenzie, RKO publicist, met her at the station in an old-fashioned surrey before the opening date. She was given the key to the city by Mayor Hynes, and gave radio, TV, and press interviews. She also demonstrated special leg exercises for women to improve the shape of their limbs.

The engagement has been announced of Richard A. Smith, son of the Philip Smiths, to Miss Susan Flax, Newton Centre, Mass. The wedding date is set for Dec. 21 at the Hotel Somerset. Dick Smith is associated with his father in Smith Management Company. He is a Harvard graduate, and served for three years in the navy. His fiancée is attending Jackson College.

With the appointment of Max Melincoff for a position on Steve Broidy's staff on the west coast, his former managerial position at the Coolidge, Brookline, Mass., has been taken over by his brother, Jack Melincoff, who resigned as manager, Warner, Lawrence, Mass., in order to take on the Brookline post. He has been replaced in Lawrence by Steve Barbett.

Bob McNulty, owner-operator, Warwick, Marblehead, Mass., is recovering satisfactorily from major surgery at the Lynn, Mass., Hospital, but is expected to remain there until Thanksgiving.

The Helen Eager Memorial Fund has been established here by friends and colleagues of the late film and drama critic of The Boston Traveler. The Boston Press Club, a social organization of which Miss Eager was a charter member, is handling the business end of the fund for the beloved critic. Elliott Norton, drama editor, The Boston Post, president, Press Club, with Marjorie Mills, The Boston Herald, a life-long friend of Miss Eager, are co-chairmen for the fund. All donations are to be divided between the Damon Runyon Cancer Fund and the American Cancer Society. The kick-off for the drive was set for the Beacon Hill. Owner Benjamin Sack donated the theatre, and is paying all the running expenses. Well-known artists were to be on the stage, climaxed by a screening of "High Treason." The theatre was closed all day in preparation for the evening's benefit performance. Tickets were handled through the Press Club, with the orchestra reserved at \$1.80 and \$1.50, and all balcony seats unreserved at \$1.20. Tom Dowd, managing director, Beacon Hill, was in charge of the theatre arrangements. The Press Club is planning other drives for the fund, including Helen Eager dinners before legitimate theatre first-night openings.

Film District

James M. Connolly, 20th-Fox branch manager, chairman for the exchanges for the 1953 Community Red Feather Drive, called a meeting at the Hotel

Millions Sought In Boston Action

BOSTON—An anti-trust action was filed in United States District Court by Lendonsol Amusement Corporation, operator, Adams, under the management of Leonard Goldberg, Quincy, Mass., against B. and Q. Associates, Inc., operator, State and Art, Quincy; M. and P. Theatres Corporation, New England Theatres, Inc., Publix Netoco Theatres Corporation, American Theatres Corporation, Loew's Boston Theatres Company, Keith Massachusetts Corporation, and RKO Theatres, Inc., all connected with the operation or management of first-runs here and against the eight major distributors and Republic.

The action was filed by George S. Ryan, as attorney for the plaintiff.

The complaint charges that since about September, 1941, the defendants have been engaged in a conspiracy to restrain and to monopolize interstate trade by a system of runs, clearance, and admission prices in and near the cities of Boston and Quincy, as a result of which the plaintiff was denied the right to bid for and secure first-run films, was subjected to protection or clearance in favor of first-run ranging from 30 to 90 days, was compelled to charge minimum admission prices specified by the distributors, was unable to secure product except on a block booking basis, and in other respects was the victim of various illegal practices. It asks for damages in the amount of \$1,500,000.

Bradford with nearly 250 distributor employees present. Seated on the dais with Connolly were Ben Rosenwald, MGM resident manager, last year's chairman; Tony Parker, general chairman, Red Feather campaign, and Roger Sonnabend, chairman, mercantile division. A ten-minute short in Technicolor was shown depicting the work of the group.

Funeral services were held for Tom Spry, 83, veteran distributor, at St. Cecelia's Church. He died at his



Members of the rodeo committee, Tent 23, Variety Club of New England, are seen above, front row, left to right, Arnold Van Leer, Samuel Horenstein, chairman George Roberts, treasurer E. S. Redstone, Philip L. Lowe, and, back row, left to right, Irving Shapiro, James and Ben Kornfeld. Six other members of Stoneman, K. R. Douglas, Henry Weiss, the committee were not present.

New England Bowling

Theatrical Bowling League

SIXTH WEEK'S RESULTS STANDINGS

	Won	Lost
MGM	18	6
Independents	18	6
Affiliated	11	13
Harry's Snack Bar	11	13
All-Stars	10	14
United Artists	9	15

High single: Feinstein—134. High team single: Independents—484. High Three single: Hy Young—315. High team three: Independents—1382.

INDIVIDUAL AVERAGES

Hy Young	94.3	J. Young	85.2
Feinstein	92.2	Segal	84.6
Smith	91.6	Sandler	84.5
Prager	91.3	Field	84.3
J. Freeman	90.6	Owens	83.9
Hill	90.5	Glazier	83.0
Jennings	90.2	Asdor	82.6
Bradley	90.2	Patterson	82.0
Serra	90.1	Larson	81.5
Gates	88.3	Trainor	81.3
Rahilly	88.3	L. Freeman	79.2
Berlone	88.0	Mullaly	77.2
Duane	87.0	Cohen	77.1
Clements	86.7	McCarthy	74.3
Farrington	86.4	Lynde	74.1
Almon	86.4	Rowe	73.9
Cooney	85.6	Riley	73.0

Scituate, Mass., home, and leaves his widow, Mrs. Elizabeth Purcell Spry. He got his start in the industry many years ago as a partner with Louis B. Mayer.

Hugh Owen, Paramount's eastern and southern division manager, returned to New York after conducting sales conferences in Boston and New Haven.

Allied Theatres is now handling the buying and booking for the Amusu, Groveton, N. H., for owner Ray Charbonneau, and the Ritz, Gorham, N. H., for owner T. Nicholas.

Bob Ungerfeld, in charge of special events for U-I, was conferring with Johnnie McGrail, U-I publicist for New England. . . . Ralph Banghart, former RKO publicist, now with Walt Disney Productions, spent a few days on "Peter Pan." Banghart planted advance art for the film at the newspapers.

At the annual meeting of the Film Exchange Office Employees, Local F-3, the following were elected to serve for one year: President, Harry Smith, RKO; vice-president, Cyril McGerigle, RKO; financial secretary, Harry Spingler, Warners; recording secretary, Florence Scully, MGM, and treasurer, Julia Canty, National Screen Service. Trustees elected to serve for one year were: Nathan Oberman, MGM; Agnes Donahue, UA, and Richard Kelly, 20th-Fox. Stewards from each exchange were also elected: Beth Donnelly, RKO; Edith Shurslow, Republic; Grace Triangle, NSS; Laura McKenna, Warners; Edward Donovan, U-I; Ruth Sobil, Columbia; Catherine Breen, 20th-Fox; Barbara Connolly, MGM; Maura Jane Roach, UA, and Wendell Clement, Paramount.

New Haven Crosstown

Jim Darby, Paramount, had a big campaign for the world premiere showing of "It Grows On Trees." One of the angles was money being sold at bargain prices. Miss Gilda Wall, a professional model, sold crisp \$2 bills in exchange for \$1 bills, and got a newspaper break.

Morris Rosenthal, Loew's Poli, had a batch of stunts for "The Snows of Kilmanjaro" including florists windows, gun store tieups, soda fountain sundaes, news trucks bannered, bus cards, school bus banners, bumper strips, and air line tieup, army recruiting tieup, travel agency angle, pawnshop, bookstore, bowling alleys, and beauty shop tieups, Yale Peabody Museum stuffed animal display, street ballyhoo, book marks, libraries, and other ideas.

Among those attending the Allied convention in Chicago from Connecticut are Dr. and Mrs. A. B. Fishman.

Assistant manager George Perlroth, Loew's Poli, is back after a checkup visit to the VA hospital. . . . Those "Plymouth Adventure" lighted colored stills displayed in Poli's lobby are eye catchers.

The Dixwell and Rivoli had Hughie Fitz, clown, and his trick dog in person. . . . Sid Kleper, College manager, is back in harness after illness. . . . All three "W" Theatres, Westville, Whalley, and Whitney, installed large screen TV in their lounges.

Meadow Street

Folks were glad to see Max Birnbaum, Warner branch manager, back after being ill. . . . John Pavone, Monogram branch manager, and his office have been busy in the "Razz Goldstein Drive." Pavone said that Monogram's "Battle Zone" did well in its engagements. . . . Salesmen have been giving Will Rogers scrolls to the various theatres in the territory for theatre employees to sign. The donation containers, received from the Will Rogers theatre committee, are for the theatre patrons, and should not be confused with the scrolls. . . . Ben Simon, 20th-Fox, was in New York. . . . Walter Silverman, Columbia, was also in New York.

Various exchanges are making plans for their annual Christmas Parties. . . . Former Marine First Lieutenant Tom Reid and his pretty wife, Connie, daughter of Columbia salesman Earl Wright, are expected to move into their new home near Akron, O. . . . E. M. Loew's Drive-In, Farmington, closed. . . . Dom Somma, formerly at 20th-Fox, is doing well in the electrical business.

Film Employees, Local B-41, had installation of officers at a party at the Variety Club quarters. Officers included: Mary Calabrese Lenzi, U-I, president; Marie Smith, Warners, vice-president; Burnadette Griffin, RKO, secretary-treasurer, and Bob Hoffman, business representative, and the executive board, the officers and Helen Platt, RKO; Bill Nutile, Paramount, and Mildred De Paolo, Republic. Plans for the annual Christmas party were also discussed.

United Artists was holding down first place in the "Bill Heineman Drive" in one of the three exchange groups into which the branches were divided for purposes of the drive. At the conclusion of the first week of the home stretch, the local branch was first in the third group in the drive which ends on Dec. 6.

Maury Passero, Classics, was in to see circuit bookers, etc. . . . Republic



James F. Ray, Seville, East Boston, Mass., and his committee recently presented William S. Koster, Variety Club of New England, with a check for \$570 in Boston, raised in a parade for the "Jimmy Fund." Seen, left to right, are: Anthony Perullo, Koster, Frank Shimone, Vincent Constantino, and James F. Ray.

had a nice subsequent-run lineup set for "The Quiet Man." . . . Sam Rosen, Rosen Film Delivery, left for the south. . . . Sam Cornish, Niantic exhibitor, is reported to have lost a few dinners to film salesman due to the returns on the recent Presidential election. . . . Leon Jakobson, MGM, had his son, Paul, right alongside George Weber, on a special truck, on Church and Chapel Streets, when the Harvest Festival Parade took place. Weber was taking pictures of the parade, along with M. Kravitz, on sound, and Sol Chain, the commentary. Others seen downtown at the pre-noon parade were Sam Germain, 20th-Fox, and Maurice Weber, now working at Winchesters and formerly a Meadow Streeter.

Circuits Loew Poli

Condolences were in order to Bob Carney, manager, Poli, Waterbury, and Mrs. Anne Carney on the recent loss of Mrs. Carney's father. . . . The Poli, Worcester, Mass., was the scene of the New England premiere of "The Prisoner of Zenda." The first night's performance was for the benefit of St. Vincent's Hospital. A meeting was held by division manager Harry F. Shaw, Floyd Fitzsimmons, publicity manager Lou Brown, John DiBenedetto, Poli relief manager, and Bob Bergin, Poli assistant, to prepare for the premiere. . . . MGM's model ship float, ballyhooing "Plymouth Adventure," was scheduled for trips. . . . Joel Levy, Loew's booking department, was in. . . . Louis Meyer, and Donald Schine were in from New York, and saw the Yale-Dartmouth football game with Harry Shaw.

Variety Club Tent 31, Connecticut

Robert Elliano, Colonial, Milford, re-elected Chief Barker, and other officers were installed at a dinner in the Hotel Taft. Jack Beresin, International Chief Barker, and Charles Smakwitz, international representative, attended. . . . A luncheon was held by Harry F. Shaw, Barney Pitkin, Ben Simon, Abe Mattis, Ray Wylie, and Roger Connolly, The New Haven Register, to discuss the

Christmas party for underprivileged children. . . . Through the efforts of Ray Wylie, executive director, Robert Alda was obtained to crown the Harvest Festival "kings" and "queens" of the local high schools prior to their annual football classic at the Yale Bowl. Benjamin H. Segal, Broadway producer, assisted in the arrangements.

Connecticut East Windsor

The East Windsor Drive-In is closed the early part of the week.

Hartford

Lou Cohen, Loew's Poli, tied-up with a roller skating palace for "Monkey Business." . . . Jim McCarthy, Strand, got support from Catholic leaders on "The Miracle of Our Lady of Fatima." . . . Bob Weiner, Columbia, came through on "Hangman's Knot."

Jack Mitchell, projectionist, Colonial, resigned. Replacing him is Fred Levesque, formerly at the Eastwood, East Hartford. . . . The 1800-seat Star, Community Amusement Circuit, played three first-run westerns. Bernie Menschell, partner in the CAC, disclosed plans to open the 700-car capacity drive-in under construction in Manchester by April 1.

Mary Castle, star of Columbia's "Eight Iron Men," flew here for several days of promotion ahead of the Connecticut premiere at the E. M. Loew's. She was met at Bradley Field by Bob Weiner, Columbia, and George E. Landers, division manager, E. M. Loew Circuit. . . . E. M. Loew's State, Holyoke, Mass., is now open Fridays, Saturdays, and Sundays. Bill Moore is manager.

Mary Ferlazzo, Lenox and Colonial, walked down the aisle with Joseph Lombardo. . . . Victoria Jackson, Colonial, resigned. . . . Charles Lowe, ex-Hartford district sound engineer, Warner Brothers Circuit Management Corporation, is now working for an electrical contractor out at Bradley Field.

Mrs. Albert H. Shulman will serve as membership chairman and Mrs. Maurice W. Shulman will be in charge of the legislation committee of the Noah Webster PTA. They are wives of Shulman Theatres executives.

Lee Rosenberg, Loew-Poli Circuit, was in. . . . Changes in the fall schedule were announced by the Pike Drive-In, Newington, and Farmington Drive-In, Farmington, with both ozoners now closed the early part of the week.

"Tom and Jerry" Clubs, with youngster patrons getting various gifts, have been started at the Crown here and State, Springdale.

Lou Cohen, manager, Loew-Poli, and Norm Levinson, assistant, had disc jockey Joe Girand, WTHT, broadcast from the theatre lobby in advance of "Because You're Mine." . . . Jim McCarthy, Strand, has Miss Shizu Moriya in town ahead of the "Willie and Joe In Back at the Front" opening. . . . Mary

Castle, featured in "Eight Iron Men," was in on the premiere promotion at E. M. Loew's. With her were Barbara Best, Stanley Kramer Company, and Robert Weiner, advance man for Columbia.

Richard Mahoney, projectionist, Plaza, Windsor; Charles Bergen, projectionist, Webb, Wethersfield; James White, assistant manager, Plaza, Windsor; Anthony Smith, assistant manager, Crown, and Joan Benson, cashier, Loew-Poli, are all here at their posts.

Pending in Superior Court was an appeal taken by Fishman Theatres from the decision of State Police Commissioner Edward J. Hickey in approving a license for a drive-in in West Haven. The project was built by Bowl Outdoor Theatre Corporation, Seymour Levine, president. In the appeal, Fishman Circuit claimed Hickey's approval was arbitrary, and represented abuse of discretion.

Managing director Ted Harris, State, got word that his ex-assistant, Sol Karp, is now overseas with the Navy Department.

Mrs. Sarah Nelson is back at the Crown. . . . Floyd Fitzsimmons, MGM exploitation department, huddled with Lou Cohen, Loew-Poli; Fred R. Greenway, Loew-Poli Palace, and Allen M. Widem, motion picture editor, The Hartford Times, on the world premiere of "Plymouth Adventure."

Subject of an article in The New Britain Herald was George "Crash" Dunigan, projectionist, Warner Theatres. The newspaper has been running articles on various occupations in New Britain.

Lou Cohen and Norm Levinson, Loew's Poli, cooked up a bang-up campaign on MGM's "Because You're Mine" which featured a special screening for all city disc jockeys, RCA Victor people, and record shop owners. This resulted in a plentiful plugging of Lanza songs and also a five-day gratis disc jockey show in the lobby. Joe Girand presented photos of Lanza to people appearing on the show which went out over WHT. Two six-sheet boards on wheels toured downtown and neighborhood streets in advance, and covered football games, factory breaks, etc. Full window displays were obtained in many music windows, while window cards and counter cards hit every music shop and department store in town with RCA-Victor giving 100 per cent cooperation on this. A juke box was promoted to play Lanza recordings in the lobby. T-shirts were presented to 12 teen-age girls at the Hartford Skating Palace, imprinted with "I Like Mario Lanza Because (He's) Mine."

George E. Landers, division manager, E. M. Loew Circuit, tied up with the Fuller Brush Company for giveaway of free cosmetic samples to first women in line of the revival of "The Fuller Brush Man" and "The Fuller Brush Girl," E. M. Loew's.

Bob Schwartz, Ville, Waterbury, started an art film policy on Wednesday and Thursday nights.

Lockwood and Gordon closed the Torrington Drive-In, managed by Bill Daugherty. . . . David J. Lustig, Columbia exploitation, was in on "Strange Fascination."

Jim Totman, Warner Circuit, was in. . . . Albert R. Lessow, discharged from the army, returned to the Loew-Poli Circuit as assistant manager, Loew-Poli Palace, replacing Carl Cinelli, shifted to the Loew-Poli, Springfield, Mass.

Joe Giobbi, Crown, admitting children under 12 free of charge, accompanied by adult, Mondays through Thursdays. . . . The attention of the Loew-Poli and Loew-Poli Palace service crews is turned to boxing, with Jackie Keppner, Loew-Poli, and Doug Brown, Palace, slated to battle it out for The Hartford Theatres Championship.

Al Schuman, Hartford Theatre Circuit general manager, and Mrs. Schuman sent postcards from Florida.

Middletown

Sal Adorno, Jr., general manager, M and D Theatres, announced new policy for the Capitol. The house is now closed on Mondays and Tuesdays, with no matinees Wednesdays through Fridays. It operates continuously on Saturdays and Sundays. . . . The Palace distributes movie star rings to kiddie patrons.

"See Your Congressman Today"

New Britain

Recently returned with his son, Peter, Jr., from a trip to Greece, Turkey, and France, Peter Perakos, head, Perakos Theatres, New Britain, said that motion pictures are quite popular and inexpensive in Greece, his native country.

Sperie Perakos, general manager, Perakos Theatres Circuit, and Mrs. Perakos, the former Nikkie Pappas, Detroit, are on their honeymoon in Europe.

"The Tax Fight Is Your Job"

Niantic

Mrs. Sam Cornish, wife of the Niantic partner, is recuperating from a broken leg.

Torrington

Jack Scanlan, Sr., Torrington city manager Warner Circuit, promoted a Saturday morning children's cartoon-western show, with Canada Dry as sponsor. Youngsters had to bring soft drink bottle caps for admission.

Massachusetts Chicopee Center

Louis Levine, manager, Rivoli, for the past 23 years, left. Neil O'Brien, Pittsfield, Mass., replaced.

Fall River

Mrs. Phyllis Davis, a former Center and Durfee aide, is receiving congratulations on the birth of a son. Mrs. Peggy McGraw is replacing her at the Durfee. . . . Jerry Duffy, Durfee, joined the air force, replaced by John Rodgers.

The Durfee, Empire, and Center, returned to the 12 noon opening. . . . The newly reorganized South End Merchants association, in two pages of advertising, offers Park tickets to purchasers of merchandise valued at \$1 or more, and plans a huge Park party at the end of a series of bargain days. The theatre program, arranged by manager James McNamara also vice-president of the association, will include movies and the presentation of special awards.

Lynn

Manager Royce Beckman, Warner, accompanied by his wife and daughter, Beverly, left for an auto trip to Florida.

Springfield

Nathan E. Goldstein, Arcade, announced that he will switch to a first-run, which will give this city five houses in that category. Goldstein also stated that the new Arcade policy will inaugurate single features. In making the announcement, the Arcade owner also said that Harry B. Smith, who resigned as vice-president and director, Western Massachusetts Theatres earlier this year, has been named assistant to the president of Nathan E. Goldstein, Inc.

Paramount's Ed Smith had a headache on his hands when the projected stage production of "Carmen" failed to materialize at the last minute.

With the second-run house, the 1200-seat Arcade, moving to a first-run policy, this city now has five in that category. As an added fillip for his new project, Nathan Goldstein, owner-operator, announced that parking will be free for Arcade patrons. A patron buys two or more tickets at the window, and receives a parking ticket which he presents at parking lot. The ticket is good for that day only. The long-term deal with parking lot owners was negotiated by Harry A. Smith, assistant to Goldstein.

The Capitol hosted several hundred boys and girls from Brightside Orphanage for a special showing of "The Miracle of Our Lady of Fatima," with cooperation of the Italian Women's Club, Motion Picture Council, and other agencies, who served refreshments for the children, and provided transportation. Ande Sette was host to the group.

Metro's Halsey Raines was in to set up promotion for "Plymouth Adventure" with Loew's Poli's George E. Freeman. Local editors were invited to attend a preview junket at Plymouth, Mass.

New Hampshire Concord

Every blood donor in a recent week was given a pass to the Concord Drive-In.

Franklin

Two parties are negotiating for the Anthony Sokul property on Willow Hill as a site for a drive-in.

Plymouth

Sherburne Graves, manager, Plymouth, booked films on the United Nations in connection with the observance of "United Nations' Week."

NEWS OF THE

Territory

New York City
Crosstown

The glamour of a Hollywood-style opening was on tap for youngsters when RKO staged a special "small fry" invitational premiere of Samuel Goldwyn's Technicolor "Hans Christian Andersen" at the Paris. The unique premiere was attended by children of celebrities and offspring of press, radio, magazine, and television representatives.

Samuel Goldwyn, producer of "Hans Christian Andersen," released by RKO, arrived to participate in the extensive publicity and exploitation campaigns currently in progress for the dual engagement at the Paris and Criterion on Nov. 25. Motion picture critics and columnists from seven cities were brought in by RKO to see special screenings of the picture and for interviews. The critics and columnists represented newspapers in Boston, Detroit, Baltimore, Md., Philadelphia, Washington, Buffalo, Indianapolis, and Pittsburgh.

Berry Greenberg, Warners' home office foreign department representative, returned from a visit to the company's offices in the Far East.

Jerry Pickman, vice-president in charge of advertising, publicity, and exploitation for Paramount, returned from Dallas, where he attended the Rowley United Theatres annual convention.

Charles G. Moskowitz, vice-president and treasurer, Loew's, was guest of honor at a dinner given by the Alpha Epsilon Pi Fraternity of New York University at the Hotel Pierre. Moskowitz is one of the co-founders of the fraternity and is the recipient of the Madden Memorial Award for 1951.

AF Films announced that two of its short subjects, "Gallery of Modern Sculptors" and "Suite of Berber Dances," had their premiere at the Normandie. The company is currently represented at the World with "Kabylia," another one-reeler.

Don Hartman, in charge of production for Paramount, arrived from Hollywood for a round of home office and press conferences on current and future studio plans.

Island Theatre Circuit is no longer doing the booking for the Bell Cinema, Brooklyn.

The Associated Motion Picture Advertisers, Inc., will salute Hearst Publications tomorrow (Nov. 20) at a luncheon in the Hotel Piccadilly. William Randolph Hearst, Jr., publisher, The Journal American, The American Weekly, and editor-in-chief of all Hearst newspapers, will be a guest, and many of the leaders in both the editorial and business



Montague Salmon, center, manager, Rivoli, New York City, was recently presented with a Brotherhood award by Dr. Everett R. Clinchy, president, National Conference of Christians and Jews, while J. Robert Rubin looked on.

departments of the Hearst Publications will be on the dais.

Dr. Renato Gualino, director general Italian Films Export, and chief executive new national distributing organization now being set up by IFE, flew in from Rome.

Dudley Roberts, president, Cinerama Productions Corporation, and Frank Smith, vice-president, flew to the coast to confer with Louis B. Mayer, chairman of the board, and Merian C. Cooper, general manager of production. Lynn Farnol, public relations director, followed. Max Gendel, company theatre publicity representative, went to Chicago to explore theatre installation possibilities.

Two thugs robbed an aide of the Nostrand, Nostrand Avenue near Kings Highway, Brooklyn, at gunpoint, and made off with \$100. A witness was shot in the arm as he tried to interfere.

William Melniker, head, Loew's International Corporation's theatre department, left for Australia to inspect MGM theatres. . . . W. S. Tower, Jr., managing director, Westrex Corporation's subsidiary, Westrex Australia Pty. Limited, for the past four years, was in before he left for London to become managing director, Western Electric Company, Limited. H. B. Allin Smith, present managing director, Western Electric Company, Limited, will return around Dec. 1 to take over the duties of



Two models in "The Prisoner of Zenda" costumes toured Manhattan, Brooklyn, and the Bronx in a bannered roadster driven by a costumed chauffeur in connection with the recent showing of the film at the Capitol, New York.

D. C. Collins, vice-president, Westrex Corporation, who is planning to retire.

Mort Blumenstock, Warners' vice-president in charge of advertising and publicity, arrived for home office conferences with Major Albert Warner, Ben Kalmenson, and Samuel Schneider. . . . Harold Postman, assistant to Alan F. Cummings, in charge of MGM exchange operations, is on a two-week visit to midwest branches. . . . Frederick Brisson, producer of "Never Wave At A WAC," arrived for conferences with RKO executives on sales and advertising plans for the service comedy.

Harry M. Popkin, UA producer, arrived from an extended visit to London and the Continent. . . . Danny Kaye, star of "Hans Christian Andersen," came in from Hollywood to participate in an extensive publicity and exploitation campaign on behalf of the picture which will be world-premiered at the Criterion.

Edward A. Wolpin, general professional manager, Famous Music, left for Hollywood for two weeks of studio conferences on music and record promotion plans for several of Paramount's musicals

Artie Jacobson, assistant to the Paramount production team of William Perlberg and George Seaton, returned to Hollywood. . . . Russell Holman, eastern production head, Paramount Pictures, returned from London, where he sur-



Loew's Theatres division managers and campaign managers in New York recently reported the results of the first 60 days of collections in the Will Rogers Memorial Hospital Campaign. Pictured at left, are left to right, Salli Levi, campaign director Ned Shugrue, theatres chairman Joseph R. Vogel, William Phillips, and Maurice Seidlitz, and right, division manager William Downs, Shugrue, Vogel, and James Grady and Jack Harris, division managers.



veyed film plans during the past three weeks.

The 88th annual entertainment and dance of New York Lodge 1, Theatrical Mutual Association of the United States and Canada, was held at the Hotel Capitol. The TMA was organized in 1865, and is the oldest mutual association in the theatrical profession. Paul Stahl, president of the association, announced that all money received from this annual affair would be used for the sick and distressed.

"Young Chopin," new Polish biographical film, the fifth in an international series of feature-length movies based on events in the life of that composer, opened Artkino's three-day Festival of Polish Motion Pictures in the auditorium of the Museum of Modern Art.

All organizations and individuals participating in the benefit world premiere of Samuel Goldwyn's "Hans Christian Andersen" at the Criterion on Nov. 24 are donating their services free of charge, according to Maurice Bergman, publicity chairman, Variety Clubs Will Rogers Memorial Hospital benefit committee. Abe Montague, vice-president, Columbia Pictures, and president, Variety Clubs Will Rogers Memorial Hospital, announced that the premiere was the first of what was intended to be an annual event to raise money for the institution and to create a traditional hallmark for the industry.

New Jersey Newark

The showmanship drive, "Operation Boxoffice" conducted by the Warner Brothers' Jersey zone, went into its ninth week. At a general meeting at the local office, the showmanship winners were to be awarded prizes for October.

The Strand, Union City, N. J., closed its doors as did also the Strand here. . . . Dominec Barreca, 55, Union City, N. J., died of a heart attack. He was manager for Warner Theatres at the Globe and Ritz, here.

The Lyric was reopened by Charles Blum and Louis Solkoff. . . . John Stanek, manager, Union, Union, N. J., ran a successful campaign on "Tales Of Hoffmann."

New York State Albany

Variety Club members attending the Ten Eyck Hotel dinner launching the annual "Denial Day" drive for \$15,000 to finance Camp Thatcher included: Chief Barker Nate Winig; former Chief Barkers Charles A. Smakwitz, Saul J. Ullman, and Harry Lamont; George Schneck, Sylvan Leff, Sidney Urbach, Jules Perlmutter, Gordon Bugie, Al Marchetti, Leo Greenfield, Jack Goldberg, Ed Wall, Aaron Winig, Gene Teper, Arthur Newman, Leonard Simon, Lewis A. Sumberg, Jack Olshansky, and Dr. Samuel Kalison. Among the guests were: International Chief Barker Jack Beresin, Philadelphia; Jonathan Carpenter, president, Albany County Restaurant and

Liquor Dealers Association, which co-operates with the club in sponsoring the drive; Russell Boyd, representing President Warner Morton, Boys' Club; Thomas F. McCaffrey, president, Albany Eastern League baseball club; Willis Lawrence, exalted ruler, Albany Lodge of Elks and a high official of the Internal Revenue Department; Deputy State Commissioner of Labor Frank Pipito; Thomas Bender, director, Camp Thatcher, and a group from the Shaker Ridge Club, where Tent 9 holds its annual golf tournament. George O. Williams, managing editor, The Times-Union since 1930 and "daddy of the camp project," as Chief Barker Winig expressed it, was an absentee, through death, but his chair at the head table was reserved. Characterizing him as "a tower of strength" in the camp, and saying "his spirit abounds in the room tonight," Winig requested members and guests to stand in silent tribute. The Variety Club's delegation to the wake for Williams was headed by Winig, Smakwitz, Lamont, and Schenck. Smakwitz served as an honorary bearer. A wreath was sent by Tent 9, and a resolution, suitably inscribed, was to be forwarded the widow. Smakwitz and Lamont, announced that the Big Brother phase would run from Nov. 10-Nov. 27, and the collection push Nov. 27-Dec. 3. They appointed the following chairmen: Big Brother, Ullman, division manager, Fabian, and Newman, Republic manager; can collections, Schenck, branch manager, Tri-State Automatic Candy Corporation; downtown can collections, attorney Sumberg, executive director, Albany TOAA, and Charles Schlang, lay member; other city can collections, Greenfield, U-I branch manager, and Frank Carroll, Metro chief booker; plants, Aaron Winig and Henry Seiden, lay barkers; special events collections, Alan Iselin, Auto-Vision, East Greenbush, and attorney J. L. Olshansky, former part-owner, Colonial; night clubs, Jimmy Daley, booking agent, and Leonard Simon, lay member; basketball games, Dan Houlihan, Paramount manager, and Al Kellert, advertising agency executive. Winig pointed out that Variety Club is aiming at a smaller financial goal this year, \$15,000. Since 1942, Tent 9 has, with public support, turned up \$125,000 for the camp, which provides free two-week vacations to needy boys.

Rockaway Drive-In Theatre Corporation, Farmingdale, changed its name to Flushing Drive-In Theatre Corporation.

Sympathetic understanding of industry problems is assured from the new Madison County assemblyman, Harold I. Tyler, owner, Delphia, Chittenango. The veteran exhibitor was elected to succeed Assemblyman Wheeler Milmoie, Canastota publisher. Milmoie was promoted by the voters of the 44th District to the State Senate. Tyler, first theatre owner in years to serve in the legislature won the Republican nomination because of his personal popularity. He numbers many friends in area motion picture circles. Tyler is also a Chittenango business man, furniture and undertaking, to be specific.

Strand manager A. O. LaFlamme drew comfort from the heavy registra-



Ben Felcher, formerly a salesman in Philadelphia for Columbia, recently promoted to the Buffalo branch manager-ship.

tion by patrons for the Ford giveaway in that and other local Warner houses on Nov. 25, the largest for sometime. LaFlamme and zone manager Charles A. Smakwitz effected the car deal with Gateway Motors.

Hellman's Paramount offered free plastic aprons to the first 500 women at a Friday evening show. . . . The Strand tied in 14 establishments for the "Snow Derby" jackpot of \$1,000 in prizes to promote "The Snows of Kilimanjaro." Entry blanks qualifying persons over 12 to enter the flake derby contest were obtained from participating stores. Contestants were asked to guess when and at what time one-half inch or more of the white stuff would fall in Albany County after Nov. 12.

T. Garry Buckley, Bennington, Vt., real estate dealer and son of the late Christopher T. Buckley, one-time operator, Harmanus Bleecker Hall, Clinton Square, RKO-Palace, and Leland, Albany, lost in his bid for a seat in the Vermont legislature, but retained three other political posts. Buckley, however, is still Bennington town selectman, Old Bennington selectman, and Old Bennington road commissioner.

Vaughn Monroe will appear at the 207th Anti-Aircraft Regiment Armory under the management of Bob Snyder, Variety Club member.

Stock performances at Malcolm Atterbury's Colonial Playhouse, for years known as the Colonial, will be given Wednesday through Saturday, beginning with "The Affairs of State."

Mrs. Josephine Nestick, Strand, was off duty due to a back ailment. She formerly worked at the Eagle and Ritz.

Buffalo

The trade mourned the death of Bill Tishkoff in Rochester. He was 57. Condolences go to his wife, daughter, and two sons.

Arthur Krolick, United Paramount Theatres district manager was host to Arthur Epstein, president, Fine Arts, who was in for the opening of "Untamed Women" at the Century. Richard O'Connell, sales executive, then left with Epstein for Canada.

Barbara Hartman, office manager, Columbia, and Frank Quinlivan, Gammel Theatres, were at the Notre Dame-

Navy game in Cleveland. . . . Lester B. Isaac, chief of projection, Loew's Theatres, was in visiting Jack Sawyer, Shea chief projectionist, and the Shea theatres.

Mannie Brown, United Artists branch manager, announced that UA was opening an exchange in Albany. . . . All downtown theatres ran single reels on "Under Atomic Attack" in cooperation with the local Civil Defense office. Short trailers, localizing the appeal, were attached to the end of the reels. Theatres also set up booths in the lobbies for the distribution of literature.

From the pulpits of the Catholic churches, "The Miracle Of Our Lady Of Fatima" was highly recommended. This paid off at Paramount's Center, according to Leon Serin, manager. Charles Taylor, UPT publicist, said that 30,000 special student tickets were placed in all schools, and The Union and Echo ran an essay contest offering bonds to the winners.

A testimonial luncheon for Dave Leff, former United Artists branch manager, recently transferred to Cleveland, was given by the Variety Club. . . . Arthur Krolick, district manager, United Paramount Theatres, is very enthusiastic over Cinerama. . . . When William Dipson, Dipson Circuit, took over the 2,000 seat Keeney, Elmira, he renamed it the Elmira, and completely redecorated it. Novelty Scenic Studios, Inc., had the contract.

Anthony Aversa is the new owner, Hippodrome, Niagara Falls, formerly owned and operated by Ralph Aversa, his brother. . . . The Turnhall, Syracuse, operated by the Theatorium Company, Inc., was destroyed by fire.

The following drive-ins closed: Silver Lake Drive-In, Perry; Allegany Drive-In, Allegany; Sunset Drive-In; Middleport; North Drive-In, Cicero; Drive-In, Elmira; George F. Drive-In, Endicott; Dryden Drive-In, Dryden; Starlite Drive-In, Niagara Falls, and Corning Drive-In, Erwins. —M. G.

Rochester

Tradesters paid their respects to Calvin W. Bornkessel, 70, a veteran of the nickelodeons and charter member of Local 253 since 1912, who died last fortnight. He had been home on sick leave from the Palace. His interest in projection started during the early days when he and his brother used to rent vacant stores, and show single reel films brought from Chicago. Later, he often helped his brother during the summer by showing films at the Sea Breeze Amusement Park. During World War I, Bornkessel toured southern army camps showing pictures to trainees, and, before the war ended, had moved to the U. S. Naval Base at Guantanamo Bay, Cuba, where he was in charge of disbursing films to sailors aboard ships. After the war, he operated at the Eastman until films were no longer shown there, and, when the Palace opened, he went there until his enforced retirement. He made his last yearly winter trip to Florida in March. Years back, he served as recording secretary of the union, business representative for several years, and



David Brian, co-star, Warners' "Springfield Rifle," posed in a doorman's uniform which he actually wore when he worked at the Paramount, New York City, years ago, when he recently visited the house for personal stage appearances. He is seen with manager Bob Shapiro.

president for six years. He was also a member of the 25-30 Club. He is survived by his wife, one son, one sister, and two brothers. Burial was in White Haven Memorial Park.

All drive-ins closed with the exception of the Starlight. . . . Loew's performance of "Carmen" was cancelled. . . . The Strand, closed on Wednesdays and Thursdays during the summer, reopened full time. . . . The World closed. . . . The Dixie reopened under new management. . . . Schine's Cameo and Lake remain closed.

Syracuse

CHANGES — George Snyder, formerly manager, Strand, Carthage, is the new manager, Schine's Paramount. He replaces Charles "Chuck" Graziano, now manager, Mohawk, Amsterdam. . . . Homer "Dick" LaFountain, from Burlington, Vt., is the new assistant manager, Schine's Eckel. . . . New at the Paramount is Mrs. Gussie Jacobsen. Bill Bessey is the new projectionist.

THEY'RE IN THE ARMY—Barry Ghezzi, assistant manager, Eckel, is now at Fort Devens, Mass., and bound for OCS. . . . Earl Colvin, former student assistant,



Manager Bob Shapiro extended a welcome recently in the name of Phyllis Thaxter, co-star, Warners' "Springfield Rifle," New York Paramount, to Mrs. Eddie Buzzell, chairman, Manhattan's "Mother's March on Polio," and four-year-old George Redmond. Miss Thaxter was designated by "The March of Dimes" to open the Manhattan "Mother's March on Polio" campaign.

Loew's State, is already "sweating out" his return to civilian status.

BOOKINGS — Eugene Moulaison, manager, Loew's Strand, was really excited about his combination "Watusi" and "Cajun," planning an extensive campaign, including street ballyhoo and a false front. . . . "The Last Laugh" and "The Cabinet of Dr. Caligari" are coming to the Eckel in what is described as an experiment to test reaction.

THINGS TO COME — Arthur Canton, eastern MGM press representative, was in making arrangements for two important visits. The first for "Plymouth Adventure," will bring the model replica of the "Mayflower" to this city. For his second visit, he will bring one of the lovely mermaids appearing in "Million Dollar Mermaid," Julie Dorsey, daughter of bandleader Jimmy Dorsey. Miss Dorsey will make a personal appearance in bathing costume at a cocktail party for members of radio, TV, and press, in the mezzanine of Loew's State. Sam Gilman says there will be an honest-to-goodness pool there, too.

PROMOTION AND EXPLOITATION—Loew's State's "Ivanhoe" campaign opened to big coverage in the dailies. The Jewish Chronicle, weekly publication, devoted an editorial to the picture. An essay contest for high school students, with prizes totaling \$100, stirred up much interest. Subject of the essay contest was "Ivanhoe, The Book or the Film." Street ballyhoo included a girl in costume on a trained horse in front of the theatre. Loew's entrance was decked out with false front, ablaze with assortment of colored lights and streamers. "Ivanhoe" appeared on TV WSYR, dressed in costume, and sang appropriate ballads. The tieup with Whelan's Drug Company, proved very popular. A cash prize was offered to soda fountain attendants selling the most "Ivanhoe" sundaes. Result of the first day showed 129 sundaes sold. As of this date, the leading waitress has 98 "Ivanhoe Sundaes" to her credit. . . . One of the hottest football rivalries in the country took place when Syracuse met Colgate. To promote "Bonzo Goes to College," which opened the same day, manager George Snyder, Paramount, sent an aide to the game disguised as a monkey.

CHATTER—RKO Keith's Armistice Day kiddie show, had 20 big cartoons with gifts and favors. There were shoe gift certificates, too. . . . The Westcot's kiddie show had a feature and 15 cartoons. . . . Charles J. Gallagher, former assistant manager, Astor, is now bill-postin' with Local 73. . . . A contract was signed for the University of Pennsylvania's Mask and Wig Club to present the annual show, "Here's Howe," on Dec. 29 at RKO Keith's. . . . Esther Gilman, wife of manager Sam Gilman, was visiting friends and relatives in Harrisburg, Pa. She'll be joined by her husband at a later date.

Troy

A realignment of runs for Warner Theatres moved the American to the top rung, and dropped the Lincoln to second.

(Continued on next page)

**Ed Lachman Heads
New York VC Tent**

NEW YORK—The new administration of the Variety Club will give primary consideration to the selection of a worthy charity to receive the tent's Heart Fund support and to the obtaining of adequate new clubrooms, according to Edward Lachman, newly-elected Chief Barker, who spoke at the annual luncheon at the Paramount Caterers.

Elected along with Lachman were Edward L. Fabian, First Assistant Chief Barker; Martin Levine, Second Assistant Chief Barker; Ira Meinhardt, Property Master, and Harold J. Klein, Dough Guy.

Elected to the board were: Bernard Brooks, Burt Robbins, Russell Downing, Harold Rinzler, Nathan Furst, Max Woolf, Jack Hoffberg, George Waldman, Martin Kornbluth, Saul Trauner, Jack Levin, David Snaper, Charles E. Lewis, Cy Seymour, Harold Newman, Walter Reade, Jr., Morris Sanders, and Bert J. Sanford.

Retiring Chief Barker William J. German presented Lachman, who spoke on the role Variety Club should play in public relations. Committee reports were delivered by Sandford, Trauner, and Sanders. German also introduced international property master Murray Weiss, Boston. Meinhardt presided at the business meeting, and served as moderator at a brief forum.

EYEING THE

Exchanges

NEW YORK—Most of MGM's office employees were on hand at Rosoff's Restaurant for a farewell luncheon in honor of Norman Starr, cashier, going into the army. They presented him with a wrist watch as a token of their appreciation and affection.

RKO—Saddie Castanza, formerly of the cashier department, took over the non-theatrical and 16mm. booking. . . . Milton Yeoman, office manager, returned from Florida. . . . Saddie Barnett, office manager's secretary, celebrated her birthday at a luncheon with June Jacobson and Phillis Friedman.

COLUMBIA—The girls gave newly-wed Lorraine Clark a clock and waffle iron. . . . Superlatives of the office: Camille Patti, bookkeeper, is voted the best looking; typist Frances Taylor has the best personality, best dressed is Kitty Bernstein, and biller-booker Katherine Becker, is voted the best worker. Sam Feinblum, head booker, captured the title of most distinguished man.

WARNERS—Ralph Hessdorf, contract department, announced his engagement. He will be married on Christmas Eve. . . . Biller Ida Martin was talking about her husband, Robert, admitted to the Army's Officer's Candidate School. . . . The girls visited Ruth Kaiser, secretary, in the hospital recovering from an



In recognition of the distinguished production of "O. Henry's Full House," Thomas R. Burns, vice-president and director of sales, Doubleday and Company, publishers, recently presented Al Lichtman, director of sales, 20th Century-Fox, with a scroll in a ceremony taking place in New York.

operation. . . . Birthday wishes were in order for Marilyn Reiner.

BONDED—Inspectress Selma Stammer's daughter, Audrey, was in from Detroit. . . . Mary DeSilva and Lou Notis, film inspectors, will serve on the election board for the union election.

20TH-FOX—The girls visited Hanna Zimmerman, secretary, in the hospital. . . . What three office beauties are visiting Betty Dean's reducing salon each week? . . . The mother of Dorothy Slopak, bookkeeping machine operator, is recovering from an operation. . . . Another candle was added to Lillian Gordon's birthday cake. . . . Inspectress Agnes Pearson is back after illness. . . . Celestine Collins, also an inspectress, became Mrs. Samuel Rubins. . . . Rose Holland and Margaret Howley, inspectresses, celebrated birthdays. . . . Famous television dog trainer and salesman Mike Nuzzola introduced his new three-month old puppy.

UNITED ARTISTS—Hilda Frishman recovered from her attack of laryngitis. . . . Statistical clerk Robert Harriot resigned. . . . Booking for the Albany territory, which was retained temporarily, is being done by Calvin Young. . . . New faces include Edith Bartlett, typist, and Nimia Muniz, stenographer and typist.

PARAMOUNT—District manager Henry Randel has a new secretary, Carol Hoag-



Ralph A. Villani, mayor of Newark, N. J., recently presented the key to the city to Phyllis Kirk, co-star, Warners' "Springfield Rifle," when she visited.



Harry Brandt, president, Independent Theatre Owners Association, recently presented Arnold Picker, then executive vice-president, RKO, with a leather album commemorating the luncheon tendered by the ITOA at the Hotel Astor honoring Picker, Charles Boasberg, and Walter Branson.

land. . . . Typist Nancy Olivero and contract clerk, Reggie Bagnall are new.

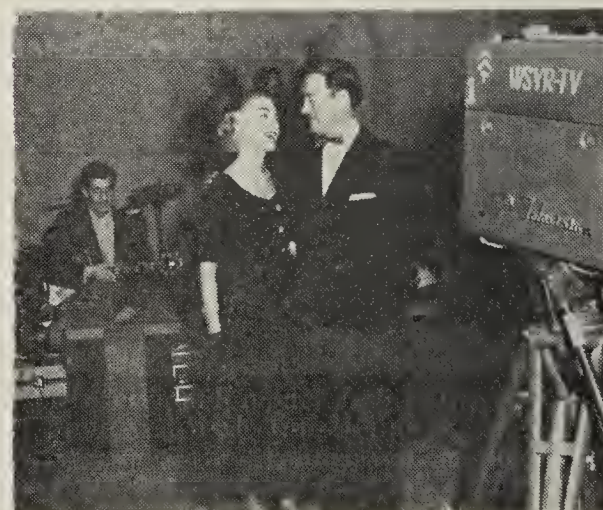
RAMBLIN' 'ROUND—Atlanta, Georgia, will serve as host to this year's Colosseum convention on Nov. 23. Mike Nuzzola, 20th-Fox; Lee Mayer, Warners, and Howard Levy, MGM, will be among those present. . . . MGM film inspectress Charlotte Cowan was saddened by the death of her father. . . . Zeffie Andreadis, former typist at Republic and U-I, became the mother of a boy. . . . Louis Israel, former booker at Columbia and brother of Republic's Ethel Israel, was honeymooning in sunny Florida. . . . Nayfack is concentrating on "The Golden Gloves Story" for the foreign market. G. P. Olivera, secretary at Nayfack, is also a teacher of stenotyping at Heffley's Court Reporting School, Brooklyn. . . . The stag dinner for Brandt booker Lou Wolf was a big success. . . . In time for Christmas will be Hoffberg's production of the Nativity, "True Peace." . . . Exclusive will distribute the British film, "The Wallet." . . . "Burlesque Follies" and "Night Club Blonde" were booked into the Little, Newark, N. J.

—J. A. D.

(Continued from preceding page)

Utica

Warners reopened the Utica as a second-run. The weekday matinee tab is 35 cents; evenings, Saturdays, and Sundays, 44 cents, and children, 20 cents.



Professional model Lois Gliewe recently appeared with Jim Deline on WSYR-TV, Syracuse, in connection with a "She won't talk" stunt on UA's "The Thief."



Jack Palance, starring with Joan Crawford in RKO's "Sudden Fear," recently signed autographs in the lobby of the Paramount, Wilkes-Barre, Pa., on opening day of the film's showing.

NEWS OF THE

Territory

Philadelphia Crosstown

Sidney E. Samuelson urged all Allied members to give full support to the annual campaign to raise funds for combating infantile paralysis during January.

Steve Stiefel, who is now an exhibitor on the west coast, came in to see his ailing father, Mike Stiefel, at Temple Hospital.

Among those attending the Allied Theatres' convention in Chicago is John Harwan.

Walt Disney's "Peter Pan" will receive an unusual coast-to-coast television plug on Thanksgiving Day when NBC televises the annual holiday parade. A giant "Peter Pan" float will be a feature of the parade.

Vine Street

George K'ine, State, Boyertown, Pa., has a steady position for a good projectionist. Telephone him at Doylestown 7-2425.



Rodney Collier, manager, Stanley, Baltimore, Md., gained ample television plugs for the recent showing of Warners' "Springfield Rifle" by arranging for WMAR-TV's weekly feature, "The Man On The Street," to be broadcast from the sidewalk in front of the theatre.

... here's another example of how
BERLO MERCHANDISING SELLS!

New

RED AND YELLOW POPCORN



not just a carton of popped corn • not just delicious popcorn

but . . . a new package that gives your customers EXTRA value, EXTRA pleasure, EXTRA fun—

★ HERE'S A POPCORN BOX THAT WILL BE TAKEN HOME!

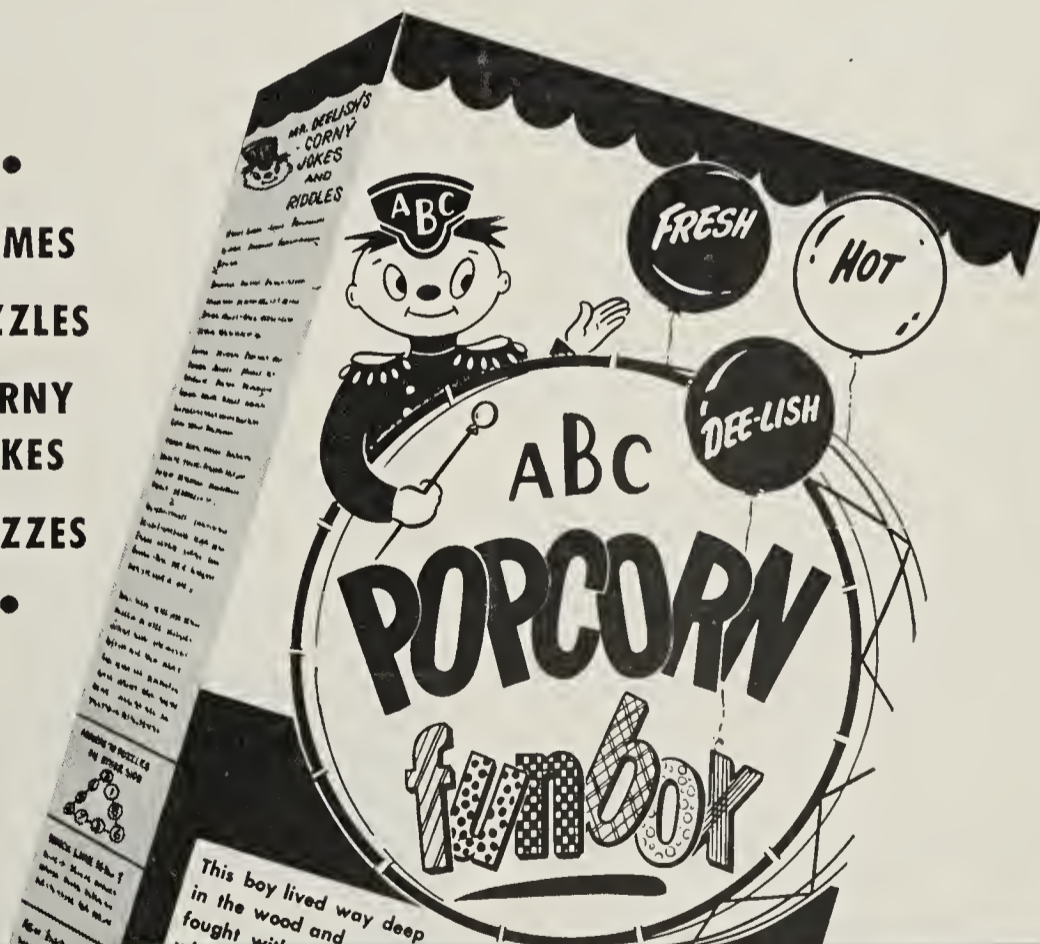
★ HERE'S THE PROVEN PACKAGE TECHNIQUE THAT SOLD HUNDREDS OF THOUSANDS OF CEREAL BOXES!

★ HERE'S ADDED PROOF ON WHY

BERLO MERCHANDISING METHODS DELIVER THE HIGHEST PER CAPITA GROSSES IN AMERICA!

Let BERLO'S 40 years experience give you airtight cash control, better service, and supervision — **GREATER NET PROFIT!**

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BERLO



VENDING COMPANY

333 S. BROAD STREET, PHILADELPHIA 7, PA.

Milt Young, Columbia exploiteer, is in the Kansas City territory for awhile.

Richard Martin, formerly with Loew's and Warners, would like a position as manager for an independent theatre. He may be reached in care of EXHIBITOR.

Dr. Roy Korson, son of Columbia sales manager Dave Korson and a pathologist at the Vermont Medical School, was called back to army service, and reported in Texas.

Jack Greenberg, exhibitor co-chairman with Al Davis and Harry and Ben Blumberg, for the Will Rodgers Hospital scrolls and containers-on-counters drive, urges all exhibitors to impress upon employees that it is a drive in their own interest and for their own protection. The containers are available through National Screen Service. The scrolls are being distributed by salesmen of the various exchanges.

Motion Picture Associates held an election meeting preceded by a buffet supper at the RKO Screening Room. Elected were John Turner, president; Lou Formato, vice-president; Dave Titelman, treasurer, and Joseph Farrow, secretary. The board of directors comprises Joseph Engel, Jack Greenberg, George Beattie, David Supowitz, Meyer Adelman, and Norman Silverman. Ex-officio directors are Jack Engel and Herb Gillis. Al Cohen is solicitor. Gillis was gifted for the excellent work performed as president during the past year.

Dick Lavenstein, Republic International, was in from the home office learning the rudiments of salesmanship under Bill Doyle. . . . Jack Harris is opening an office at 1333 Vine Street. . . . Screen Guild announces that the English-version of "Bitter Rice" is being withdrawn from distribution on Dec. 31. . . . Eddie Gabriel, Capital, is happy to have his son, Robert, join him after serving 24 months in the armed services. It was the lad's second hitch.

Rose Marie Perno, EXHIBITOR circulation department, will wed Nicholas Paonessa at St. Thomas Aquinas Church on Nov. 22.

Benny Harris states he is still president and owner, American Film Exchange. He is celebrating his 40th year in the business, and expects to have a new lineup of product soon. . . . Eddie Gabriel, Capital, says he is getting good results with the Italian-made "St. Anthony Of Padua," with tieups with Catholic churches and schools, etc.

National Screen Service salesman Lou Blaustein was back on the job after another bit of hospitalization.

Circuits Stanley-Warner

Ellis Shipman, contact manager, left for Florida. Jack Brodsky, Shipman's assistant, is back after a vacation.

Johnny Eckert, custodian, mail room, will be wearing Khaki for his new fall outfit. He left to report to Uncle Sam, and was given a farewell party and a gift by his many friends and co-workers.



Joseph Cotten, star, 20th-Fox's "The Steel Trap," made a quick stopoff in Scranton, Pa., recently while en route to Boston from Hollywood. He is seen above with Penn Paramount Corporation personnel, who were on the job and who made the best of his brief visit. From left to right are Frank Kovaletz, manager, Paramount, Wilkes-Barre, Pa.; Walter Rooney, manager, American, Pittstown, Pa.; Cotton; Donald Duggan, assistant manager, American, Pittston, and Tom Jones, manager, Strand, Scranton.

Harry Kaplowitz, out-of-town film booker, is riding around in a new green Dodge sedan. The green goes well with his red hair! . . . Max Miller, United Artists exploiteer, returned from a trip to Niagara Falls, N. Y., and Pittsburgh.

Globe-trotter, Mickey Kippel, former manager, stopped in the office to see his friends before taking off for Florida. . . . Toby Friedman, Lester Krieger's secretary, is sporting a new fur coat.

Barney Sackett, well-known radio commentator, is producing the stage play, "Death of a Salesman," for the USO, for one week at the Earle starting on Dec. 8. The entire proceeds will go for the benefit of the USO branches. This is the first time that a legitimate play will be presented in the Earle. Reserved seats are being scaled at \$1.30, \$1.95, and \$2.60, with a special innovation of a group of unreserved seats for all evening performances at 99 cents. A special boxoffice is being set up in the lobby of the Earle, and all recognized ticket agencies will also sell tickets. The play will be presented with an all armed forces cast, with the entire production directed by Sackett. Herman Comer, manager, Earle, is working hard to help put over this worthy endeavor, and will stay on as manager during the run of the play at the Earle.

Everyone is still talking about the wonderful two-day managers' meeting.



Mary Castle, barnstorming in connection with the exploitation of Columbia's Kramer production, "Eight Iron Men," recently visited Columbia's exchange staff in Washington, D. C.

Letters of praise are still coming into the office.

District of Columbia Washington

Raymond Dean, shipper for MGM, is the father of a seven and one-quarter pound girl, Brenda Lee.

Frederick Brisson, producer of Independent Artists' "Never Wave At A WAC," screened the comedy for top army officials.

A number of showmen were among the guests attending the annual meeting of the National Conference of Christians and Jews at the Mayflower Hotel. Among them were Warnerites George A. Crouch, A. Julian Brylawski, Frank LaFalce, and Charles McGowen. Eric Johnston was scheduled to address one of the meetings but couldn't because of his French trip.

The local Ontario tied in with the national "Because of You" publicity. NBC-TV's "The Big Payoff" is cooperating with department stores all over the country in a search for the "Because of You" girl. The local winner will receive a complete fashion outfit from Kann's, and her sponsor will receive a Helbros wrist watch. Her qualifications will then be forwarded to New York for the final judging on a national scale. The national "Because of You" girl will receive a nine-week modeling contract on "The Big Payoff" television show, an all-expense paid week's vacation trip, and a talent

Ward Krag, Colonial, Allentown, Pa., arranged a tiein with the Arthur Murray dancing school for the recent showing of Columbia's "Affair In Trinidad."

interview. Contest blanks, available at Kann's, are to be mailed to either the Apex or Ontario.

Ed Linder, manager, Ontario, was pleased when David Britt, publisher, The Uptown Connecticut Avenue Shopper, ran a box in which he disagreed with a review of a film in a local daily, and recommended the picture.

Elmer H. Brient and Sons has the contract for the engineering and developing of the Aberdeen Drive-In, to be opened in the early spring. Harry Aikin, in association with the RCA Washington dealer, will have charge of construction. The new open air theatre will have the latest RCA projection and sound. The rest rooms will have Electric-Aire hand dryers, and the snack bar will be fully equipped by the Brient firm. The contract, is one contract, concerning plans, construction, and equipment, under the Brient Package Drive-In Plan.

MGM's documentary, "The Hoaxters," was privately previewed by a group of officials. The Dore Schary production was shown to a group which included Senator Alexander Wiley, chairman-elect, Senate Foreign Relations committee; Foreman Joseph P. Kelly and members of the federal grand jury; Roy M. Cohn, special assistant to the attorney-general; Robert Morris, chief counsel, Senate Internal Security committee; Julius N. Cahn, executive assistant to Senator Wiley; State Supreme Court Justice Irving H. Saypol; Federal Judge Irving R. Kaufman; Albert E. Whittaker, special agent in-charge of the U. S. Secret Service; representatives of the Federal Bureau of Investigation, and assistant U. S. attorneys Albert Blinder, John M. Foley, and James B. Kilsheimer, Jr.

Gerald Wagner and Jean Imhoff, Lopert Theatres, are enthusiastic about the business that "The Lady Vanishes" is doing at the Dupont. Two art exhibits are currently being featured at that theatre and the Playhouse. At the former are paintings of Ken Noland while the latter has portraits in fantasy of Pietro Lazzari.

—RICK LAFALCE

Delaware Wilmington

The Brandywine Drive-In, operated by Mel Geller and Sam Taustin, closed. . . . Jimmy Reed, former Rialto aide, just discharged from the army after serving in Austria and Germany, was in. . . . G. Park Weaver, projectionist, Ace, recalls that Governor-elect J. Caleb Boggs was a member of the Young Timers Club when Ben Shind'er, manager, Ace, had the Capitol, Dover, Del. Boggs, now completing his third term in the House of Representatives, has been named public relations chairman for the Laurence Roberts Post No. 21, American Legion. Henry L. Sholly, EXHIBITOR correspondent, was also appointed to the public relations committee by the post's commander, Ruth H. Bell.

—HENRY L. SHOLLY

Maryland Baltimore

Among those attending the Allied convention in Chicago are Robert L. Lee, Stanley Baker, and I. K. Makover.

Blanc Aids Philly Anti-Tax Fight

PHILADELPHIA — Victor H. Blanc, councilman-at-large, last week sponsored a bill to repeal the 10 per cent municipal amusement tax, which he called confiscatory and responsible for dwindling attendance at all sport and entertainment events.

To replace the amusement tax, Blanc said he would introduce a bill calling for a tax on open land used for the parking of motor vehicles. Such a tax would bring in a revenue of about \$5,000,000 annually, he estimated, at the rate of five cents for each square yard of space.

He disclosed that receipts from the amusement tax have steadily declined from a high of \$7,000,000 to an estimated \$2,850,000 next year. He called the tax confiscatory in that it kept people from places of amusement, not only the movies, but theatres, sporting events, and many other affairs. City Council recently passed legislation exempting charitable, religious, and educational groups from payment of the tax.

Councilman Blanc this week addressed a meeting of Philadelphia exhibitors at the Variety Club, to which representatives of all amusement enterprises affected by the tax were invited. The mass meeting was called by Morris Wax, president, Philadelphia Theatre Association, to formulate plans to aid in the passage of Blanc's proposal. Blanc has worked for repeal of the tax, one of the highest city amusement levies in the nation, since he became a member of Council last January.

A bandit held up the Harlem, and took \$85 from Mrs. Agnes Johnson, aide. . . . Two guests at the weekly meeting of the Allied Motion Picture Theatre Owners of Maryland were Joe Rosen and John O'Leary, both from 20th-Fox, Washington.

George Kalusky, projectionist, Garden, cut his hand. The wound, required eight stitches. . . . Robert W. Cramblitt, Wal-



Washington exhibitors and exchange office personnel recently furnished the background for Miss Jeanette Gonzales when she modeled one of the gowns from MGM's "Ivanhoe" to exploit the film on TV and the stage. Seen left to right, are: Edward R. Kushner, chief booker; Jack Dean, booker; John Broumous and Curtis Hildebrand, Roth Circuit; Miss Gonzales; Jack Fruchtman, Leonardtown and Lexington Park, Md.; Joseph Kronman, MGM office manager, and Ernest Huyett, MGM Washington exploitation department.



In connection with the premiere of "Because Of You" at the Randolph, Philadelphia, U-I promotional representatives, working with Ted Vanett, Goldman Theatres, recently developed several promotional windows on the picture.

brook and Crest projectionist, entered Mercy Hospital for surgery. . . . Isador M. Rappaport, Town and Little owner, had Van Heflin as his guest at the Pimlico races.

Jack Sidney, Century manager, will be toastmaster at the Press Club's banquet at the Emerson Hotel. . . . Miss Betty



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Bunjon, formerly Parkway aide, is now at the Stanley.

Fred Schanberger, Jr., partner at Keith's, was in New York. . . . Rodney Collier, Stanley manager, came out on top in the Warner Theatres promotion drive. He won three prizes. . . . Aaron Seidler, Rivoli manager, has been commuting to Washington on business. . . . Stanley Baker, general manager, Hicks Enterprises, was in Chicago. . . . Arthur Kelly, Charlie Chaplin's representative, was due in.

—G. B.

Easton

Sunday movies were approved in the county referendum.

Elkton

The Elkton Drive-In will remain open on Friday, Saturday, and Sunday throughout the winter.

Hagerstown

Arnold Leopard, manager, Maryland Academy, promoted a morning preview party for press, radio, city officials. . . . The Hallow'een costume contest and party at the Maryland was highly successful. . . . George N. Payette, Jr., Warner Theatres' city manager, who has been a patient at Newton Baker VA Center Hospital, near Martinsburg, W. Va., has returned to his home.

—L. MC W.

Leonardtown

Ray Trumbule, promotional executive manager, Jack Fruchtman Theatres, was honored at a banquet given by the Lexington Park, Md., Lion's Club at the Seven Gables Hotel, California, Md. . . . T. L. Harrison, Jr., manager, Park and Plaza, and family returned from New Bern, N. C., where he looked after the harvesting of his late father's crops. . . . The New paid tribute to the 177th anniversary of the Marine Corps.

Pennsylvania

Doylestown

Claude J. Schlanger, owner-manager, County and Key, has been appointed head, theatre owners' committee, first annual Bucks County Community Chest campaign, Fred J. Rarig, general chairman, has announced. "Speaking for the theatre owners of Bucks County," Schlanger said, "We will back the drive in any way possible 100 per cent." Schlanger said that all theatres throughout the area would run special Community Chest trailers on their screens during the fund-raising campaign.

Harrisburg

Staffs of the State, Rio, and Colonial, had a gay time at a Hallow'een party in the lobby of the State. Jerry Wollaston acted as host. The affair lasted from 11:45 p.m. to well past 3 a.m. Francis DeVerter, manager, Rio, proved himself a clown of exceptional ability and adept at makeup.

Ken Steckline, assistant manager, Loew's, fell a victim of a promotion



Rita Gam is seen recently receiving a Community Chest "Oscar" from general chairman Herbert C. Blunck, 1953 Washington, D. C., Community Chest—USO campaign, when she was guest of honor and speaker at the general report luncheon while in the capital for personal appearances in connection with UA's "The Thief," Playhouse. The stunt was arranged by Kenneth McGuire, manager, Playhouse, and Max Miller, UA field rep.

stunt for "Ivanhoe." He was leading a horse in a parade when the animal stepped on his toe, causing him much pain and discomfort. . . . A newspaper contest was conducted by manager Bill Trambuis for "Ivanhoe" in which readers were called upon to recite an act of chivalry they performed recently.

Reading

Dr. Harry J. Schad, president, Schad Theatres, is busy promoting the Mystic Shriners' football game, the second annual Rajah Temple benefit for the Shrine Hospital for Crippled Children.

Larry Levy, manager, Loew's, may invite all descendants of Mayflower families to see "Plymouth Adventure" at Loew's shortly. He exhibited a 20-foot scale model of the famous vessel at the Community Chest speakers' stand in Penn Square. . . . Ellsworth Whitaker, a retired Warner employee, died, aged 63.

Scranton

Penn Paramount Corporation personnel made the best of a brief visit by Joseph Cotten, 20th-Fox's "The Steel



A counter-full of toys and free photos of children on a pony have been recently luring customers to the Atlantic Drive-In, Pleasantville, N. J., open all year. Dave Weinstein, manager, tied in recently with a local photographer, and is sponsoring a cowboy-cowgirl popularity contest in which parents vote for their favorite child after a picture has been taken on the theatre's pony.

TRADE SCREENINGS

PHILADELPHIA

MGM—(1233 Summer) Nov. 21, 2, "The Desperate Search" (Howard Keel, Jane Greer, Patricia Medina).

RKO—(250 North 13th) Nov. 25, 2:30, "Blackbeard The Pirate" (Robert Newton, Linda Darnell, Keith Andes) (Technicolor).

WARNERS—(230 North 13th) Nov. 20, 2:30, "Cattle Town" (Dennis Morgan, Rita Moreno, Philip Carey).

Trap," who was grounded by fog and rain while enroute to Boston. The boys who got out to meet the star were Frank Kovaletz, manager, Paramount, Wilkes-Barre, Pa.; Walter Rooney, manager, American, Pittston, Pa.; Donald Duggan, assistant manager, American, Pittston, and Tom Jones, manager, Strand, here. They routed out Jeannette Reese, The Scranton Times society editor, who interviewed the star, and this resulted in plenty of space in the newspaper. Cotten finally caught a plane out of Allentown, Pa., to which town he was motored by Penn Paramount officials.

Virginia

Richmond

Among those attending the Allied convention in Chicago from Virginia are Julian Gordon and Mr. and Mrs. R. Levine.

The tax repeal program and 16mm. films will be the featured points of the annual one-day winter meeting of the Virginia Motion Picture Theatre Association at the Jefferson Hotel on Dec. 4. Business meetings are scheduled to start at 10:30 a.m. with principal features being planning the final stages of the tax repeal campaign, the policy to be adopted toward the 16mm. anti-trust suit, and legislation regarding 16mm. free movie showings. There will also be a special meeting for drive-in operators. On Dec. 3, at 8 p.m., there will be a board meeting at the hotel. The meetings, sponsored by the Virginia MPTA, are open to all conventional theatre or drive-in owners and managers, and an invitation is being extended to exhibitors in the surrounding states of Maryland, West Virginia, and North Carolina. Officers are: Sidney L. Bowden, president; Leonard Gordon, first vice-president; Seymour Hoffman, second vice-president; F. M. Westfall, third vice-president; Harold E. Wood, treasurer; Morton G. Thalheimer, Jr., secretary, and Robert T. Barton, Jr., counsel.

Variety Club

Tent 13, Philadelphia

A board meeting was held at which plans were made for the large contingent going to attend the midwinter convention of Variety Clubs International at Pittsburgh this weekend. The 25th anniversary of Variety will be celebrated with Tent 1 as host.

"Pony Soldier" was screened through the courtesy of 20th-Fox.

ALLIED ARTISTS

Battle Zone (AA-22) ACTION DRAMA 82M.

ESTIMATE: Routine Korean war film.

CAST: John Hodiak, Linda Christian, Stephen McNally, Martin Milner, Dave Willcock, Jack Larson, Richard Emory, Philip Ahn, Carleton Young, John Fontaine, Todd Karnes, Gil Stratton, Jr. Produced by Walter Wanger; directed by Lesley Selander.

STORY: John Hodiak reenlists in the marines as a combat photographer, and is stationed at same camp as his old buddy, Stephen McNally. Antagonism between Hodiak and McNally is intensified when Hodiak finds out that McNally is going with his old girl friend, Linda Christian. Hodiak manages to have a meeting with Christian, but she brushes him off for McNally. Training finished, the marines pull out for Korea, and McNally and Hodiak get to the front lines. The drive seems to be going fine until the Chinese enter the war, and the marines must retreat. Hodiak and McNally volunteer for a photographic mission behind the enemy lines. Disguised as Reds, they photograph everything in sight, send the film back with Korean runners, and supply needed information. However, a spy betrays them, and they are forced to fight it out. Hodiak is wounded slightly, and Christian gives him first aid. Reconciled to the fact that she loves McNally, Hodiak wishes her happiness and goes off to his unit.

X-RAY: Another story of the Korean conflict, this has names for the selling, and it should make an okeh addition on the duallers. While there is nothing new along the story line, acting and direction are sufficient for the subject matter. The screen play is by Steve Fisher.

AD LINES: "Fighting Men . . . Combat Photography Corps In Action"; "The Famous Drive To The Yalu In 'Battle Zone'"; "The Marines Fight Their Way To The Yalu."

Torpedo Alley (AA-23) MELODRAMA 84M.

ESTIMATE: Okeh service film can be exploited.

CAST: Mark Stevens, Dorothy Malone, Charles Winninger, Bill Williams, Douglas Kennedy, James Millican, Bob Rose, John Alvin, James Seay, John Close, Carl Christian, Ralph Reed. Produced by Lindsley Parsons; directed by Lew Landers.

STORY: Carrier pilot Lieutenant Mark Stevens is saved at sea by a submarine after he freezes at the controls, and crashes, his two crewmen being killed. The sub is commanded by Commander James Millican and Lieutenant Douglas Kennedy. Stevens becomes interested in the workings of the sub. Ashore he meets nurse Dorothy Malone, close friend of Kennedy and daughter of Warrant Officer Charles Winninger. After the war is over, Stevens finds it hard adjusting to civilian life, and reenlists in the navy, requesting submarine duty. He is assigned to the New London sub base, and finds Millican and Kennedy on duty as well as Malone and Winninger. Stevens falls in love with Malone. After proper training, when the Korean action starts, Stevens and his friend, Bill Williams, are taken aboard a sub commanded by Millican and Kennedy as part of the crew. Stevens proves several times that he has courage, and is wounded. Happily aboard the hospital ship is nurse Malone.

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The original *Pink Section* evaluation of features, short subjects.

SECTION TWO
Val. 49, No. 3

NOVEMBER 19, 1952

X-RAY: With names for the marquee plus action sequences and authentic backgrounds and equipment, this is a good service film that can stand on its own where it is properly exploited or a good addition to the duallers. It moves at a good pace, the story is fairly interesting, the performances suitable, and the direction and production okeh. The screen play is by Sam Roeca and Warren Douglas.

AD LINES: "Submarines In Action"; "Action And Thrills 'Neath The Sea"; "A Thrilling Action Drama Of The Submarine Service."

TIP ON BIDDING: Usual series price.
AD LINES: "Gene Autry Rides To A Strange Assignment"; "What Is Behind The Mysterious Gunshots?"; "Songs, Excitement, And Autry In . . . 'Blue Canadian Rockies'."

MGM

Above And Beyond

DRAMA
122M.

ESTIMATE: Well-made drama.

CAST: Robert Taylor, Eleanor Parker, James Whitmore, Larry Keating, Larry Gates, Marilyn Erskine, Stephen Dunee, Robert Burton, Hayden Rorke, Larry Dobkin, Jack Raine, Jonathan Cott, Jeff Richards, Dick Simmons, John McKee, Patrick Conway, Christie Olsen, William Lester, Barbara Ruick, Jim Backus. Produced and directed by Melvin Frank and Norman Panama.

STORY: Because of his ability as a pilot Lieutenant Colonel Robert Taylor is singled out by his superior, General Larry Keating, to return to the United States for the dangerous job of test piloting an experimental bomber, the B-29. After the testing is completed, Taylor gets a brief leave to go home to his wife, Eleanor Parker, and son, but orders to report back cut their reunion. Keating reveals to Taylor that he has been chosen for an important assignment, to train personnel with the goal of dropping an atom bomb.

COLUMBIA

Blue Canadian Rockies (472)

WESTERN
MELODRAMA
58M.

ESTIMATE: Routine Autry.

CAST: Gene Autry, Pat Buttram, Gail Davis, Carolina Cotton, Ross Ford, Tom London, Mauritz Hugo, Don Beddoe, Gene Roth, John Merton, David Garcia, Bob Woodward, W. C. Wilkerson, the Cass County Boys. Produced by Armand Schaefer; directed by George Archainbaud.

STORY: Rich Montana rancher Don Beddoe sends his foreman, Gene Autry, to his Canadian timber holdings where his daughter, Gail Davis, is opening a dude ranch. He wants to break up the imminent marriage of his daughter and fortune-hunter Ross Ford. Autry is accompanied by his pal, Pat Buttram, who falls for ranch entertainer Carolina Cotton. Mauritz Hugo and other lumbermen are irked by their failure to land the dude ranch property for their timber cutting operations, and there are a number of mysterious shootings, which seem to point to Ford. The situation is further complicated by the murder of a Canadian Mountie, who had been sent to investigate the shootings. Autry investigates, and finds that the real trouble maker is the old caretaker, Tom London, who had once been Beddoe's partner, but due to financial troubles has been reduced to his meagre position. With this knowledge, Autry halts an attack by the lumbermen, captures London, and with Buttram, rides back to Montana.

X-RAY: In sepia, this has a pleasant assortment of songs and a goodly amount of gunplay and fist fights to please appropriate audiences. The Canadian Rockies provide a splendid background. Songs heard are: "Anytime", "Blue Canadian Rockies", "Mama, Don't Like No Music", and "Lovin' Ducky Daddy." The screen play was written by Gerald Geraghty.

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Taylor, working under the cloak of secrecy and aided by security officer James Whitmore, selects his personnel from battle seasoned veterans. To smother speculation, the men's wives are brought to the training field. Taylor's friends, not knowing the importance of the project, mistake his strictness for apple polishing. The tension gives Taylor a bad disposition, and causes constant quarreling with Parker. Work continues on perfecting the atom bomb, and the decision as to when to use it is left up to Taylor. When the time comes, he makes it with swiftness. With the flight plans completed, Taylor takes off for Japan. For the first time since assuming command, Taylor reveals to his crew the nature of the operation. The bomb is dropped on Hiroshima. Back home, Parker hears the news of Taylor's mission. Upon his return, she greets him with love and understanding.

X-RAY: Well-produced and intensely interesting, this history-making story of what went on before the atom bomb was dropped on Hiroshima is vividly brought to the screen. The picture is creditable on many counts, but, by the same token, it will need intensive selling. However, it is the elements, the suspensive nature of the story, the relationship between Taylor and Parker, the inner conflict, etc., and performances are well above the normal. The screen play is by Melvin Frank, Norman Panama, and Beirne Lay, Jr., from the original story by the latter.

TIP ON BIDDING: Good program price.

AD LINES: "The Story Behind Hiroshima"; "History And The Little People Involved"; "They Dropped The First Atom Bomb On Japan."

Million Dollar Mermaid BIOGRAPHICAL DRAMA (312) 114M.

(Color by Technicolor)

ESTIMATE: Headed for the better money.

CAST: Esther Williams, Victor Mature, Walter Pidgeon, David Brian, Donna Corcoran, Jesse White, Maria Tallchief, Howard Freeman, Charles Watts, Wilton Graff, Frank Ferguson, James Bell, James Flavin, Willis Bouchee. Produced by Arthur Hornblow, Jr.; directed by Mervyn LeRoy.

STORY: In Australia, before the turn of the 20th Century, Esther "Annette Kellerman" Williams overcomes a physical handicap through swimming, and becomes an aquatic star in New South Wales. Reverses cause her and her musical father, Walter Pidgeon, to go to England, where he has the promise of a job. When they arrive there, the position has disappeared, so eventually Williams, under the tutelage of Victor Mature, American promoter, undertakes a swim down the Thames River for 26 miles to ballyhoo a kangaroo act owned by him. She is a success, so Mature sells the kangaroo to get money for a passage to New York, where he is unsuccessful in selling Williams as an act to David Brian, who manages the Hippodrome. Mature then takes Williams to Boston, where, by arousing publicity with her one-piece bathing suit, she becomes famous, and the money rolls in. The two have a disagreement. Mature leaves for Florida, and Williams goes to New York, where she becomes the hit of the Hippodrome. Her father, who had become the conductor of the Hippodrome orchestra, dies. Mature, engaged in one stunt or another, stays away, and Williams promises to marry Brian after making a picture in Hollywood. During the filming, an accident occurs, and Williams is severely hurt. Mature, a success because he has made a film with Rin-Tin-Tin, returns to Williams, and a clinch is in order.

X-RAY: This is headed for the better money. It has the most dazzling water ballet scenes ever seen on the screen, the Williams draw with plenty of swimming, and a generally interesting story, which, though occasionally slowly paced, will be entertaining. Williams is good as the famous aquatic star, and other performances are above the average. The story, by Everett Freeman allows for the inclusion of the necessary comedy, romantic, and suspensive notes, but the production reaches its greatest heights with the water ballet and athletic numbers, which will send people out talking.

TIP ON BIDDING: Higher bracket.

AD LINES: "She Wore A One-Piece Bathing Suit . . . And Made Headlines"; "Esther Williams . . . As Annette Kellerman . . . The Aquatic Star Of All Time"; "You'll Thrill When You See The Water Ballet In 'Million Dollar Mermaid'."

RKO

Face To Face DUO-DRAMA COMPILATION 92M.

ESTIMATE: Okeh for the art and specialty spots.

THE SECRET SHARER

CAST: James Mason, Michael Pate, Gene Lockhart, Albert Sharpe, Sean McClory, Alec Harford. Produced by Huntington Hartford; directed by John Brahm.

STORY: In the days of sailing ships, a vessel is becalmed in tropical waters under the command of Captain James Mason on his first command. On his watch, Michael Pate is seen swimming in the water. He tells Mason that he is the mate of a vessel anchored some distance away, and that he is wanted by Captain Gene Lockhart for killing a crazed sailor who threatened to disrupt the workings of the ship. Mason hides Pate. When Lockhart arrives, he invites him to search the ship. Afterwards, a breeze springs up, and they sail away, with Mason determined to let Pate off close to some islands so that he can escape.

X-RAY: With little action, this is for those who appreciate drama as such for the story is nothing to get excited about although based on a work by Joseph Conrad. The screen play is by Aeneas Mackenzie. Acting, direction, production, etc., are okeh.

THE BRIDE COMES TO YELLOW SKY

CAST: Robert Preston, Marjorie Steele, Minor Watson, Dan Seymour, Olive Carey, James Agee. Produced by Huntington Hartford; directed by Bretna Windust.

STORY: Robert Preston is sheriff of a small western town, which he cleaned up. Minor Watson, town character and drunk, remembers the old days when he was a real expert with a gun. He tries to relive these days when he gets his fill of liquor, and Preston is the only one who can handle him. Preston decides to take a trip for a few days. While Preston is on his way back a few days later with his bride, Marjorie Steele, Watson starts shooting up the town looking for Preston. Preston and his bride try to sneak to his home, but he runs into Watson, who threatens to shoot the unarmed law officer until he learns that Preston has gotten married, whereupon he throws down his guns, and really changes his ways.

X-RAY: A cute entry with apt performances by all concerned, this has interest and humor, and is the better half of dual combination. The tongue in cheek treatment of the old west and its typical characters comes off well, even though the running time is a little long, for the story content. Direction and production are in the better class. Legion of Decency:

"B." The screen play is by James Agee, from a story by Stephen Crane.

TIP ON BIDDING: Low bracket.

AD LINES: "Entertainment For Everyone"; "Two Parts—Each With Its Own Entertainment Values"; "Action, Drama, Suspense All Come 'Face To Face'."

REPUBLIC

South Pacific Trail WESTERN-MUSICAL (5145) 60M.

ESTIMATE: Usual series entry.

CAST: Rex Allen, Estelita, Slim Pickens, Nestor Paiva, Roy Barcroft, Douglas Evans, Joe McGuinn, Forrest Taylor, The Republic Rhythm Riders, and Koko. Produced by Edward J. White; directed by William Witney.

STORY: Rex Allen, his pal, Slim Pickens, and the Rhythm riders employed by rich landowner Nestor Paiva, lose their jobs through the machinations of ranch foreman Roy Barcroft, who wants a clear field for the perfect crime he has planned. Barcroft's plan is to hi-jack a train carrying gold by switching the train on to a hidden track leading to the abandoned Alvarez mine, and blowing up the end of the tunnel. With the train sealed in the tunnel, Barcroft's men cover the mine tracks, and wait for the authorities to give up the search for the train. Meanwhile, Paiva has gone to the city to break up the romance between his granddaughter, Estelita, and a fortune hunter, Douglas Evans. Unsuccessful, he is returning to the ranch on the ill-fated train. By a stroke of fate, he gets off the train before its disastrous end to join Allen in a cattle drive and forget his troubles. Barcroft's plan is a complete success, and Paiva is assumed dead. Paiva, wishing to remain out of the way, sends Allen to prevent Estelita's marriage. Evans tries to steal the cattle herd by flooding the valley but is unsuccessful. However, in the confusion, Allen discovers the train tracks to the abandoned mine, and does some investigating. Barcroft and Evans, trying to prevent Allen from finding out too much, trap him along with Estelita and Paiva in the mine before it is to be dynamited. They escape, and, in the ensuing fight, Barcroft and Evans are killed. With the gold salvaged, Allen and the boys go back to work on Paiva's ranch.

X-RAY: Hi-jacking of a train provides a new twist to what would otherwise be a routine western. There is plenty of excitement and action to please the outdoor trade, and the usual amount of gunplay, and the Republic Rhythm Riders and Estelita provide pleasant musical background. The screen play is by Arthur Orloff. Estelita sings "I'll Sing A Love Song" while Allen and the Rhythm Riders contribute "The Railroad Corral" and "Hide Away Your Troubles."

AD LINES: "The Amazing Story Of The Disappearance Of A Million Dollar Train"; "Rex Allen And The Rhythm Riders Sing In . . . 'South Pacific Trail'"; "Action, Thrills, Songs In . . . 'South Pacific Trail'."

Thunderbirds ACTION DRAMA 99M.

ESTIMATE: Realistic war drama has the angles.

CAST: John Derek, John Barrymore, Jr., Mona Freeman, Gene Evans, Eileen Christy, Ward Bond, Barton MacLane, Wally Cassell, Ben Cooper, Robert Neil, Slim Pickens, Armando Silvestre, Benny Baker, Norman Budd, Mae Clarke, Sam McKim, Allene Roberts, Richard Sim-

mons, Walter Reed, Suzanne Dalbert, Barbara Pepper, Pepe Hern, Victor Millan. Produced and directed by John H. Auer.

STORY: The Thunderbirds, National Guard unit of Green Hill, Okla., is nationalized in September, 1940, and sent to Fort Sill, Okla. John Derek and John Barrymore, Jr., close friends, are in love with Eileen Christy, who thinks she loves them equally. The outfit does well, despite some rivalry with the regular army men, notably sergeant Barton MacLane. Barrymore is drawn to regular army sergeant Ward Bond, a well-disciplined man with a West Point background, because his father, killed in the First World War, was also a West Pointer. However, Bond remains aloof. The unit, shipped overseas, later participates in the Sicilian and Italian campaigns. Several men die in battle. Christy writes that she really loves Barrymore, and Derek is shaken up but soon finds happiness with army nurse Mona Freeman. At Cassino, Barrymore is wounded, and Derek hates Bond for refusing to let him go after him. Later, however, after Bond is killed, and Derek discovers that Barrymore is safe, it is learned that Bond, really Barrymore's father, was court martialed in World War I for revealing the position of his outfit trying to rescue a wounded man. He had changed his name, rejoined the army, and had then redeemed himself in the eyes of his son. V-Day dawns, and the returning Thunderbirds are acclaimed.

X-RAY: With the story line held to a minimum, this must depend for its draw mainly on the realism of the war scenes. It should appeal primarily to men and youngsters, but Derek may draw the female trade. The battle scenes are realistic and brutal, and some striking newsreel shots are skilfully inserted to add to the grimness. The romantic angle is played down, with Freeman and Christy doing little more than brightening the scenery, and Bond and Gene Evans score in smaller parts. The screen play is by Mary C. McCall, Jr.

AD LINES: "The Story Of Men Who Died . . . The 'Thunderbirds'"; "The Heroic Tale Of The Valiant Men Of Oklahoma"; "They Gave Their Lives . . . While Their Women Waited."

20TH-FOX

Stars And Stripes Forever MUSICAL (239) 89M.

(Color by Technicolor)

ESTIMATE: Good programmer.

CAST: Clifton Webb, Debra Paget, Robert Wagner, Ruth Hussey, Finlay Currie, Benay Venuta, Roy Roberts, Tom Browne Henry, Lester Matthews, Maude Pickett, Erno Verebes, Richard Garrick, Romo Vincent, Florence Shirley, Walter Woolf King, Thomas E. Jackson. Produced by Lamar Trotti; directed by Henry Koster.

STORY: In 1890, Clifton "John Philip Sousa" Webb, who leads the famous U. S. Marine Corps band in Washington, lives with his wife, Ruth Hussey, and their three children. Band member Robert Wagner, who has invented the Sousaphone, loves singer Debra Paget. His enlistment expired, Webb goes to New York, where he organizes his own band to tour the world. One rule is that no wives shall accompany the band, which makes it tough for Wagner and Paget. The latter gets a job as a singer with the band, and the two are married; this being kept a secret from Webb. However, Hussey knows, Webb tours the world, and the Spanish American War breaks out. Wagner enlists, but Webb becomes ill, and can't go. Wagner loses a leg in the action, and re-

turns after the war is over. Webb takes his band to the hospital where Wagner joins in for the one number, "The Stars and Stripes Forever", written by Webb.

X-RAY: There have been few pictures as stirring as this in some time. Everyone likes a parade and martial music, and this is packed with tunes as the Sousa marches go by. Webb is excellent as Sousa, with the others in the cast okeh. The boxoffice assets are there, but in the final analysis the strength of the show will depend largely on how the younger folk can be attracted, inasmuch as the period goes from about 1890 past the Spanish-American war. On the other hand, youngsters and teen-agers are always interested in music, so there can be tieups galore. The oldsters should enjoy this tremendously. Songs include: "Semper Fidelis March", "The Stars And Stripes Forever March", "Light Cavalry Overture", "Washington Post March", "Hail To The Chief", "Presidential Polonaise", "El Capitan March", "The Bowery", "Battle Hymn Of The Republic", "Cara Nome" from "Rigoletto", "Father's Got 'Em", "Why Should The Spirit Of Mortal Be Proud", "Springtime In New York", "Sweet Marie", and "I'm Afraid." Paget and Wagner add to the romance, and there are a few production numbers. The film is based on "Marching Along", by John Philip Sousa.

TIP ON BIDDING: Good program price.

AD LINES: "The Story Of The March King . . . John Philip Sousa"; "As Thrilling As The Story Of All America"; "The Most Stirring Picture Of The Year . . . With The Greatest March Of All."

The Thief Of Venice MELODRAMA (234) 91M.

(Made in Italy)

ESTIMATE: Import is packed with sales angles.

CAST: Maria Montez, Paul Christian, Massimo Serato, Faye Marlowe, Aldo Silvani, Louis Saltamerenda, Guido Celano, Camillo Pilotto. Produced by Robert Haggag; directed by John Brahm.

STORY: The Doge of Venice dies of poison presumably administered by the Great Inquisitor, Massimo Serato, who takes over the rule of the city. When Admiral Camillo Pilotto is defeated by the Turks, only his ship returns because his chief officer, Paul Christian, promises the slaves at the oars freedom when they reach Venice. On hand to greet them is Maria Montez, girl friend of one of the slaves. Serato not only refuses to grant freedom, but puts guards on Pilotto and Christian, and the slaves think that they have been betrayed. Serato's men kill the admiral to get him out of the way since he has many and powerful friends, and Christian escapes falling into the hands of Montez and other cutthroats who seek to revenge the doublecross of the slaves. He convinces them that Serato is the villain, and gets their help in planning to overthrow him. The latter, meanwhile, plans to marry Faye Marlowe, daughter of the admiral, who is unaware that he ordered her father killed. Christian, masquerading as The Thief of Venice, robs Serato's treasury and friends trying to amass gold to fight Serato. The latter captures Montez and Christian, in turn, kidnaps Marlowe, falls in love with her, and tells her the truth. The prisoners are exchanged, and Christian plans a revolt of the people on Serato's wedding day. This is successful, and Serato is killed in a duel with Christian. He and Marlowe are united.

X-RAY: This has plenty of selling angles, the benefit of on-the-scene shooting in Italy, and an interesting story of an unusual aspect of history all through. As far as the name values are concerned,

only that of Montez may mean anything. Production and direction are satisfactory, and there is enough movement and action for mass audiences. This is being backed by an extensive 20th-Fox campaign, which is another factor. The screen play is based on an original story by Michael Pertwee.

TIP ON BIDDING: Fair program price.

AD LINES: "A Cast Of Thousands Bring Fascinating History Alive"; "Action And Thrills In The Canals Of Historic Venice"; "Action . . . Adventure . . . Thrills On A Grand Scale In A Thrilling Film."

UNITED ARTISTS

Breaking Through DRAMA The Sound Barrier 109M.

(Lean)
(English-made)

ESTIMATE: Interesting import has the angles.

CAST: Ralph Richardson, Ann Todd, Nigel Patrick, John Justin, Dinah Sheridan, Joseph Tomelty, Denholm Elliott, Jack Allen, Ralph Michael, Vincent Holman, Douglas Muir. Produced and directed by David Lean.

STORY: Ann Todd, daughter of Ralph Richardson, aircraft manufacturer, marries air force pilot Nigel Patrick. After the war, Patrick takes a job as a test pilot with Richardson as manufacturer of jet planes. Richardson pushes for higher and higher speeds, hoping Patrick will break through the sound barrier. A crash kills Patrick, leaving Todd embittered at Richardson, and also blaming him for the death of her brother, Denholm Elliott, by Richardson, who practically forced him to take up flying. Todd has a baby, and moves out of Richardson's home. Patrick's friend, John Justin, takes over the test pilot job and reproduces the exact conditions under which Patrick crashed. He makes a successful test, going through the sound barrier, and, as Todd listens to his radio report with Richardson, she realizes that he has been lonely and hopeful of the future. They reach a new understanding.

X-RAY: While this is overlong, and has much talk with little action, the jet sequences are good. The story is fairly interesting, the players perform well, and the direction and production are also good. There are some good exploitation possibilities in the plane angles, and, with some selling, this could show adequate returns. However, the best bet seems for the class and art spots. Conversation is typically British. The story and screen play are by Terence Rattigan.

TIP ON BIDDING: Low bracket.

AD LINES: "Faster Than Sound . . . The Story Of Men Who Risked Their Lives"; "She Died A Thousand Times . . . While He Made History"; "The Story Of Women Who Wait . . . And Men Who Give Their Lives."

Kansas City Confidential MELODRAMA 98M.

(Small)

ESTIMATE: Suspenseful meller.

CAST: John Payne, Coleen Gray, Preston Foster, Lee Van Cleef, Neville Brand, Jack Elam, Howard Negley, Mario Seletti, Dona Drake, Helen Kleeb, Vivi Janis, Ted Ryan, George Wallace, Don Orlando. Produced by Edward Small; directed by Phil Karlson.

STORY: Former detective Preston Foster carefully plans the robbery of armored truck employes. He lines up three confederates, Jack Elam, Lee Van Cleef, and Neville Brand, tough hoodlums wanted by the police, and insists on wear-

ing a mask so that they don't know him and they don't know each other. The holdup comes off well, the crooks using a florist truck, a duplicate of one driven by John Payne, an ex-convict who delivers flowers daily to the florist next to the bank. Foster directs the crooks to lay low until he thinks the time ripe for the payoff. Payne is arrested, brutally beaten, questioned and finally released but he is determined to find the crooks. Following a tip, he finds Elam, learns of the planned rendezvous with the unknown leader, and goes along with him. When they are separated at the airport, police spot Elam, and kill him. Payne goes on alone to a small Mexican town. On his way he meets Coleen Gray, Foster's daughter. Foster, a retired police captain, plans to spring a trap. The three hoodlums will be caught, and Foster will collect a huge reward. At the showdown, the two crooks are killed, and Foster fatally wounded. Before dying, he clears Payne, and tells the police that Payne should collect the reward after begging him to keep his role a secret from Gray. Payne agrees.

X-RAY: A tight, well-made, suspenseful meller, this holds interest on high. The cast does well, and the direction and production are in the better class. The pace is fast, and meller and crime fans should be pleased with the result. The screen play is by George Bruce and Harry Essex, with the story by Harold R. Greene and Rowland Brown.

TIP ON BIDDING: Better than average program price.

AD LINES: "Action . . . Fast And Furious"; "The Going Really Gets Rough When A Million Dollars Is At Stake"; "He Went After A Gang Of Crooks That Had The Police Baffled."

Outpost In Malaya

MELODRAMA
88M.

(Stafford)

(Made In Malaya and England)

ESTIMATE: Programmer will fit into the duallers.

CAST: Claudette Colbert, Jack Hawkins, Anthony Steel, Ram Gopal, Jeremy Spenser, Tom Macauley, Helen Goss, Sonya Hana, Andy Ho, Peter Asher, Shaym Bahadur, Bryan Coleman. Produced by John Stafford; directed by Ken Annakin.

STORY: Malaya is trouble-ridden, and trouble also extends into the married life of rubber plantation owner Jack Hawkins and his wife, Claudette Colbert. As the danger from bandits grows intense, Hawkins devotes much time to making his plantation safe and less to Colbert. Plans are made for Colbert to take their son, Peter Asher, to school in England, and she gets ready to leave. The attacks center on the neighboring plantation, and Hawkins plans his defense more actively. Before she is scheduled to leave, the bandits attack, and everyone pitches in until the soldiers put in an appearance. The rough ordeal brings Hawkins and Colbert closer, and she decides to send Asher to school alone, and remain with Hawkins.

X-RAY: With some action scenes plus several other interesting sequences, this import can be exploited. Otherwise it shapes up as another program entry for the duallers with the name of Colbert and the topical theme in Malaya to help things out. The cast is adequate, the story fairly interesting, and the production and direction okeh. The story and screen play are by Peter Proud and Guy Elmes.

TIP ON BIDDING: Program price.

AD LINES: "Torn From Today's Headlines"; "A Rubber Planter And His Wife Stand On Their Rights And Their Love For Each Other Against Everyone"; "Action And Adventure In Mysterious Malaya."

WARNERS

April In Paris (209)

COMEDY WITH MUSIC
101M.

(Color by Technicolor)

ESTIMATE: Highly entertaining.

CAST: Doris Day, Ray Bolger, Claude Dauphin, Eve Miller, George Givot, Paul Harvey, Herbert Farjeon, Wilson Millar, Raymond Largay, John Alvin, Jack Lomas. Produced by William Jacobs; directed by David Butler.

STORY: Chorus girl Doris Day receives an invitation from the State Department to represent the American theatre at an international arts festival in Paris, but this is really a mistake. Ray Bolger, assistant secretary in the State Department, tries to rectify the error, but is told by his superior, Paul Harvey, that it is a good public relations move and to let it stand, thinking it an original idea of Bolger's. It is hailed by the press and public. Bolger is engaged to Harvey's daughter, Eve Miller, who doesn't like the idea of Bolger having anything to do with Day. Bolger is restrained by Harvey on the boat to Paris until the last night out when they are brought together by French entertainer Claude Dauphin. Working his way back to France on the boat, Bolger and Day find they are in love. After some celebrating and champagne, they want to be married by the captain. Dauphin's friend, George Givot, poses as the captain, and marries them, after which Givot and Dauphin spend the night keeping them apart. However, they are told the truth the next day after Miller meets the boat, and Bolger has a tough time between not telling Miller of his feelings for Day and ruining his career, and trying to show he loves Day. The girls have a fight. Day tries to get Bolger jealous, using Dauphin, Bolger tells off Miller, and goes after Day. They wind up in Dauphin's home, where Bolger learns that Day still loves him, and that he needn't be jealous of Dauphin as he is married, and has five children. Straightened out, Day and Bolger plan their future while dancing together in Paris.

X-RAY: Some good comedy sequences, dance numbers, acting and better direction and production put this in the better class entertainmentwise. It's a light, gay, fun-filled entry that should leave audiences entertained fully. Day, Bolger, and Dauphin come off quite well, as do the others in the cast, and the whole thing is enhanced by Technicolor. The screen play is by Jack Rose and Melville Shavelson. Among the tunes heard are: "I'm Gonna Ring The Bell Tonight", "April In Paris", "It Must Be Good", "Life Is Such A Pleasure", "That's What Makes Paris Patee", "Give Me Your Lips", "For You", "The Words Are In My Heart", and "I Know A Place."

TIP ON BIDDING: Higher bracket.

AD LINES: "Fun Galore In Paris"; "Romance, Fun, And Music Fill The Parisian Night"; "Laugh Your Blues Away With This Fun-Filled Hit."

FOREIGN

Angel Street

MELODRAMA
80M.

(Commercial)

(English-made)

ESTIMATE: Slow moving British import.

CAST: Anton Walbrook, Diana Wynyard, Frank Pettingell, Cathleen Cordell, Robert Newton, Jimmy Hanley, Minnie Rayner, Marie Wright, Aubrey Dexter, Mary Hinton, Angus Morrison, and Jack Barty and

the Darmora Ballet. Produced by John Corfield; directed by Thorold Dickinson.

STORY: Anton Walbrook, fashionable Victorian gentleman, marries Diana Wynyard. They live in a lavish home in London. Wynyard is an innocent, frightened person, in love with her husband. A number of years before, Walbrook had murdered an old woman in the same house, but the rubies he sought were not to be found. Suspecting that the woman hid them, he spends his evenings searching the house. His wife becomes suspicious of him. Deciding that it would be better to have his wife out of the way, Walbrook plots to drive her insane. She is made to think that she is losing some of her possessions and stealing some of her husband's. Walbrook gets his wife into such a state of frenzy that she is ready to be taken away to a mental institution. Only by coming in contact with a retired policeman, who is suspicious of Walbrook, does she find escape. Walbrook's plot is uncovered.

X-RAY: Seen before in an American version, this interpretation of the famous play still can provide sufficient excitement and trepidation at times. However, the exaggerated and overwrought acting often causes the film to approach the point of satirizing itself. The screen play was written by A. R. Rawlinson and Bridget Boland, based on the stage play by Patrick Hamilton.

AD LINES: "Is It Madness Or An Evil Plot . . . See 'Angel Street'"; "Patrick Hamilton's Prize Winning Play On The Screen Again"; "The Story Of An Innocent Woman Caught In An Ingenious Plot."

The Four Steps

COMEDY DRAMA
110M.

(Metaxas)

(Greek-made) (No English titles)

ESTIMATE: Pleasant entertainment for Greek audiences.

CAST: Ginette Lague, Nicos Hadjiscos, John Prineas, Smaro Stefanidou, Anna Kyriakou, Ntinos Eliopoulos, Mimis Fotopoulos, Sophia Veroni, Alec Anastasiades, Panagis Svoronos, Georgia Vassiliadou, Costas Pomonis, Nana Papadopoulou, Eftychia Pavloyianni. Produced and directed by George A. Zervos.

STORY: Orphan Ginette Lague lives with her uncle, a weak man without initiative. Lague does not get along well with her uncle's wife and his daughter, and her only friends are the old servants. Nicos Hadjiscos, rich playboy, comes to the uncle's house for a visit. Lague's aunt, Smaro Stefanidou, is ambitious to make the wealthy boy her son-in-law, but Hadjiscos has eyes only for Lague whom he had met previously without knowing her identity. One day, he ask Lague her advice on a new country home which he is building. After she looks at the blueprints, she suggests that four steps to the front door would be sufficient, instead of the planned 10. Lague is forced to leave her uncle's home because she can't get along with her aunt. Finding refuge in the home of a friend, she tries vainly to find a job. Desperate, she tries the idea of posing as a man in order to get work as a chauffeur for a rich man. Hadjiscos, having lost contact with Lague, believes that she is in love with someone else. In desperation, he decides to marry Lague's cousin, Anna Kyriakou. However, with his financial difficulties, Kyriakou is no longer interested in him. He is forced to sell his new country home, which is bought without his knowledge by Lague, who has become rich through an inheritance. He finds that it was not true that Lague was in love with someone else, and rushes to her. He takes her to the country house, and shows her the four steps, as token of his love. Lague, who has the key opens the door leading to their happiness.

X-RAY: Some uproarious moments, especially when Lacage is masquerading as a man, provides some good entertainment for Greek audiences. The sentimental Cinderella love story will be appreciated by some, although the lack of English titles, makes the film unsuitable for general audience consumption. The screen play is by G. Assimacopoulos.

AD LINES: "Fun For All The Family"; "You Will Have A Million Laughs In . . . 'The Four Steps'"; "Uproarious Fun When A Girl Disguises Herself As A Boy."

Nightmare In Red China

DRAMA
63M.

(Friedgen)

(Made-in-China) (English dialogue)

ESTIMATE: Mediocre exploitation film.

CREDITS: No cast credits available; produced by Rajkamal Kalamandir studios.

STORY: A young medical school graduate returns to his native village in India, and is met by his parents, who take him to an office that they had set up for him. However, he tells them that he feels that he must go to China to use his skill to combat the Chinese Reds. Arriving there along with a small group of doctors, he is soon swamped with work, and appreciates the help that he gets from the young Chinese lad who serves as guide, helper, messenger, etc. As time passes, the doctors are forced to return to India, and the young medic soon finds himself alone, attached to a guerrilla army led by an eccentric, but efficient, general. The doctor is shocked to discover that his little assistant is really a grown girl who had withheld her identity in order to get near the front. She becomes his nurse, and they soon marry. Disaster appears to be imminent when a disease strikes the army. Driving himself, the doctor finally develops a serum that halts the epidemic at the cost of his health. He is ordered to rest. However, the general gets badly wounded, and, being the only doctor, the medico performs the needed operation. He and his wife then continue with the army, doing their best to oust the Reds.

X-RAY: Hampered by a creaking plot, bad photography, and a cast of unknowns speaking in halting English, this is a weak import. On the strength of a few scenes demonstrating the cruelty of the enemy, exploitation houses will probably be the best market for this entry. However, even in those spots, it will take selling.

AD LINES: "See The Rape Of A Chinese Village By Lusting Red Troops"; "Authentic Story Of The Chinese Struggle Against The Red Hordes"; "See The Creeping Terror Of Chinese Communism."

Topaze

COMEDY
114M.

(Discina)

(French-made) (English titles)

ESTIMATE: French comedy of morals is okeh for the art spots.

CAST: Fernandel, Helene Perdriere, Pierre Larquey, Jacques Morel, Marcel Vallee, Jacqueline Pagnol, Jacques Castelot, Milly Mathis. Produced and directed by Marcel Pagnol.

STORY: Fernandel is a timid, honest school teacher in a private school surrounded by diabolically cruel pupils and an unscrupulous school management. He tries hard to instill morality in his students along with their lessons. When a wealthy mother of one of his students comes to the school to intimidate him into giving her child passing marks, he refuses, and is subsequently fired. The mother of another of his pupils, Helene Perdriere, sees in him the perfect front for the phoney corporation that she and Jacques Morel, town alderman, wish to set up, Fernandel is too stupid and honest to know what is

going on, and they think that they can get him cheaply. However, Fernandel keeps his eyes and ears open to their methods, and decides to build up a little business for himself, unknown to his sponsors, Morel and Perdriere. He makes out very well, and, when the time comes, he eases Morel out of the business, and takes over sole control of the corporation. Using Perdriere as window dressing to entertain business acquaintances, he allows her a share of the profits.

X-RAY: Much of the humor of the film derives from Fernandel's expert handling of his role as "Topaze." However, the screen play does not garner as many laughs today as the theme might suggest, and, at times, the film drags along slowly. Despite the choppy editing, this film version of Marcel Pagnol's famous play might be good for the art spots. The screen play was written by Marcel Pagnol.

AD LINES: "A Whimsical Satirical Comedy"; "A New French Version Of Marcel Pagnol's Famous Comedy Of Morals . . . 'Topaze'"; "Fernandel's Delightful Portrayal of Marcel Pagnol's Famous 'Topaze'."

The Thirst Of Men

DRAMA
83M.

(Union)

(French-made) (English titles)

ESTIMATE: Moderate French import.

CAST: Georges Marchal, Dany Robin, Andree Clement, Paul Faivre, Jean Vilar, Chambois, Genevieve Morel, San Juan, Pierre Asso, Arbessier, Sergeol, Gerome Boulven, Moncorbier, Christiane Sertilange, Hueguette Lemetayer. Directed by Serge de Poligny.

STORY: When French pioneers leave the comparative security of their homeland to create a new life in the Algerian desert, Paul Faivre comes with his two daughters enthusiastic about his prospects. Befriended by a Zouaves ex-sergeant, Georges Marchal, he gets underway in his work of making something of the desert soil. Feeling his age to be an obstacle, Faivre gives his eldest daughter, Andree Clement, in marriage to Marchal. The dry land defeats them until water is discovered, and the crops begin to grow. After the still birth of his son, Marchal moves away emotionally from Clement, and carries on an affair with a settlement woman. Later in a rash moment, he runs off with his wife's sister, Dany Robin, whom he finds he really loves. When a plague breaks out in the settlement, he is called back. Faivre dies, and Marchal is left alone to work the land. The harvest brings in a bountiful crop, and, with his work done, Marchal goes back to the city, where Robin awaits him. Conscience-stricken, Robin sends him back to the land he loves and the woman he must learn to love.

X-RAY: This brings to the audience the drama of the life struggle of pioneers in a strange far away land but a somewhat confused love quadrangle lessens the impact of the story. Some fine acting does enhance the film. The screen play is by Serge de Poligny, from the novel by Suzanne Poirault, "Le Sang de Bou-Okba."

AD LINES: "Hardship, Danger, And Plague In A Strange Land"; "A Thirst For Love And Land In The Arid African Desert"; "How Could He Live In The Same House With His Wife And His Lover?"

MISCELLANEOUS

OUTDOOR
Battles Of Chief Pontiac MELODRAMA
72M.

(Realart)

ESTIMATE: Indian entry will fit into the lower half.

CAST: Lex Barker, Helen Westcott, Lon Chaney, Berry Kroeger, Roy Roberts, Larry Chance, Katherine Warren, Ramsey Hill, Guy Teague, James Fairfax, Abner George. Produced by Irving Starr; directed by Felix Feist.

STORY: The frontier around Fort Detroit is uneasy with tension mounting between the British and the Indians. Indian leader Lon Chaney wants peace, and Hessian colonel Berry Kroeger is sent to the fort with reinforcements, contempt for the Indians, and a burning desire to destroy them, and gain fame and recognition for himself. Ranger lieutenant Lex Barker is sent to the fort with the news, after telling Kroeger that peace can come from conferences with Chaney, not violence. Enroute, Barker comes across some white women being taken as prisoners to Chaney, among them Helen Westcott. Barker permits himself to be taken prisoner, and demands to see Chaney, a blood brother. Chaney agrees to a peace conference with white officials through Barker, and promises that no harm shall befall Westcott, whom Barker claims as his fiancée. Kroeger arrives, agrees to receive Chaney and his chiefs, and insults them. On a pretext of smoothing things over, he sends blankets and clothing used by smallpox patients, hoping to weaken the Indians with the disease, and then wipe them out. Barker protests, is jailed, escapes, warns Chaney too late, and takes Westcott back to the fort as Kroeger and his men march from the fort. They are ambushed. Kroeger is captured, is forced to don the diseased clothing, and dies. Peace comes, and Barker and Westcott plan for the future.

X-RAY: With some action sequences, a fairly interesting story, adequate performances and suitable direction and production, this should fit into the lower half. The screen play is by Jack De Witt.

AD LINES: "A Frontier Aflame When Chief Pontiac Goes On The War Path"; "Brute Savage Fury Follows Chief Pontiac"; "Adventure And Action In The Early Days Of America."

The Shorts Parade

TWO REEL

Art

GALLERY OF MODERN SCULPTORS. AF Films. 14m. France's leading sculptor, Auguste Rodin, was not only a distinctive creative artist in his own right but also a great influence upon the new generation of artists. The camera gives a quick glimpse at the works of some of these men, Maillol, Bourdelle, Despiau, Janniot, Gimond, and Zadkine, all distinctive in style. This is an acceptable addition to any art theatre program. **GOOD.**

Comedy

CAUGHT ON THE BOUNCE. Columbia—All Star Comedies. 15½m. Joe Bessar and family visit their aunt to borrow some money to pay a pending bank loan. On the train, he meets the aunt but finds that she, too, is broke, and wishes to borrow money from him. Their dilemma is resolved by catching a bank robber. The reward money saves all. **FAIR.** (5412).

Documentary

HORSEMEN OF THE PAMPA. U-International—The Earth And Its People. 21m. Seen is the large, rich, level plain of the Argentina pampa and the large ranches that produce the great wealth of the country in the form of cattle, wool, and grains. The pampa is divided into

large ranches subdivided into areas worked by puestrros or tenant farmers. Shown is the life and work of a typical puestro and his family. **GOOD.** (8361).

Musical

DON CORNELL SINGS. U-International—Musical Featurette. 15m. Popular vocalist Don Cornell sings "Be Fair", "Oh Marie", and "Temptation." June Christy gets into the act when she sings "Some Folks Do." Present, too, are the Nita Bieber dancers doing the exotic "Cubano." All this and the famous "St. Louis Blues" by the Skylarks should please popular music fans. **GOOD.** (8302).

THE MODERNAIRES WITH LAWRENCE WELK'S ORCH. U-I—Musical Featurettes. 15m. Lawrence Welk opens the program with "Rustic Dance," followed by the Modernaires' rendition of "The Customer Is Always Right." Lawrence Welk comes up again with the lively "Accordion Rag", and the Modernaires take the stage with "Gambelia." Roberta Linn and the quartet follow with "High Life Polka", and the skating acrobats, the Skating Ryles, put on the finishing touch with "Jamboree" and "Rehearsal." **FAIR.** (8303).

XAVIER CUGAT AND HIS ORCHESTRA. U-International—Musical Featurettes. 15m. Xavier Cugat and his Latin music are offered here. Cugat gives his rendition of "My Shawl" along with the lively "Gypsy Mambo" and "Jungle Flute." The dance team Los Barrancos, joins with Cugat to do "Mambo Jambo" and "Mambo Trumpetiando," and Abbe Lane and the entire company end up with a medley of "Say Si Si", "Cachita", and "Sun Sun Babae." For those who like their Latin music, this should be pleasing. **GOOD.** (8301).

ONE REEL

Color Cartoons

BUSYBODY BEAR. Metro—Cartoons. 7m. Barney Bear, aiming to help his neighbor, tries to aid the beaver in building a dam. Barney's ideas are much too big for the beaver, who winds up on the short end when everything is flooded, but so is Barney's house, too. **GOOD.**

MADLINE. Columbia—Jolly Frolics Cartoon. 7m. Ludwig Bemelmans' story of

12 little girls and their governess in Paris, with Madeline, the youngest, not afraid of a squeaking mouse or roaring tiger, ending up in hospital proudly displaying her appendicitis scar to her awe-struck sisters, unreels as another great UPA cartoon. Clever drawing suits it for the art spots, but it should click everywhere. **EXCELLENT.** (5502).

HECKLE AND JECKLE IN HAIR CUT-UPS. 20th Century-Fox—Terrytoons. 7m. Dangerous Dan visits the barbershop of Heckle and Jeckle, and the talking magpies give him the works, and a chase ensues. Dangerous Dan's stretched suspenders turn him around and around, and he ends up as a replacement for the missing barber-pole. A commentary in melody describes the action. **FAIR.** (5303).

THE MISSING MOUSE. MGM—Cartoons. 7m. Tom, hearing that a white mouse is filled with a potent liquid which would cause a terrific explosion, believes that Jerry, who has been accidentally covered with a white substance, is the mouse in question. He finds out his mistake, but the real white mouse arrives, which adds to the confusion. A radio announcer says that the white mouse is harmless. Tom kicks it, and a terrific explosion results. This is fast and furious, rating with the better T and J entries. **EXCELLENT.**

Musical

TOASTS OF SONG. U-International—Cartoon Melodies. 10m. Some amusing cartoons illustrate the stories of three popular tunes of the last century. "After The Ball", "My Gal Sal", and "Little Annie Rooney" are the subjects of the community sing. **GOOD.** (7386).

Novelty

CHIMP-ANTICS. Columbia—Animal Cavalcade. 10½m. Ira and Buddy Watkins are seen as chimp trainers, calling the acts for a talented group of chimpanzees, who ride motorcycles, swing from tree limbs, and carry on. Morey Amsterdam, the comic, guides the action with an amusing narration. **GOOD.** (5651).

HUNTING THE DEVIL CAT. Warners—Vitaphone Novelties. 10m. Howard Hill hunts the jaguar in the wilds of Mexico, armed with his bow and arrow. After the hunting party captures a bear and cougar alive via some fancy horseback riding and skillful lariat work, Hill bags the vicious

jaguar with two well placed arrows, and adds another trophy to his long list. Hill's skill at archery is amazing, but the best scenes are the roping of the bear and cougar. **GOOD.** (9603).

HOLLYWOOD NIGHT AT "21" CLUB. Columbia—Screen Snapshots. 9m. The famous "21" club is the setting for the celebration of Jean Hersholt's 15th anniversary with the "Dr. Christian" radio show. Celebrities come to give their congratulations, including Donald O'Connor, Martha Raye, Sonja Henie, James Melton, Roddy MacDowell, Anne Jeffreys, Sir Cedric Hardwicke, and Frank Farrell. **FAIR.** (5852).

KABYLIA. AF Films. 9m. The Kabylas, last of the Berber tribes of North Africa to surrender to French rule, are segregated into a settlement where their customs unchanged by centuries continue to prevail. They still practice the arts and crafts of their ancestors, and go to market as many had before them, using barter of goods and services instead of money. **FAIR.**

THE MAN IN THE PEACE TOWER. U-International—Variety Views. 9m. Unseen to many who visit Ottawa's famous Peace Tower is the intricate work necessary to ring the Tower's chimes. Robert Donnell has the unusual job of the Carillonneur, responsible for manipulating the 53 bells of all sizes to produce the music from the tower. **FAIR.** (7348).

Sports

CONQUERING THE COLORADO. 20th Century-Fox—Sports Reissue. 9m. When first reviewed in *THE SERVICESECTION* of August, 1939, it was said: "How Buzz Holmstrom sailed down the treacherous Colorado in a small boat is told with Paul Douglas' commentary and some amazing shots, making for a topnotch reel. Some of the shots in the rapids are breathtaking, and it all emerges as a subject that is worthy of special attention. **EXCELLENT.**" (2201).

HUSKY DOG. RKO—Sportsopes. 8m. Seen are the fabulous husky dogs of the far north, not just pets but absolute necessities. Their ability to get through all kinds of terrain and weather is unmatched by any of man's devices. Husky owners are proud of their dogs, and, at regular intervals, there are dog and sled races to find the champ dog. **FAIR.** (34306).



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National Release Dates, Production Numbers On '51-'52, '52-'53 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1951-52, and 1952-53 product, accurate to time of publication—Ed.)

Allied Artists

AA20	The Highwayman	Aug. '51
AA21	Disc Jockey	Sept. '51
AA22	Battle Zone	Sept. 28
AA23	Torpedo Alley	Nov. 30
AA24	Kansas Pacific	Dec.

Columbia

(For 1951-52 listing, see page 3558)

501	Affair In Trinidad	Sept.
502	Captain Pirate	Aug.
503	Rainbow 'Round My Shoulder	Sept.
504	Last Train From Bombay	Aug.
505	Strange Fascination	Dec.
506	The Happy Time	Dec.
507	Assignment—Paris	Oct.
508	The Golden Hawk	Oct.
509	The Clouded Yellow	Aug.
510	The Mine With The Iron Door	Sept.
	Hangman's Knot	Nov.
	Voodoo Tiger	Nov.
	Blue Canadian Rockies	Nov.
	Ladies Of The Chorus	Nov.
	Eight Iron Men	Dec.
	Invasion, U. S. A.	Dec.

Lippert

(For 1951-52 listing, see page 3358)

5201	Tromba, The Tiger Man	Nov.
5202	Scotland Yard Inspector	Oct.
5203	Mr. Walkie Talkie	Nov.
5204	Gambler And The Lady	Dec.
5205	Johnny The Giant Killer	Feb.
5206	I'll Get You	Dec.
5207	The Tall Texan	Jan.

(Re-releases)

5209	Great White Hunter	Dec.
5210	Captain Kidd	Dec.

Metro-Goldwyn-Mayer

(For 1951-52 listing, see page 3358)

301	The Merry Widow	Sept.
302	The Devil Makes Three	Sept.
303	My Man And I	Sept.
304	Because You're Mine	Oct.
305	Apache War Smoke	Oct.
306	Everything I Have Is Yours	Oct.
307	Ivanhoe	Oct.
308	The Prisoner Of Zenda	Nov.
309	The Hour Of 13	Nov.
310	Plymouth Adventure	Nov.
311	Sky Full Of Moon	Dec.
312	Million Dollar Mermaid	Dec.
	Above And Beyond	Jan.
	The Desperate Search	Jan.
	The Bad And The Beautiful	Jan.

Monogram

5201	Flat Top	Nov. 12
5202	Hlawatha	Dec. 28
5203	Wagons West	July 6
5204	The Rose Bowl Story	Aug. 24
5205	Wild Stallion	May 18
5207	African Treasure	May 25
5208	Jungle Girl	Dec. 9
5209	Desert Pursuit	May 6
5210	Arctic Flight	Oct. 19
5211	Hold That Line	Mar. 23
5212	Here Come The Marines	June 15
5213	Foedin' Fools	Sept. 21
5214	No Holds Barred	Nov. 23
5215	Jet Job	Apr. 13
5216	Army Bound	Oct. 5
5217	The Steel Fist	Jan. 6
5218	Sea Tiger	July 27
5220	Gold Fever	June 8
5221	Yukon Gold	Aug. 10
5222	Timber Wolf	Dec. 9
5223	The Longhorn	Nov. 25
5224	Waco	Feb. 24
5225	Kansas Territory	Apr. 20
5226	Fargo	Sept. 7
5241	Texas City	Jan. 13
5242	The Man From Black Hills	Mar. 2
5243	Dead Man's Trail	July 20
5244	Canyon Ambush	Oct. 12
5251	Night Raiders	Feb. 3
5252	The Gunman	Apr. 6

220	Walt 'Til The Sun Shines, Nellie	July
5253	Montana Incident	Aug. 17
5254	Wyoming Roundup	Nov. 9
5299	Aladdin And His Lamp	Jan. 20

Paramount

(For 1951-52 listing, see page 335B)

5201	Just For You	Sept.
5202	Caribbean	Sept.
5203	Somebody Loves Me	Oct.
5204	Hurricane Smith	Oct.
5205	The Turning Point	Nov.
5206	The Savage	Nov.
5207	The Blazing Forest	Dec.
5209	Road To Bali	Jan.
5210	Thunder In The East	Jan.
5211	Tropic Zone	Jan.
5212	The Stoooge	Feb.
5213	Come Back Little Sheba	Feb.
5214	The Stars Are Singing	Mar.
5215	Pleasure Island	Mar.

(Reissue)

5208	Cleopatra	Dec.
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RKO

(For 1951-52 listing, see page 3358)

301	One Minute To Zero	Aug.
302	Beware My Lovely	Aug.
303	Faithful City	Aug.
304	The Lusty Men	Nov.
305	Under The Red Sea	Oct.
306	Captive Women	Dec.
361	The Big Sky	Aug.
362	Sudden Fear	Aug.
391	Story Of Robin Hood	July
	Face To Face	Nov.
	Montana Belle	Nov.
	Androcles And The Lion	Jan.
	Blackbeard, The Pirate	Dec.
	Hans Christian Andersen	Dec.
	Never Wave At A Wave	Jan.
	No Time For Flowers	Jan.
	Peter Pan	Feb.
	Beautiful But Dangerous	Feb.

(Re-releases)

381	Look Who's Laughing	Aug.
382	Too Many Girls	Aug.
383	Annie Oakley	Sept.
384	Allegheny Uprising	Sept.

Republic

(1951-52)

5101	Adventures Of Captain Fablan	Oct.
5102	The Sea Hornet	Nov.
5103	The Wild Blue Yander	Dec.
5104	Lady Possessed	Jan.
5105	Hoodlum Empire	Apr.
5106	I Dream Of Jeanie	June
5107	Woman Of The North Country	Aug.
5108	The Quiet Man	Sept.
5109	Toughest Man In Arizona	Oct.
5121	Honeychile	Oct.
5122	Oklohomia Annie	Apr.
5123	The Wac From Walla Walla	Oct.
5124	Havana Rose	Sept.
5125	The Fabulous Senorita	Apr.
5126	Tropical Heat Wave	Oct.
5127	This Is Koreal	Aug.
5128	Gobs And Gals	May
5129	Bal Tabarin	June
5130	Street Bandits	Nov.
5131	Woman In The Dark	Jan.
5141	Colorado Sundown	Feb.
5142	The Last Musketeer	Mar.
5143	Border Saddlemates	Apr.
5144	Old Oklahoma Plains	July
5145	South Pacific Trail	Oct.
5151	South Of Caliente	Oct.
5152	Pals Of The Golden West	Dec.
5171	Leadville Gunslinger	Mar.
5172	Black Hills Ambush	May
5173	Thundering Caravans	July
5174	Desperadoes' Outpost	Oct.
	Ride The Man Down	Nov.
	Thunderbirds	Nov.
	Valley Of Missing Men	Dec.

20th Century-Fox

201	The Model And The Marriage Broker	Jan.
202	Japanese War Bride	Jan.
203	David And Bathsheba	Feb.
204	Phone Call From A Stranger	Feb.
205	Decision Before Dawn	Jan.
206	Viva Zapata!	Mar.
207	Red Skies Of Montana	Feb.
208	Five Fingers	Mar.
209	Return Of The Texan	Mar.
210	With A Song In My Heart	Apr.
211	The Pride Of St. Louis	Apr.
212	Rose Of Cimarron	Apr.
213	Belles On Their Toes	May
215	Deadline—U. S. A.	May
216	Outcasts Of Poker Flat	May
217	Kangaroo	June
218	Lady In The Iron Mask	June
219	Lydia Balley	June
221	We're Not Married	July
222	Diplomatic Courier	July
223	Dreamboat	Aug.
224	Don't Bother To Knock	Aug.
225	Les Miserables	Aug.

226	What Price Glory	Aug.
227	Lure Of The Wilderness	Sept.
228	O'Henry's Full House	Sept.
229	Way Of A Gaucho	Oct.
230	Monkey Business	Sept.
231	My Wife's Best Friend	Oct.
232	The Steel Trap	Nov.
233	My Pal Gus	Dec.
234	The Thief Of Venice	Dec.
235	Night Without Sleep	Nov.
236	Bloodhounds Of Broadway	Nov.
237	Pony Soldier	Nov.
238	Something For The Birds	Oct.
239	Stars And Stripes Forever	Dec.
247	The Snows Of Kilimanjaro	Oct.

(Reissues)

252	Laura	May
253	This Above All	May
255	Leave Her To Heaven	June
256	The Rains Came	June
257	To the Shores of Tripoli	July
258	The Black Swan	July

United Artists

(The name of the producer follows the title)

High Noon (Kramer)	July
Actors and Sin (Kuller)	July
The Lady Vanishes (Hitchcock)	July
Cry The Beloved Country (Lopert)	Aug.
Island Of Desire (Rose)	Aug.
Park Row (Fuller)	Aug.
It's In The Bag (Skirball)	Sept.
Guest Wife (Skirball)	Sept.
Untamed Women (Jewell)	Sept.
The Lady Vanishes (Hitchcock)	Sept.
The Ring (King)	Sept.
The Thief (Popkin)	Oct.
Limelight (Chaplin)	Oct.
The Glass Wall (Shane-Tors)	Nov.
Monsoon (Film Group)	Nov.
Outpost In Malaya (Stafford)	Dec.
Kansas City Confidential (Small)	Dec.
Babes In Bagdad (Danzinger)	Dec.
Breaking Through The Sound Barrier (Lean)	Nov.

Universal-International

201	Cave Of Outlaws	Nov.
202	The Lady Pays Off	Nov.
203	The Raging Tide	Nov.
204	The Strange Door	Dec.
205	Meet Danny Wilson	Feb.
206	Week-End With Father	Dec.
207	Flame Of Araby	Jan.
208	Bright Victory	Jan.
209	The Treasure Of Lost Canyon	Mar.
210	Here Came The Nelsons	Feb.
211	Finders Keepers	Jan.
212	Bend Of The River	Feb.
213	The Cimarron Kid	Jan.
214	Flesh And Fury	Mar.
215	Steel Town	Mar.
216	Ma And Pa Kettle At The Fair	Apr.
217	The Battle At Apache Pass	Apr.
218	The Red Ball Express	May
219	Bronco Buster	May
220	No Room For The Groom	May
221	Ivory Hunter	June
222	Scarlet Angel	June
223	Just Across The Street	June
224	Francis Goes To West Point	July
225	Sally And Saint Anne	July
226	Has Anybody Seen My Gal	July
227	The World In His Arms	Aug.
228	The Duel At Silver Creek	Aug.
229	Lost In Alaska	Aug.
230	Untamed Frontier	Sept.
231	Son Of Ali Baba	Sept.
232	Bonzo Goes To College	Sept.
233	Willie And Joe In Back At The Front	Oct.
234	Yankee Buccaneer	Oct.
235	Horizons West	Oct.
280	The Lavender Hill Mob	Nov.
281	The Browning Version	Nov.
282	The Man In The White Suit	Apr.
283	Island Rescue	Aug.
284	The Stranger In Between	Sept.
285	The Promoter	Oct.

(End 1951-52)

(1952-53)

301	The Raiders	Nov.
302	Because Of You	Nov.
303	It Grows On Trees	Nov.
304	The Black Castle	Dec.
305	Against All Flags	Dec.
306	The Lawless Breed	Jan.
307	Meet Me At The Fair	Jan.
308	City Beneath The Sea	Feb.
309	The Redhead From Wyoming	Jan.
380	Something Money Can't Buy	Feb.
	Girls In The Night	Feb.
	Mississippi Gambler	Mar.
	Seminole	Mar.
	Gunsmoke	Mar.

Warners

(For 1951-52 listing, see page 3359)

201	Big Jim McLain	Sept.
202	The Crimson Plate	Sept.
203	The Miracle Of Our Lady Of Fatima	Oct.
204	Springfield Rifle	Oct.
205	Operation Secret	Nov.
206	The Iron Mistress	Nov.
207	Cattle Town	Dec.
208	Abbott And Costello Meet Captain Kidd	Dec.
209	April In Paris	Jan.

ALPHABETICAL GUIDE To 150 Features Reviewed Since The Aug. 27 Issue

(This Index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A	
ABOVE AND BEYOND—122m.—Metro	3413
AFFAIR IN TRINIDAD—98m.—Columbia	3365
ALLEGHENY UPRISING—81m.—RKO	3369
AMAZING MONSIEUR FABRE, THE—89m.—Futter	3383
ANDROCLES AND THE LION—98m.—RKO	3407
ANGEL STREET—80m.—Commercial	3416
ANGELO IN THE CROWD—82m.—Continental	3400
ANNIE OAKLEY—91m.—RKO	3370
APACHE WAR SMOKE—67m.—MGM	3381
APRIL IN PARIS—101m.—Warners	3416
ARMY BOUND—61m.—Monogram	3368
ASSIGNMENT—PARIS—85m.—Columbia	3365
B	
BATTLE ZONE—82m.—Allied Artists	3413
BATTLES OF CHIEF PONTIAC—72m.—Realart	3417
BEAUTY AND THE DEVIL—95m.—Davis	3373
BECAUSE OF YOU—95m.—U-I	3391
BECAUSE YOU'RE MINE—103m.—MGM	3367
BELA LUGOSI MEETS A BROOKLYN GORILLA—74m.—Realart	3386
BERLINER, THE—80m.—Burstyn	3409
BEWARE MY LOVELY—77m.—RKO	3370
BIG JIM McLAIN—90m.—Warners	3372
BIG SKY, THE—122m.—RKO	3370
BLACK CASTLE, THE—81m.—U-I	3399
BLAZING FOREST, THE—90m.—Paramount	3389
BLOODHOUNDS OF BROADWAY—91m.—20th-Fox	3408
BONZO GOES TO COLLEGE—79½m.—U-I	3372
BLUE CANADIAN ROCKIES—58m.—Columbia	3413
BRANDY FOR THE PARSON—75m.—Mayer-Kingsley	3383
BREAKING THROUGH THE SOUND BARRIER—109m.—UA	3415
C	
CADETS OF GUASCOGNA, THE—103m.—Continental	3400
CANYON AMBUSH—53m.—Monogram	3398
CAPTAIN BLACK JACK—90m.—Classic	3373
CAPTAIN PIRATE—85m.—Columbia	3365
CAPTIVE WOMEN—65m.—RKO	3390
CARIBBEAN—97m.—Paramount	3369
CASQUE D'OR, THE STORY OF A BLONDE—95m.—Discna	3384
CLOUDED YELLOW, THE—89m.—Columbia	3366
CRIMSON PIRATE, THE—104m.—Warners	3373
CURTAIN UP—93m.—Rank	3384
D	
DANCE HALL GIRLS—67m.—Bell	3384
DANGEROUS ASSIGNMENT—67m.—Famous	3374
DEATH OF AN ANGEL—65m.—Famous	3384
DESPERADOES' OUTPOST—54m.—Republic	3398
DEVIL MAKES THREE, THE—89m.—MGM	3367

E	
EIGHT IRON MEN—80m.—Columbia	3397
EVERYTHING I HAVE IS YOURS—91m.—MGM	3389
F	
FACE TO FACE—92m.—RKO	3414
FAITHFUL CITY—86m.—RKO	3370
FARGO—69m.—Monogram	3381
FATHER'S DILEMMA—80m.—Davis	3409
FEUDIN' FOOLS—63m.—Monogram	3368
FLAT TOP—85m.—Monogram	3406
FLOWERS OF ST. FRANCIS—80m.—Burstyn	3401
FORCE OF DESTINY, THE—100m.—Screen Arts Sales	3409
FOUR POSTER, THE—103m.—Columbia	3397
FOUR STEPS, THE—110m.—Metaxas	3416
FRENCH WAY, THE—74m.—Manor	3384
G	
GODS OF BALI, THE—61m.—Classic	3409
GOLDEN HAWK, THE—84m.—Columbia	3366
GRAND CONCERT, THE—100m.—Artkino	3385
GUEST WIFE—87m.—UA	3372
H	
HANGMAN'S KNOT—84m.—Columbia	3405
HAPPY TIME, THE—94m.—Columbia	3366
HORIZONS WEST—81m.—U-I	3383
HOUR OF 13, THE—78m.—MGM	3389
HURRICANE SMITH—90m.—Paramount	3381
I	
I BELIEVE IN YOU—96m.—Rank	3385
IRON MISTRESS, THE—110m.—Warners	3400
IT GROWS ON TREES—84m.—U-I	3408
IT'S IN THE BAG—87m.—UA	3372
J	
JUST FOR YOU—104m.—Paramount	3369
K	
KANSAS CITY CONFIDENTIAL—98m.—UA	3415
L	
LADIES OF THE CHORUS—61m.—Columbia	3397
LADY GODIVA RIDES AGAIN—98m.—London	3385
LADY VANISHES, THE—95m.—UA	3372
LAST MISSION, THE—81m.—Finos	3401
LAST TRAIN FROM BOMBAY—72m.—Columbia	3366
LIMELIGHT—141m.—United Artists	3399
LOOK WHO'S LAUGHING—79m.—RKO	3370
LUSTY MEN, THE—113m.—RKO	3390
M	
MAGIC BOX, THE—103m.—Mayer-Kingsley	3401
MAGIC SWORD, THE—90m.—Ellis	3401
MERRY WIDOW, THE—105m.—MGM	3367
MERRY WIVES OF WINDSOR, THE—92m.—Central Cinema	3402
MILLION DOLLAR MERMAID—114m.—Metro	3414
MINE WITH THE IRON DOOR, THE—66m.—Columbia	3366
MIRACLE OF OUR LADY OF FATIMA, THE—102m.—WB	3373
MONKEY BUSINESS—97m.—20th-Fox	3371
MONTANA BELLE—81m.—RKO	3407
MONTANA INCIDENT—54m.—Monogram	3368
MR. DENNING DRIVES NORTH—93m.—London	3385
MY MAN AND I—99m.—MGM	3368
MY PAL GUS—83m.—20th-Fox	3408
MY WIFE'S BEST FRIEND—87m.—20th-Fox	3391
N	
NEW CHINA, THE—103m.—Artkino	3402
NIGHT WITHOUT SLEEP—77m.—20th-Fox	3391
NIGHTMARE IN RED CHINA—63m.—Friedgen	3417

NO HOLDS BARRED—66m.—Monogram	3406
O	
ONE MINUTE TO ZERO—105m.—RKO	3371
OPERATION SECRET—108m.—Warners	3400
ORIENTAL EVIL—65m.—Classic	3386
OUTPOST IN MALAYA—86m.—UA	3416
P	
PIRATE SUBMARINE—69m.—Lippert	3367
PLYMOUTH ADVENTURE—104m.—Metro	3406
PONY SOLDIER—83m.—20th-Fox	3408
PRISONER OF ZENDA, THE—101 MGM	3397
PROMOTER, THE—88m.—U-I	3385
R	
RAIDERS, THE—80m.—U-I	3399
RAINBOW 'ROUND MY SHOULDER—78m.—Columbia	3366
RIDE THE MAN DOWN—90m.—Republic	3407
ROBINSON CRUSOE LAND—82m.—Franco-London	3386
S	
SAVAGE, THE—95m.—Paramount	3382
SAVAGE TRIANGLE—112m.—Burstyn	3402
SCOTLAND YARD INSPECTOR—79m.—Lippert	3405
SEEDS OF DESTRUCTION—83m.—Astor	3374
SKY FULL OF MOON—73m.—Metro	3406
SNOWS OF KILIMANJARO, THE—114m.—20th-Fox	3382
SOMEBODY LOVES ME—97m.—Paramount	3369
SOMETHING FOR THE BIRDS—82m.—20th-Fox	3399
SOUTH PACIFIC TRAIL—60m.—Republic	3414
SPRINGFIELD RIFLE—93m.—Warners	3392
STARS AND STRIPES FOREVER—89m.—20th-Fox	3415
STEEL TRAP, THE—87m.—20th-Fox	3399
STOOGES, THE—100m.—Paramount	3398
STORY OF ROBIN HOOD, THE—83m.—RKO	3371
STRANGE FASCINATION—81m.—Columbia	3389
STRANGE ONES, THE—98m.—Kingsley-Mayer	3374
SUDDEN FEAR—110m.—RKO	3371
T	
TARAS SHEVCHENKO—102m.—Artkino	3386
THIEF OF VENICE, THE—91m.—20th-Fox	3415
THIEF, THE—85m.—UA	3382
THIRST OF MEN, THE—83m.—Union	3417
THUNDER IN THE EAST—98m.—Paramount	3406
THUNDERBIRDS—99m.—Republic	3414
TOO MANY GIRLS—85m.—RKO	3371
TOPAZE—114m.—Discna	3417
TORPEDO ALLEY—84m.—Allied Artists	3413
TOUGHEST MAN IN ARIZONA—90m.—Republic	3398
TRIP TO AMERICA—75m.—Lewis	3409
TROMBA, THE TIGER MAN—63m.—Lippert	3405
TROPICAL HEAT WAVE—74m.—Republic	3390
TURNING POINT, THE—85m.—Paramount	3382
U	
UNDER THE RED SEA—67m.—RKO	3390
V	
VOODOO TIGER—67m.—Columbia	3405
W	
WAC FROM WALLA WALLA, THE—83m.—Republic	3407
WAGON TEAM—61m.—Columbia	3381
WAY OF A GAUCHO—91m.—20th-Fox	3391
WILLIE AND JOE IN BACK AT THE FRONT—87m.—U-I	3383
Y	
YANKEE BUCCANEER—86m.—U-I	3383
YUKON GOLD—62m.—Monogram	3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

JUST A REMINDER

• • These PINK "SERVISECTIONS" are the industry's oldest and most reliable means of establishing a file of reference data that becomes more valuable with each passing month and year. . . . Published every-second-week (26 forms each year) they are compiled and indexed by the Film Season starting with the first issue of September and ending with the last issue of August. . . . Separately bound and separately numbered, the last page of each form always indexes all Features reviewed since the start of the particular season, and the preceding "SERVISECTION" page on which any review may be found. . . . Reviews of Short Subjects are indexed at regular intervals. . . . At the end of each Film Season you will have accumulated a complete and detailed history of all film distributed in it, for your later use in locating reissuable or replayable product.

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COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS																			
OCTOBER Assignment—Paris M. Tenen, D. Andrews, G. Sanders The Golden Hawk R. Fleming, S. Hayden, J. Suttan (Technicolor)	OCTOBER Scotland Yard Inspector C. Romero, L. Maxwell (English-made) Mr. Walkie Talkie W. Tracy, J. Sawyer	OCTOBER Because You're Mine M. Lanza, D. Morrow, J. Whitmore, S. Byington (Technicolor) Everything I Have Is Yours M. and G. Champion, D. O'Keefe, M. Lewis (Technicolor) Apache War Smoke G. Raland, R. Horton, B. Rutck	OCTOBER Battle Zone J. Hodiak, L. Christian, S. McNally (AA) Army Bound S. Clements, K. Sharpe, S. Brodie Arctic Flight W. Harris, L. Albright Canyon Ambush, W J. M. Brawn, P. Coates, D. Moore	OCTOBER Somebody Loves Me B. Hutton, R. Meeker, A. Jergens (Technicolor) Hurricane Smith Y. De Carla, J. Ireland, F. Tucker (Technicolor)	OCTOBER Under The Red Sea H. Haas, L. Berl, J. Weidler (Foreign-made) The Lusty Men S. Hayward, R. Mitchum, A. Kennedy	OCTOBER Toughest Man In Arizona V. Monroe, J. Leslie, V. Jory (Trucolor) Desperadoes R. Lane, C. Barrett Tropical Heat Wave Estelita, R. Hutton, K. Miller South Pacific Trail, W R. Allen, Estelita The WAC From Waikiki J. Canava, S. Dunne, J. Vincent	OCTOBER My Wife's Best Friend A. Baxter, M. Carey Way Of A Gaucho G. Tierney, R. Calhoun, R. Boone (Made in Argentina) (Technicolor) Something For The Birds V. Mature, P. Neal, E. Gwenn The Snows Of Kilimanjaro G. Peck, S. Hayward, A. Gardner (Technicolor)	OCTOBER The Thief R. Milland, R. Gam, M. Gabel (Popkin) Limelight C. Chaplin, C. Bloom, B. Keaton (Chaplin) (Pre-release engagements) Horizons West R. Ryan, J. Adams, R. Hudson (Technicolor) The Promoter A. Guinness, G. Johns, V. Hobson (English-made) (Rank)	OCTOBER Willie and Joe in Back At The Front T. Ewell, H. Lembeck, M. Blanchard Yankee Buccaneer J. Chandler, S. Brady, S. Ball (Technicolor) The Miracle Of Our Lady Of Fatima G. Raland, A. Clark, F. Silvera (WarnerColor) Springfield Rife P. Cooper, G. Thaxter, D. Brian (WarnerColor)	OCTOBER The Iron Men M. Castle, D. McMahon, B. Calleano Strange Fascination C. Moore, H. Haas, M. Barrie The Happy Time C. Boyer, L. Jourdan, M. Hunt, B. Driscoll Invasion, U.S.A. P. Castle, G. Mohr, E. Blythe	NOVEMBER Hangman's Knot R. Scott, D. Reed, C. Jarman, Jr. (Technicolor) Voodoo Tiger J. Weismuller, J. Burkhardt, J. Dean Blue Canadian Rockies G. Autry, G. Davis, P. Buttram Ladies Of The Chorus M. Monroe, A. Jergens, R. Brooks (Reissue)	NOVEMBER Plymouth Adventure S. Tracy, G. Tierney, V. Johnson (Technicolor) The Prisoner Of Zenda S. Granger, D. Kerr, J. Mason (Technicolor) The Hour Of 13 P. Lawford, D. Addams (Made in England)	NOVEMBER Flat Top S. Hayden, R. Carlson, P. Coates (Cinecolor) Torpedo Alley M. Stevens, D. Malone, B. Williams (AA) Wyoming Roundup, W. W. Wilson, P. Coates, T. Farrell No Holds Barred Bowery Boys	NOVEMBER The Savage C. Heston, P. Hanson, J. Taylor, S. Morrow (Technicolor) The Turning Point W. Holden, A. Smith, E. O'Brien	NOVEMBER Face To Face J. Mason, M. Steele, G. Lockhart, R. Preston Montana Belle J. Russell, G. Brent, S. Brady (Trucolor)	NOVEMBER Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Trucolor) Thunderbirds J. Derek, J. Barrymore, Jr., M. Freeman, G. Evans	NOVEMBER Night Without Sleep L. Darnell, G. Merrill, H. Neff The Steel Trap J. Cotton, T. Wright Bloodhounds Of Broadway M. Gaynor, S. Brady, M. Chapman (Technicolor) Pony Soldier T. Power, C. Mitchell, P. Edwards, T. Gomez (Technicolor)	NOVEMBER The Glass Wall V. Gassman, G. Graham, R. Raymond (Shane-Tors) Monsoon U. Thiess, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Breaking Through The Sound Barrier R. Richardson, A. Todd, N. Patrick (Lean) (English-made)	NOVEMBER Because Of You L. Young, J. Chandler, A. Nicol It Grows On Trees I. Dunne, D. Jagger, J. Evans The Raiders R. Conte, V. Lindfors, B. Britton (Technicolor)	NOVEMBER Operation Secret C. Wilde, S. Cochran, P. Thaxter The Iron Mistress A. Ladd, V. Mayo, J. Calleia (Technicolor)	DECEMBER Eight Iron Men M. Castle, D. McMahon, B. Calleano Strange Fascination C. Moore, H. Haas, M. Barrie The Happy Time C. Boyer, L. Jourdan, M. Hunt, B. Driscoll Invasion, U.S.A. P. Castle, G. Mohr, E. Blythe	DECEMBER Gambler and The Lady D. Clark, N. Chance (Foreign-made) I'll Get You G. Raft, S. Gray Million Dollar Mermaid E. Williams, V. Mature, W. Pidgeon (Technicolor) Sky Full Of Moon J. Sterling, C. Carpenter, K. Wynn	DECEMBER Hiawatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Jungle Girl K. Sheffield, J. Sharpe Kansas Pacific S. Hayden, E. Miller, B. McLene (Cinecolor) (AA) Cleopatra C. Colbert, W. William, H. Wilcoxan (Reissue)	DECEMBER The Blazing Forest J. Payne, A. Moorehead, S. Morrow (Technicolor) Cleopatra C. Colbert, W. William, H. Wilcoxan (Reissue)	DECEMBER Blackbeard The Pirate R. Newton, L. Darnell, K. Andes, W. Bendix (Technicolor) Hans Christian Andersen D. Kaye, Jeanmarie, F. Granger (Technicolor) (Goldwyn) Captive Women R. Clarke, M. Field, G. Saunders	DECEMBER Valley Of Missing Men, W. R. Lane, E. Waller, P. Coates	DECEMBER The Thief Of Venice M. Montez, P. Christian, F. Marlowe (Made in Europe) My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Totter Stars And Stripes Forever C. Webb, R. Hussey, D. Paget, R. Wagner (Technicolor)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small engagements only) Outpost In Malaya C. Calbert, J. Hawkins (Stafford) (Made in Malaya and England) Babes In Baghdad P. Goddard, G. R. Lee, R. Ney (Danziger) (European-made)	DECEMBER The Black Castle S. McNally, P. Corday, R. Green B. Karloff, L. Chaney Against All Flags E. Flynn, M. O'Hara, A. Quinn (Technicolor) Cattle Town D. Morgan, R. Moreno, P. Carey Abbott and Costello Meet Captain Kidd B. Abbott, L. Costello, C. Laughton, H. Brooke (SuperCinecolor)

OBSERVANCES

Nov. 27—Thanksgiving Day
Dec. 25—Christmas

REALITY

October—Bela Lugosi Meets A Brooklyn Gorilla—B. Lugosi
House Of Darkness—L. Harvey, S. Shaw (Foreign-made)
Cairo Road—E. Portman, M. Mauben (Foreign-made)

November—Flame and The Devil—M. Auer, M. Bueford (Foreign-made)
Battles Of Chief Pontiac—L. Barker, H. Westcott
Lucy Goes Wild—L. Ball, G. Brent (Reissue)
Cuban Pete—D. Amez, E. Smith (Reissue)

December—Inside Job—A. Curtis, A. Rutherford (Reissue)
Mug Town—Dead End Kids (Reissue)
My Death Is A Mockery—D. Huston, K. Byron
(English-made)

NOW BEING SHIPPED

...to all who make
postcard requests

If you filled in and returned the *Request Card* we sent you,—don't worry, your copy will arrive pretty soon. If you didn't,—do it now! For the presses are rolling, and we can't honor late requests after our supply is exhausted.

For the 24th consecutive season, EXHIBITOR
greeted the new year with a neat, sparkling
CALENDAR designed for BOOKING. A big 18
inches, its 14 months, all on one sheet, can be
clearly and legibly at a distance.

1953

BOOKING CALENDAR

ANOTHER "Theatre Wise" Service From the
Theatremen's Best Trade Paper

JANUARY

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
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DECEMBER 1952

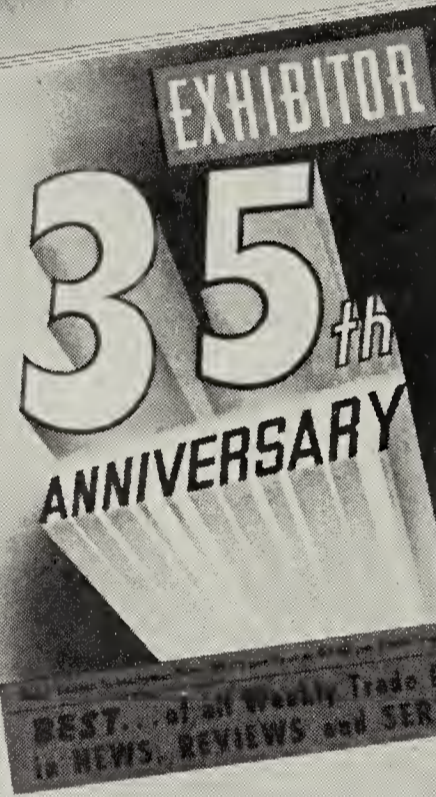
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27	28	29	30	31		



The ONLY Trade Paper that brings to the Theatre Executive these exclusive features...

- PHYSICAL THEATRE** - Directed to the Design, Construction, and Maintenance of the Theatre Building. Every 4th Week.
- EXTRA PROFITS** - Directed to the Design, Management, and Production of Theatre Shows. Every 4th Week.
- STUDIO SURVEY** - A Weekly Special Department on Theatre Production. Edited from industry sources by Paul Henning. Every 4th Week.
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BEST
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PAPER!

P.S. For small permanent needs, trim to size and place it under the glass of your calendar.

EXHIBITOR



**THERE'S
BOXOFFICE
DYNAMITE**

**IN
"The
Steel Trap"**

A Bert E. Friedlob Production
Released by 20th Century-Fox

Smash Business in New York, Boston,

Pittsburgh, Cleveland, Cincinnati... Everywhere!

Number 4

NOVEMBER 26, 1952

Sections: Section One

MAILED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

Insurance **STUDIO SURVEY**

THE WINNING TEAM!

G M



AND MORE ALL-STARS dlc "The Story of Three Loves" (Tech.) • "The Clown" • "Jeopardy" • "Dream Wife"



INDUSTRYITES contemplating the Washington picture since Dwight D. Eisenhower was elected President have been advised that the doctor who delivered him when he was born was the father of a western independent film distributor.



A WESTERN COURT, in ruling that the new lessee of a theatre had the right to sell refreshments in the house, pointed out that "food and drink in connection with the theatre have been a part of Anglo-Saxon culture since Elizabethan times."



A SUCCESSFUL plan to curb vandalism on Hallowe'en in a midwestern city worked like this. A local tavern owners group paid for a couple of thousands of boxes of popcorn which were distributed to children by the police, schools, theatres, and clubs. In return, the children signed pledge cards saying they wouldn't practice vandalism, and they gave the cards to their teachers. The teachers then gave the children free movie tickets. Not one case of vandalism was reported.



WHAT WE'D like to know is whether, when a theatre decides to install a free will offering plan instead of regular admissions, the distributor will sell the house on percentage.



HAVE YOU done your bit for the Christmas "Salute" for the Will Rogers Memorial Hospital?

—H. M. M.

I N D E X

VOL. 49, No. 4 NOVEMBER 26, 1952

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"FOR THE LOVE OF BILL"	6, 7
NEW YORK NEWS LETTER	8
THE INTERNATIONAL SCENE	10
THIS WAS THE WEEK WHEN	19
THE SCORE BOARD	20
IN THE NEWSREELS	SS-6
PEOPLE	24
STUDIO SURVEY	SS-1—SS-6

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
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THE COVER PHOTO

United Artists' "Bill Heineman Drive," which closes on Dec. 6, is discussed by a company strategy board in New York. Seen, left to right, are: Milton Cohen, eastern division manager; Max E. Youngstein, vice-president; B. G. Kranze, sales executive, and J. Velde, western chief.

EXHIBITOR

VOL. 49, No. 4



NOVEMBER 26, 1952

Fight At Lower Levels

THE ENTHUSIASM in exhibitor quarters as the result of the trade fight for the elimination of the 20 per cent federal admission tax has become contagious to the extent that in several localities industryites have taken the initiative in presenting their case to city fathers in an effort to put an end to municipal levies of the same nature.

IT SOON BECAME apparent to those active in the battle against the national levy on boxoffice admissions that the same arguments could hold true in a fight at lower levels, with the result that the conclusive arguments garnered to enlist the aid of Congressmen also were as potent in showing city lawmakers that continued taxation on local amusements was unfair. In this, the theatremen enlisted the aid of others who have felt that the municipal levy is a burden, sports promoters, colleges, and others who fall into the entertainment class. The result has been that in several cities lawmakers are seriously considering dropping the city tax, substituting sources of revenue which have hitherto been untapped, for the most part.

THE INDUSTRY does not make the point that it does not want to do its share but it has no difficulty proving that it pays many other taxes, and that it is being singled out unfairly. Furthermore, by this time, city authorities are well acquainted with the fact that bonanza days are no longer present within the business, and that relief should be forthcoming for an industry that is hard hit.

IT IS GRATIFYING that segments of the industry have gotten together in the cities where necessary action had to be taken. This not only signifies a new type of thinking within the business but it also proves that institutionally the industry is beginning to assume its proper place in the scheme of things, with the result that lawmakers as well as newspapers are beginning to feel the same way.

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THUNDERING

ACROSS THE NATION IN JANUARY!

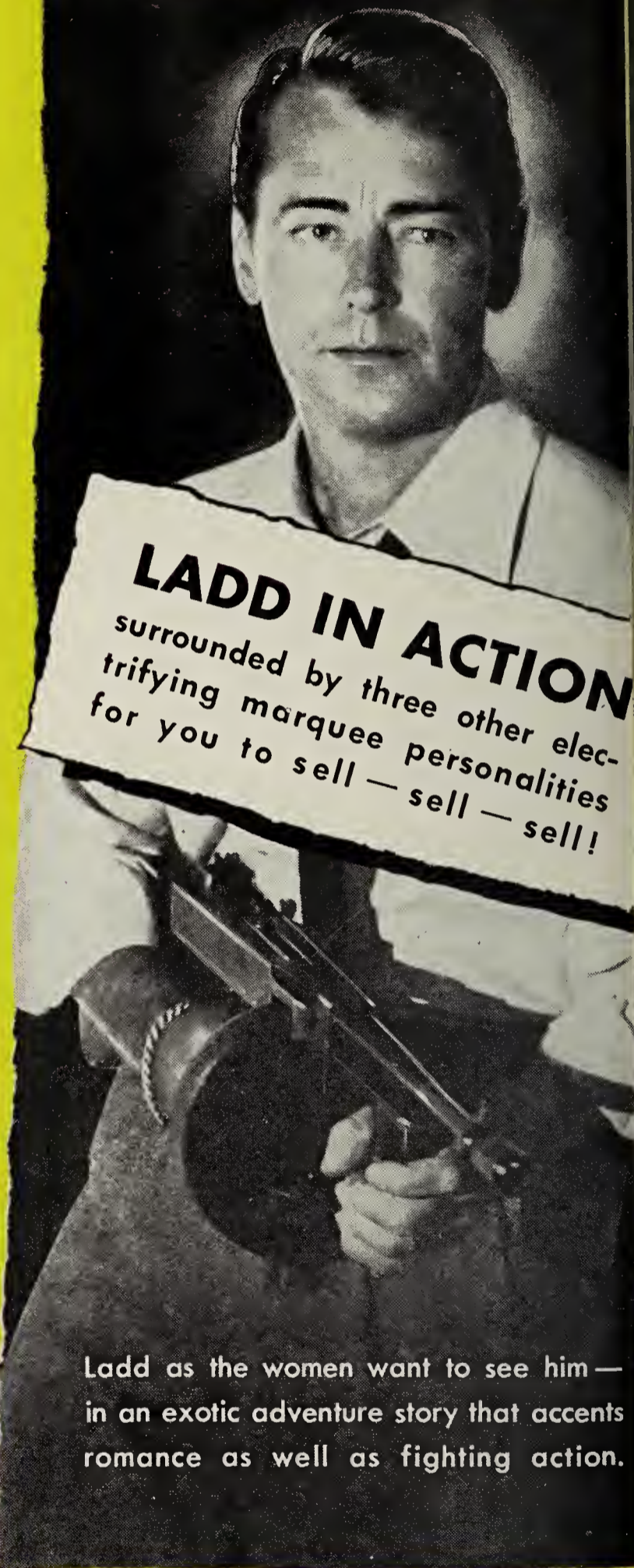
Paramount's First
Dramatic Super-Hit of '53

DEBORAH KERR



The lovely star of "Quo Vadis" as the woman who knows all about the East — but is innocent in the ways of love.

ALAN LADD



LADD IN ACTION
surrounded by three other electrifying marquee personalities for you to sell — sell — sell!

Ladd as the women want to see him — in an exotic adventure story that accents romance as well as fighting action.

THUNDERING

Produced by EVERETT RISKIN

Screenplay by JO SWERLING • Adaptation by GEORGE

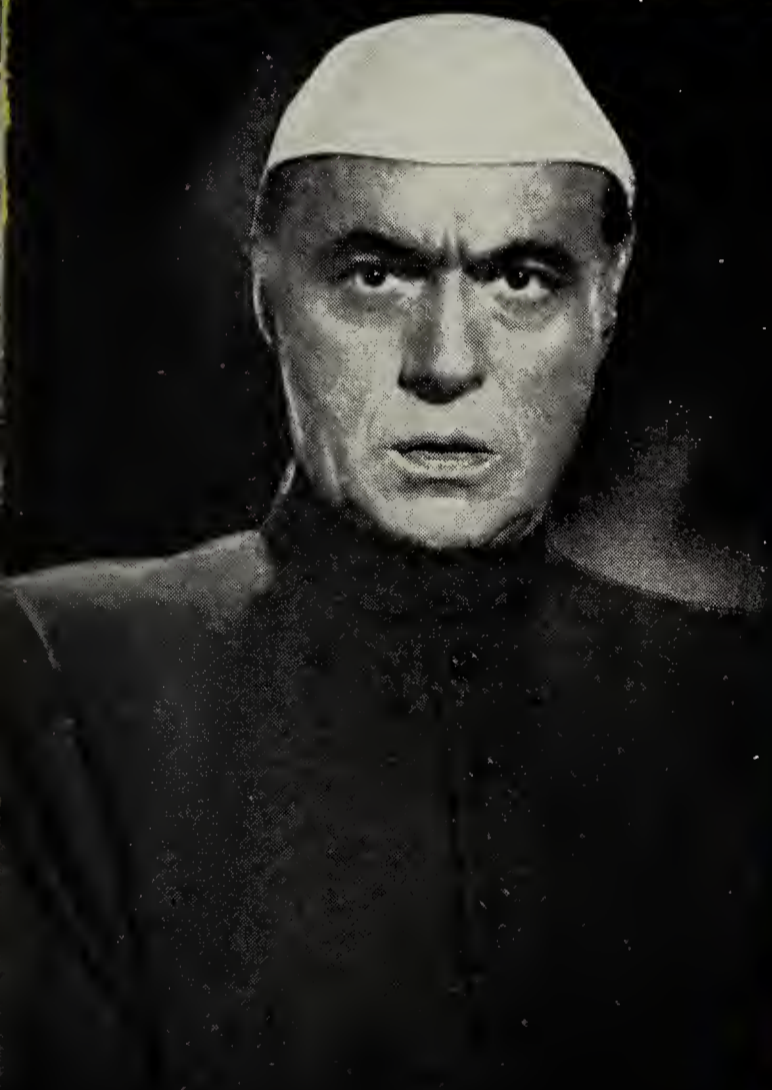
From the novel by



We've tagged our '53 releases *super*-hits because every one has *extra* values.

For instance, the standout January comedy is "Road To Bali," with its extra of being the first "Road" picture in color. Now here's January's outstanding suspense film—with your big-drawing star, Ladd, and the extra value of his greatest co-stars of his entire career.

**CHARLES
BOYER**



A milestone role for one of the screen's truly great actors! Boyer plays the Maharajah's minister opposed to violence.

**CORINNE
CALVET**



The girl without a passport, fighting for one with every woman's tricks, is played by glamorous Corinne Calvet.

N THE EAST

ected by **CHARLES VIDOR**

TABORI and **FREDERICK HAZLITT BRENNAN**

an Moorehead



EXHIBITOR

Vol. 49, No. 4

November 26, 1952



UNITED ARTISTS' VICE-PRESIDENT MAX E. YOUNGSTEIN MEETS WITH SAN FRANCISCO PERSONNEL ON BEHALF OF THE "BILL HEINEMAN DRIVE."

For The Love Of Bill

United Artists' "Bill Heineman Drive", Ending Within A Week, Is Being Recorded As Most Successful



United Artists' home office advertising department prepares drive material. Present are: Roger Lewis, advertising manager; Francis Winikus, national director of advertising, publicity, and exploitation; Al Tamarin, assistant national director, and Jonas Arnold, advertising department.

REGARDLESS of whatever else happened during 1952, the current year saw no reduction in the matter of distribution drives, and one of the biggest is that conducted by United Artists, the "Bill Heineman Drive", which will end within a week.

For half a year, since it was launched on June 15, the drive, which honors UA's vice-president in charge of distribution, William J. Heineman, has helped to power one of the industry's most remarkable resurgences which has seen United Artists move solidly into the profit column throughout 1952.

A competitive spirit among the UA exchanges, a spirit which has benefited the entire company by stimulating ever-greater sales, has resulted in numerous changes in the drive standings from week to week. For purposes of the drive only, UA exchanges were split into three groups. Each group consisted of exchanges

having approximately equal grossing potentials. Prizes were then established for the first, second, and third place winners in each group. To heighten the competition further, the drive was divided into four laps, the first three laps of six weeks each and a home stretch of seven weeks.

Sparkplugging the drive was Heineman's executive team-mate, vice-president Max E. Youngstein, who served as drive captain. In the course of the six-month campaign, Youngstein covered close to 20,000 miles, visiting virtually every United Artists exchange in the United States and Canada to meet with branch personnel, and to help each branch iron out its problems and increase its drive showing. Accompanying him on his "whistle-stop tours" were one or more of UA's sales executives: eastern division manager Milton Cohen, western division manager Jim Velde, and B. G. Kranze, all of whom helped inspire the field force.



Youngstein's 10,000-mile visit to the exchanges takes him to Cincinnati. Seen standing, left to right, are: Jack Frisch, Ross Williams, Mitch Blachschleger, Youngstein, Bill Poppe, Wilbur Hetherington, and Pete Niland, and, seated, Moe Dudelson, district manager, and Jack Finberg, branch manager.



Shown are members of the Pittsburgh exchange participating in the drive. Seated, left to right, are: Harry Rees, James Hendel, branch manager, and Jane Patterson, office manager, and, standing, I. Shiffman, John Zomnir, Milton E. Cohen, veteran division manager; Youngstein, and Jack Weltner.



The New Orleans exchange poses. Noted, front row, left to right, are: Anne Dufour, Elizabeth Bacon, branch manager Alex Maillho, Adelaide deLatte, Nina Roser, Dorothy Barocco, and Dolores Musso, and, back row, left to right, Claude Bourgeois, James Mattingly, C. Matherne, M. Artigues, G. Kiefer, R. Vrazel, Youngstein, J. deBeilby, and George Pabst.



The Los Angeles meeting includes, front row, left to right, Bessie Greene, Marlea Saltzberg, Gary Temple, Bert Pollard, Bill Warner, Ruth Asness, Bea Bristow, and Marie Lytle, and, back row, Margaret Gotschall, Pat Witkowski, Andy Heederick, Stan Lefcourt, Bill Walsh, Dick Carnegie, Youngstein, Jim Velde, Bill Wasserman, Jack Katz, Rolly Gunderson, and Barbara Anderson.



United Artists' Detroit exchange workers pose with the vice-president, left to right, salesman George W. Sampson, Jr., office manager O. L. Lothamer, Dudelson, Youngstein, Cohen, branch manager Sid Bowman, salesman Edward Bigley, and salesman William Kent. The ladies are office employees.



The Cleveland meeting includes, left to right, back row, Jack Share, Tony Fursee; middle row, Leslie Dowdell, branch manager Manny Brown, Dudelson, Youngstein, Lou Geiger, Cohen, Betty Bluffestone, Byron Waltz, and front row, M. Mullen, L. Hochhauser, C. Chorich, M. Wegler, and E. Raleigh.



Youngstein, left, confers in Chicago with James Velde, left, and Harry Goldman. The Windy City was the first on Youngstein's itinerary.



Members of the Seattle exchange pose outside the UA branch, left to right: L. Cobbs, H. Harden, J. R. Velde, M. Segel, A. J. Sullivan, M. Haueter, L. Zimmerman, Youngstein, L. Cutts, Jack O'Bryan, M. F. Leonard, and Leo Adler. Billings have been better than ever during the drive which ends on Dec. 6.

New York News Letter

— By Mel Konecoff —

SEVERAL score female representatives of national and local women's organizations met last week at the Hotel Plaza to honor producer Samuel Goldwyn and his "Hans Christian Andersen". The affair was held under the sponsorship of the New York City Federation of Women's Clubs and the Motion Picture Councils of Greater New York, the first time that these organizations have jointly singled out a motion picture and its producer for special honors.



KONECOFF

Mrs. Charlotte Baruth, president, NYC Federation of Women's Clubs, declared that "Hans Christian Andersen" was among the best, if not the best, that Goldwyn made, and that it will provide delightful family entertainment. He was presented with a certificate mounted in a rare private edition of one of Andersen's works.

Goldwyn forecast better days were coming for the business, and then went into some of the background of "Andersen", a project he had been planning over 16 years. He also stated that he was so inspired and delighted by the reaction of children to his film that he expected to make at least one showing available in every city to underprivileged or shut-in children on a no-charge basis.

HONOR DEPARTMENT: Associated Motion Picture Advertisers honored William Randolph Hearst, Jr., and the Hearst organization at its monthly luncheon at the Hotel Picadilly. President Harry McWilliams turned the meeting over to MGM vice-president Howard Dietz, who introduced Hearst, terming him and his organization a friend of the industry.

Hearst thanked AMPA and the industry for its gesture of affection, and compared the operation and result of newspapers pretty much to the motion picture industry. Both are in constant touch with the public, and both look out for the welfare of the American public. He thought that the future would see enlarged opportunities for both the Hearst papers and the industry to serve, inform, and entertain the public.

Others aboard the dais were: Lige Brien, Jack Hearst, Jerry Pickman, Paul Lazarus, Jr., Adolph Zukor, Max Youngstein, Sol Schwartz, J. D. Gortatowsky, and Edgar Goth. An unusual angle saw two International News Service teletype machines installed in the banquet room, which brought in messages of congratulation from prominent industry personalities on



Charles C. Moskowitz, left, vice-president and treasurer, Loew's, Inc., recently received a scroll from Jacob Alson, former Supreme Master, Alpha Epsilon Pi, at a testimonial dinner in New York marking the beginning of Moskowitz's 40th year of service to the undergraduate fraternity.

the coast including: Walter Pidgeon, Herbert Yates, Vera Ralston, Dore Schary, E. J. Mannix, Joseph M. Schenck, Darryl Zanuck, Harry Brand, Dan Dailey, Gene Autry, John Wayne, Doris Day, Ann Sheridan, George Murphy, Spencer Tracy, Louis B. Mayer, etc.

THE METROPOLITAN SCENE: The Dec. 2 issue of Look magazine carries a page tribute to the Picture Pioneers as well as a story on its founding, activities, etc. Nate Blumberg, "Pioneer of the Year," is also pictured, as are Nicholas Schenck, Jack Cohn, Sam Dembow, Jr., Jesse L. Lasky, Sam Rinzler, Ned E. Depinet, Si Fabian, Bob O'Donnell, Spyros Skouras, Harry M. Warner, Sam Pinanski, Adolph Zukor, Sam Goldwyn, Louis B. Mayer, C. B. DeMille, and Barney Balaban. . . . 20th Century-Fox sends along samples of exploitation and advertising material which MGM Records is sending to dealers in connection with the "Stars And Stripes Forever" music album promotion, which is all very colorful and impressive, but there were no samples of the records, phonograph needles, or record player. . . . When Paramount had its local showing of "Road To Bali" at the Bijou, the idea was to show the average exhibitor how he could dress up his house if he were playing the film, and didn't have too much money to spend. In the lobby were doubles for Crosby, Hope, and Lamour garnered from newspaper ads and plugs asking for look-alikes. The place was decorated in a South Seas motif with live monkeys, parrots, etc., costumes, tropical fruits, sea shells, etc. Stills, blowups, and posters came from National Screen Service. . . . Shooting gets under way again on "Main Street To Broadway" when the company returns from "on location" shooting in Hollywood with more outstanding stage personalities set to complete their roles. . . . Forty members of the 20th-Fox home office held a farewell luncheon to former publicity manager Stirling Silliphant, who is leaving to take on the headaches of a producer in making "The Joe Louis Story." . . . Okeh pressbooks are out on "The Savage", "The Blazing Forest", and "Last Of The Comanches."

Levin Associates Meets

CHICAGO—A three-day conference of divisional executives of Jack H. Levin Associates, Inc., was held in the Morrison Hotel. Jack Levin discussed plans.

Pre-Holiday Grosses Off On Broadway

NEW YORK—A decided decline in grosses of most of the Broadway first-runs last weekend presented a gloomy outlook for the pre-holiday business index. There was only one new arrival. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE IRON MISTRESS" (WB). Paramount, with stage show, offered the only new fare on the street, and expected the opening week to reach \$65,000.

"BLOODHOUNDS OF BROADWAY" (20th-Fox). Roxy, with stage show, took in \$26,000 on Friday, Saturday, and Sunday, with the second week anticipated at \$50,000.

"PLYMOUTH ADVENTURE" (MGM). Radio City Music Hall, with stage show, hit \$72,000 for Thursday through Sunday, with the second session heading toward \$110,000.

"THE LUSTY MEN" (RKO). Criterion was down to \$8,000 on the fifth, and last, week.

"THE SNOWS OF KILIMANJARO" (20th-Fox). Rivoli reported \$18,000 for the 10th week.

"THE TURNING POINT" (Para.). Globe expected the second, and last, week to hit about \$10,000.

"THE WORLD IN HIS ARMS" (U-I). Mayfair anticipated the seventh, and last, week at \$9,000.

"LIMELIGHT" (UA). Astor claimed the fifth week would reach \$20,000.

"THE STEEL TRAP" (20th-Fox). Loew's State was heading toward \$10,000 for the second week.

"THE PRISONER OF ZENDA" (MGM). Capitol reported \$25,000 for the 3rd week.

"BREAKING THE SOUND BARRIER" (UA). Victoria dropped to \$20,000 on the third week.

Pioneers Applications Swell

NEW YORK—Applications for membership in the Motion Picture Pioneers continued to pour into headquarters with all applications expected to be processed in time for the Jubilee Dinner of the Pioneers at the Hotel Astor last night (Nov. 25) where the new members were inducted.

The latest group of new members to be accepted included William Goldman, head, William Goldman Theatres; C. J. Tevlin, associate of Howard Hughes; Edward E. Muhl, U-P vice-president; J. J. O'Leary, Comerford Theatres; David E. Weshner, producer's representative; Max M. Yellen, Century, Buffalo; William Elson, Minneapolis exhibitor; Harold Sugarman, Duex Film Studios; Nathan Sobel, Cineffects, and Lewis J. Lieser, Buffalo film distributor.

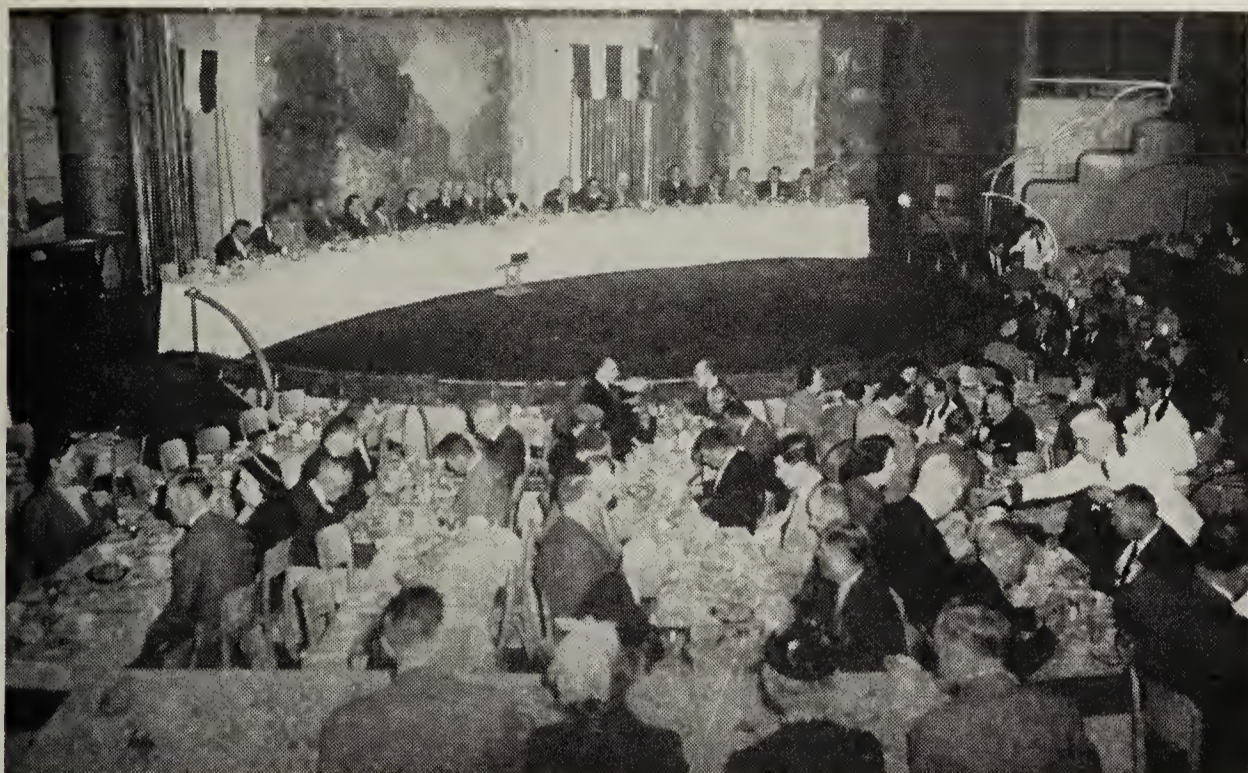
COMPO Meets In Chicago

NEW YORK—A meeting of the board of directors and executive committee of the Council of Motion Picture Organizations will be held on Dec. 10-11 at the Hotel Blackstone, Chicago, it was announced last week by Robert W. Coyne, COMPO special counsel.

Nate Blumberg Feted

NEW YORK—U-I executives joined with the company's foreign distribution officials at a luncheon in a world-wide tribute to N. J. Blumberg, chairman of the board, who is currently observing his 40th year in the industry.

Allied Decides To Reject Arb. Draft



Here is a general view of the all-industry luncheon held on the Terrace Casino of the Hotel Morrison, Chicago, last week at the opening of the combined Allied, Theatre Equipment Supply Manufacturers Association, and Theatre Equipment Dealers' Association convention, which broke attendance records.

Equipment Industry's Part Gets Plenty of Praise At Convention

CHICAGO—Ben H. Adler, Adler Silhouette Letter Company; Larry Davee, Century Projector Company; Donald Hyndman, Eastman Kodak, and Tom Lavezzi, Lavezzi Machine Works, were named directors of TESMA at its annual convention held jointly with TEDA and National Allied at the Morrison Hotel last week. They will serve three-year terms. Hyndman and Lavezzi are new on the board.

TEDA also put into effect a new policy of electing four directors each year for three-year terms. Named were Selom F. Burns, Homer Tegmeier, Joe Cifre, and J. Eldon Peek. Burns and Tegmeier are new board members.

The contribution of the equipment industry in the rise of the theatre business was afforded a tribute at an all-industry luncheon, one of the convention highlights. Attending were representatives of Allied as well as TESMA and TEDA. Ray Colvin, TEDA executive director, and Jack Kirsch, head of Illinois Allied, voiced optimism in the future of the theatre business, and equipment makers and dealers were lauded by Colonel William McCraw as "the unsung warriors of a great industry."

Colonel H. A. Cole, Texas Allied, said that equipment dealers had a stake in the fight for repeal of the federal amusement tax, since it would increase the earnings of theatre owners, and make more money available for theatre improvement and remodeling. Trueman T. Rembusch made a similar point while reporting the work of COMPO in fighting the tax. Wilbur Snaper, Allied president, said that the TESMA-TEDA trade show provided a means of improving relations between exhibitors and sellers of equipment. This

evidence of cooperation also won praise from Abram F. Myers, Allied general counsel. J. Robert Hoff, TESMA president, officially extended his organization's welcome to Allied.

Harry M. Strong, head, Strong Electric Corporation, one of the six charter members who founded TESMA in 1933, was honored by the group for his leadership and "the devotion and respect with which he is held by the entire industry. Strong received a plaque as an expression of gratitude "for his spirit and wisdom, vital in the molding of an organization."

The TESMA-TEDA trade show, most elaborate in the history of the industry, extended over two exhibition floors, and was well attended. The trade exhibit will be repeated next year at the TOA convention in the Conrad Hilton Hotel, and will be alternated between the conventions of the two major exhibitor organizations thereafter.

The total amount of business transacted at the trade show made it the most successful ever staged.

Representatives of many equipment makers reported they had negotiated the greatest number of contracts and gotten more orders than at any other show at which their firms had participated. The reason for this record was that Allied's convention attracted more exhibitors than at any time in the history of the organization.

The fact that it was the first time that TESMA-TEDA had been associated with an exhibitor group in the sponsorship of a trade show was held to be partially responsible for the successful exhibits. Attending theatre men were also visibly impressed by the display of equipment.

But Will Stay In COMPO And Assist In Tax Fight; Record Attendance At Windy City Convention; Clinics Highlight Chicago Meeting

CHICAGO—The distributors' draft of the proposed industry arbitration plan was unanimously rejected at the final session of the Allied States convention last week as a recommendation made by the board, also unanimous, was approved by the delegates.

Abram F. Myers, Allied general counsel, had submitted a report to the delegates listing the plus and minus sides of the distributor draft and recommending rejection because it did not promise immediate and substantial benefits to exhibitors, nor were all its provisions deemed to be in the best interests of the exhibitor.

Myers emphasized that Allied was not opposed to arbitration but expressed conviction that the ideals of arbitration were not served by the present draft or by any other plan distributors are likely to agree to in what was believed to be their present frame of mind.

Myers listed eight provisions of the draft which were felt to be of benefit to exhibitors and four provisions which made it unacceptable. On the plus side were one-way arbitration so that only exhibitors could initiate the complaints, as contrasted with the old Film Board of Trade concept that distributors could bring complaints against exhibitors; provisions of clearance "which are about as good as can be devised"; provisions on runs which, though having some bad factors, give competing exhibitors equal opportunity to find out which is entitled to pictures on a particular run without resorting to competitive bidding; competitive bidding provisions which offer at least a partial remedy for some of the abuses exhibitors have suffered in that distributors would not institute bidding except on the written request of competing exhibitors, and also that bids would be revealed to bidders desiring to see them; provisions on forcing pictures, though they do not go into the heart of the matter, forcing pictures by price differentials; provisions on contract violations, which, although of little help to exhibitors, could at least do them no harm; conciliation provisions, which, though scarcely an innovation, do at least insure complaining exhibitors of an interview with responsible sales officials, and provisions on damages which state they be awarded in the exhibitor's favor.

Provisions of the draft which made it unacceptable were provisions on film rentals, which distributors flatly refused to include in the draft, showing "that they will not yield to the arbitrators any part of their control over prices"; pre-release provisions, which, though curbing the number, still permit 18 per year; which would be exempted from the competitive bidding restrictions and would force the increasing of admissions; com-

(Continued on page 20)

The International Scene

Canada

The largest turnout in the history of the Quebec Allied Theatrical Industries turned out to vote a resolution directed to Canadian motion picture distributors that the utmost consideration be given to the position of the theatre owner before films are rented to CBC television. The annual meeting held in Montreal returned William E. Lester, United Amusements, as president. Leo Choquette replaced J. M. de Roussy, France Films, as vice-president. John Ganetakos and Charles Bourassa are again treasurer and secretary respectively, while J. Arthur Hirsch, Consolidated Theatres, is immediate past-president. Other directors are George Ganetakos, D. Robert, B. C. Salamis, Ed Gauthier, Arthur Bahen, Bill Trow, and William Elman.

Theatre construction in Canada continues apace as two more theatres have been opened, and a third is scheduled for opening in December. The 500-seat Richelieu, Sorel Que., has been opened by A. Lacouture, who also operates the 1,070-seat Sorel, and E. Gauthier has the 533-seat Eden. Also opened was Antonio Denoncourt's 350-seat Salle Bellcourt, the first in Baie du Febvre, Que. Due to open about Dec. 1 is the 400-seat Lux, being built by Robert Shibley and J. T. McDonald in Peace River, Alta. McDonald at present operates the town's only house, the 300-seat Valley.

The Toronto Variety Club, Tent 28, held its annual election for the 1953 crew. Standing for reelection were: Reuben Bolstad, William A. Summerville, Jr., Ernest Rawley, Dan Krendel, Gordon Lightstone, Lorne Greene, Herb Allen, and Clare Appel. Nominated for Canvasmen were George Altman, Lou Davidson, Jack Fitzgibbons, Paul Johnson, and Harry Mandell.

CANADIAN CLIPS: Flora Camerson, employed for the past 14 years at Famous Players head office in Toronto, and secretary to vice-president Rube Bolstad, was the recipient and honored guest at a party. . . . Newest film studios and laboratories to be opened in Canada are those of Atlantic Films and Electronics Limited in St. John's, Newfoundland. . . . Top acts playing Toronto night clubs were booked by the 20th Century Theatres Managers' Club for the annual stage show at the Victory, proceeds going to the benefit of handicapped youngsters of Variety Village. . . . Linda Christian was a recent visitor to Ottawa for the premiere of "The Happy Time", linked with the 25th anniversary ball of The Ottawa Press Club. . . . Olga Sharabura, manager, Orpheum, Sault Ste. Marie, Ont., was the subject of a society page story in The Sault Daily Star. . . . A. W. Shackelford, vet exhibitor and partner with Famous Players in three theatres and a drive-in in Lethbridge, Alta., has been returned as mayor. . . . Jack Proudlove, who went to the



Dr. Adhemar de Barros, former governor of the state of Sao Paulo, Brazil, and his party were recently feted at a special reception and luncheon in New York given by U-I. Seen, left to right, are: N. J. Blumberg, chairman of the board; Dr. Barros; Alfred E. Daff, executive vice-president, and Oscar Ferrera, co-owner of the largest circuit of theatres in South Brazil.

Lakehead last spring to manage FPCC's Inter City Drive-In, is the new manager, Royal, Fort Williams, Ont. . . . Nestor Novack has been made manager, Gaiety, Winnipeg, another FPCC unit.

. . . The Variety Club honored chief local officers of the American Guild of Variety Artists and the musicians' union as well as the sports and amusement page writers and radio commentators, to express the tent's appreciation of help during the past year. . . . W. R. Frank, UA producer, entertained for press and radio at the Variety Club.

—HARRY ALLEN, JR.

England

In London, Odeon Theatres Limited announced that dividend arrears on six per cent cumulative preference shares due last June 30 will be paid, less income tax, on Dec. 22 together with a dividend for the half year ending on Dec. 31, bringing payments up-to-date.

South Africa

Plans are now being wrapped up to mark the Golden Jubilee of the motion picture industry in South Africa. The celebration will coincide with the 50th anniversary of the Schlesinger Group in South Africa, one of the largest exhibitor and distribution outfits in that area.

Brazil

Approximately \$400,000 was received by American distributors operating in the Brazilian market as the first remittance from 1952 earnings there. The Brazilian government authorized the release of the money weeks ago. Until the first of this year, remittances were coming through monthly on a 70 per cent of quota basis, but, faced with a serious economic situation and an acute shortage of dollars, the government stopped the flow. The \$400,000 is thus the money that would normally have been the January, 1952, remittances.

Johnston Presents New French Pact To Directors

NEW YORK—Eric Johnston returned from France last fortnight, and presented to the board of directors of the Motion Picture Association a pact which calls for the admittance of 110 American films into that country from MPEA member companies for a period of one year ending on July 1, 1953. Essentially it is the same deal that was in effect last year. Attached was a condition calling for close cooperation between French and American industries, and, while this was not expanded or explained, speculation led to the belief that this called for either greater payoff of French product here with more dollars flowing to France or enlargement of co-production deals in that country.

Eric A. Johnston, MPAA president, arrived in Rio to explain the American viewpoint on remittances. He also was to discuss other industry problems, including pressure on American distributors to turn out prints in Brazil and Brazilian insistence that United States companies, in return for being allowed to distribute newsreels, take Brazilian documentary and travelogue reels for American distribution, in a ratio of 10 per cent of American imports. A further threat to American companies in Brazil is pending legislation for the establishment of the National Institute of the Cinema, provisions of which would cost United States firms an estimated \$1,000,000.

Bulova, Academy In Deal

WASHINGTON—The Bulova Watch Company and the Academy of Motion Picture Arts and Sciences, Hollywood, have signed a stipulation to stop the use of the words "Academy Award" or "Oscar" in the advertising of watches or any other commodity, the Federal Trade Commission announced last fortnight. The Academy agreed to cease authorizing by a licensing agreement the use of the words about products which have not gained distinction in motion pictures. Bulova has agreed to stop the use of such advertising unless it is made clear that the use is by virtue of a licensing agreement, and does not represent an award based on comparative tests with other watches.

Davis Adds Six Features

NEW YORK—Six foreign films have been added to the roster of eight features scheduled for national release in 1953 by Arthur Davis Associates, it was revealed last week. They include two Italian and four French productions.

From France will come "The Minute Of Truth", "Seduction", "The Bad Woman", and "The Gang." From the Italian studios will come "Behavior Of The Sexes" and "The Voice Of Silence."

Johnston On Jaunt To L. A.

NEW YORK—Eric Johnston last week departed on a trip to Latin America on motion picture business, and will visit in Rio, Montivideo, and Buenos Aires, with possibly other stops on the agenda. He is accompanied by Robert Corkery, MPEA international division.

it's Gonna be a

Wonderful Winter

with **U-I** to keep your Box Office

WARM!!



Here's the Big Winter News from
Universal-International . . . proudly proving once
again that all year . . . every year . . . U-I delivers
the pictures with the consistent Boxoffice power!

JANUARY

ALL TECHNICOLOR

Month from U-I!

COLOR BY **TECHNICOLOR**

The **REDHEAD** from WYOMING

starring
Maureen O'HARA
Alex NICOL
with ROBERT STRAUSS
ALEXANDER SCOURBY



COLOR BY **TECHNICOLOR**

OH! THE SONGS THEY SANG!
THE FUN THEY HAD!
AND THE LOVIN' THEY GOT!

"MEET ME AT THE FAIR"



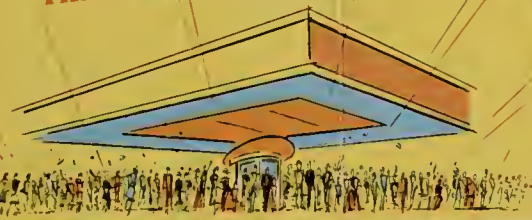
starring
DAN DAILEY · DIANA LYNN
with HUGH O'BRIAN · CAROLE MATHEWS · "SCAT MAN" CROTHERS

and introducing
CHET ALLEN and
his unforgettable voice!

"THE REDHEAD FROM WYOMING"

"MEET ME AT THE FAIR"

"THE LAWLESS BREED"



COLOR BY **TECHNICOLOR**

THE STORY OF THE GREATEST GUNFIGHTER OF THEM ALL!

RAOUL WALSH'S

Director of "The World In His Arms"

"THE LAWLESS BREED"

Starring

ROCK HUDSON
JULIA ADAMS

The sensational young stars
of "Bend of the River"

JOHN McINTIRE A RAOUL WALSH PRODUCTION



LOOKING FOR LOVE IN THE SHADOWS!
 BUYING DREAMS WITH CASUAL KISSES!
 ...they roam the streets after dark like cats—in a big city jungle!

FEB.

GIRLS IN THE NIGHT

with
JOYCE HOLDEN
GLENDIA FARRELL
HARVEY LEMBECK
LEONARD FREEMAN
 and introducing
PATRICIA HARDY



THE FIGHTING STORY OF CHIEF OSCEOLA
 AND THE GREAT EVERGLADES INDIAN WARS!

SEMINOLE

COLOR BY
Technicolor

Starring
Rock HUDSON
Barbara HALE
Anthony QUINN
Richard CARLSON



MARCH

MARCH will be
 another great
**ALL TECHNICOLO
 MONTH!**

THE FIRST GREAT STORY OF THE
 LOST WORLD BENEATH THE SEA!

COLOR BY
TECHNICOLOR

CITY BENEATH THE SEA

Starring
ROBERT RYAN · MALA POWERS
ANTHONY QUINN · SUZAN BALL



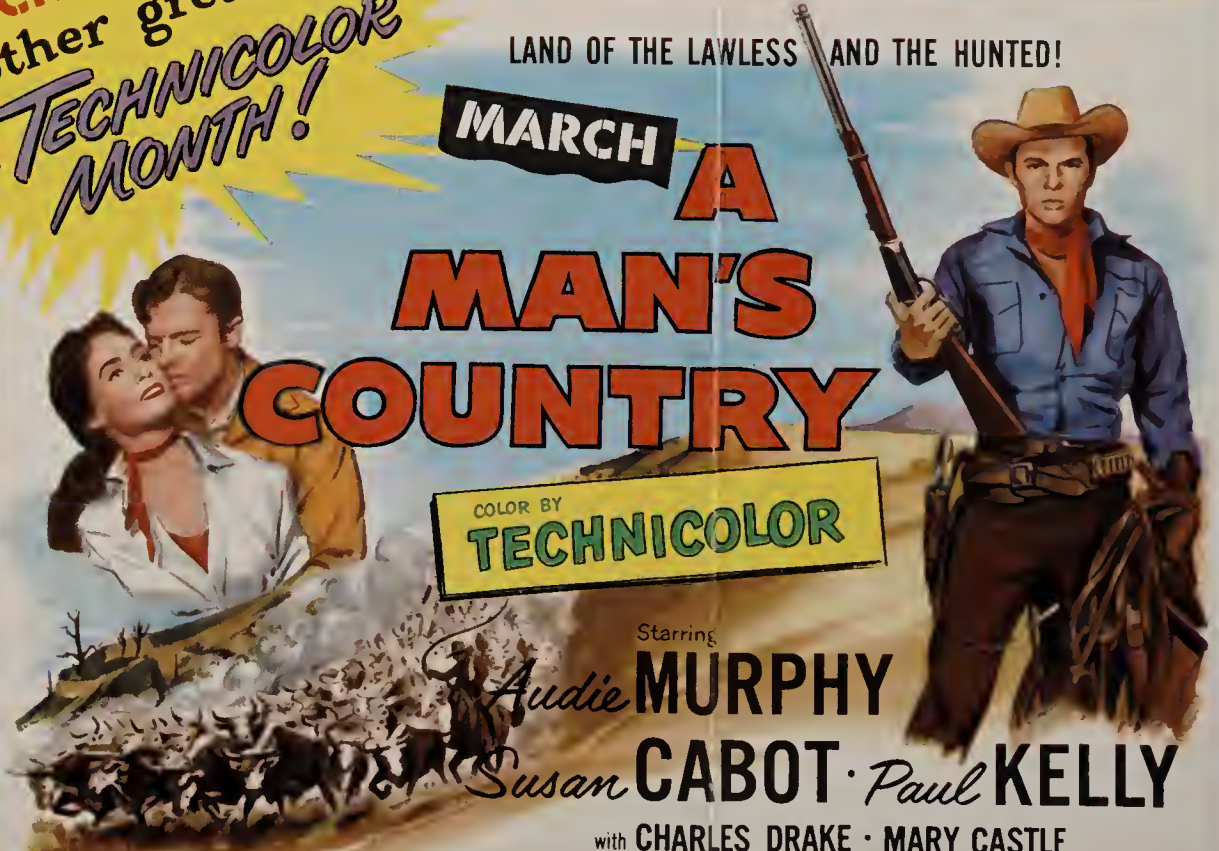
LAND OF THE LAWLESS AND THE HUNTED!

MARCH **A MAN'S COUNTRY**

COLOR BY
TECHNICOLOR

Starring
Audie MURPHY
Susan CABOT · Paul KELLY

with **CHARLES DRAKE · MARY CASTLE**



AMAS - NEW YEAR'S WEEK RELEASE

FROM ADVENTURE'S GOLDEN AGE
COMES ITS MOST EXCITING TALE!

...when one man dared the might of
Madagascar's pirate stronghold...to spike
its guns...to scuttle its fleet...and steal
the love of its Corsair Queen!



Universal International presents
ERROL FLYNN · O' HARA
AGAINST ALL FLAGS

COLOR BY

Technicolor

with **ANTHONY QUINN · ALICE KELLEY · MILDRED NATWICK**

MEET THE FABULOUS MARK FALLON... HIS GAME
IS FANCY WOMEN ... AND HIS LUCK
IS IN THE CARDS!

FEB.



**TYRONE
POWER**

in *The*

**MISSISSIPPI
GAMBLER**

Down the lusty,
rolling river he rode
... staking his
fortune or his life
... to win the taunting
lips of the New Orleans'
temptress who forever
lured him on!

COLOR BY *Technicolor*

CO-STARRING

PIPER LAURIE • JULIA ADAMS

EXHIBITOR—NOV. 26, 1952

NOW IN RELEASE!

"Because of You"



Loretta **YOUNG**
Jeff **CHANDLER**

CO-STARRING
ALEX NICOL • FRANCIS DEE
with **ALEXANDER SCOURBY**

Irene Dunne



It Grows on Trees

CO-STARRING
DEAN JAGGER • JOAN EVANS
with **RICHARD CRENNAN**

The Black Castle



Starring
RICHARD GREENE
BORIS KARLOFF
STEPHEN McNALLY
PAULA CORDAY
LON CHANEY

RICHARD CONTE
VIVECA LINDFORS

with **BARBARA BRITTON • HUGH O'BRIAN**



THE RAIDERS



COLOR BY **Technicolor**

Reagan Clarifies MGM Bidding Policy

NEW YORK—In a statement last week, MGM sales chief Charles M. Reagan clarified the policy of the company as regards phases of competitive bidding. He declared:

"While we have every reason to believe that our system for handling bids has worked well, and has gained the confidence and recognition of exhibitors generally, we have no objection to the disclosure of bids after the deadline date and before the award is made, if this is desired by our customers.

"But we believe that since a specific detailed plan along this line is provided for in the proposed arbitration agreement, it would be preferable to await the final approval of the arbitration plan rather than to institute in the meantime an individual plan of our own.

"Metro has been striving to further its policy of limiting its competitive bidding situations only where necessary to meet legal requirements, and it has to some extent been successful in reducing the number of bidding situations. Naturally, bidding situations may complicate problems at times not easy to solve. Where performance in a given case points to a division of product as a practical solution, we have done this where agreeable to all concerned. We have little doubt that the theatre-going public prefers to have a theatre identified with a particular producer's product rather than the confusion which results when the public does not know which theatre will play a picture, particularly our type of pictures.

"We shall continue to exert our efforts to confine competitive bidding to those situations where there is no other alternative as we are fully aware of the feelings of the rank and file of exhibitors on this subject. In the meantime, we are hopeful of the adoption of the proposed arbitration and conciliation plans upon which so much time and attention have been given by all parties. I sincerely hope, and do believe, that the conciliation system to which I shall personally devote myself will effectively deal with many of the exhibitor-distributor problems now confronting all of us, and that it will in fact make arbitration in many cases unnecessary."

Mayer Accepts Coast Award

LOS ANGELES—Louis B. Mayer received the Screen Producers Guild "Milestone Award" last week at the Biltmore Hotel before a capacity crowd of over 700 screen and industry personalities, who gathered together to honor him at the annual Screen Producers Guild dinner.

Guild President Sol Siegel, in presenting the award to the industry leader and pioneer, said that the guild was honoring Mayer for the major contribution he had made to the industry.

Turner Joins Gen. Teleradio

NEW YORK—Terry Turner, former director of exploitation for RKO, will join the staff of General Teleradio, Inc., on Dec. 1. Turner will direct his efforts toward accelerating attendance in motion picture theatres with the heavy aid of radio and television advertising.

This Was The Week When

Loew's declared the usual quarterly dividend of 20 cents per share on the common stock. . . . Samuel Goldwyn announced that "Hans Christian Andersen" would be shown free of charge to special audiences of children throughout the world who normally might be deprived of the opportunity of seeing it, underprivileged children, newsboys, shut-ins, orphans, and others who might not have the means to see the picture. . . . MGM held the world bow of "Plymouth Adventure" at the Old Colony, Plymouth, Mass., with editors, critics, and others on hand. . . . Jules Lapidus, Warners' eastern and Canadian sales chief, presided at a meeting of district and branch managers in Pittsburgh, covering the Philadelphia, Washington, Cincinnati, Cleveland, Indianapolis, and Pittsburgh offices.

Stirling Silliphant announced that Robert Gordon had been signed to direct "The Joe Louis Story" for Federated Films. . . . Republic held the world premiere of "Thunderbirds" at the Warner and Ambassador, Washington, D. C., with stars, celebrities, army brass, and company executives on hand. . . . Don Hartman, Paramount production chief, flew to Rome and other spots in Europe.

20th-Fox held the premiere of "The Thief Of Venice" at the Mayfair, New York City. . . . Jesse J. Goldberg, United Screen Associates, acting for Hoffberg Productions of New York, announced that it will release in this country the British production, "Hans Christian Andersen." . . . The AMPP board in Hollywood approved the continuation for another year of the on-the-job training program for technicians of the armed forces. . . . RKO's audited figures showed that the Sioux Falls exchange, headed by Sherm Fitch, took first place in the "Ned Depinet Drive", with New Orleans, Portland, and Dallas following, and Montreal winning first place in the Canadian results. . . . Paramount's midwestern division, headed by Howard Minsky, held first place in the company's "Greater Confidence Parade of 1952."

Columbia revealed Sam Katzman's 1952-53 program at the studio would consist of 17 features and three serials, with 10 of the features in Technicolor. . . . Directors of Columbia declared a dividend of 25 cents a share on the common stock and voting trust certificates for common stock and also a 2½ per cent stock dividend on the common stock and voting trust certificates for the common stock. . . . More than 150 representatives of national and local organizations honored Samuel Goldwyn for his production of "Hans Christian Andersen" at a luncheon in New York under sponsorship of the New York City Federation of Women's Clubs and the Motion Picture Councils of Greater New York. . . . U-I revealed that it had signed a new contract with Abbott and Costello, calling for their services through 1955, with a minimum of four pictures. . . . Los Angeles, New Orleans, and New Haven held the lead at the end of the third week of the home stretch lap of the UA "Bill Heineman Drive." . . . Leon J. Bamberger, RKO sales promotion manager, was set to address the Allied Theatre Owners of Indiana meeting in Indianapolis on Dec. 2-3 and the Independent Exhibitors, Inc., of New England in Boston on Dec. 9.

California Exhibitor Loses

WASHINGTON—The U. S. Supreme Court last week refused to consider an appeal by Steve and Emma M. Chorak, owners, Puente, Puente, Cal., against a lower court decision dismissing their anti-trust suit against 10 distributors and two other independent exhibitors, charged with trying to give them inferior playing time and unreasonably long clearances.

D. C. MPTO Okehs Arb. Plan

NEW YORK—The Motion Picture Theatre Owners of Metropolitan D. C. became the seventh unit organization of the Theatre Owners of America unanimously to endorse the industry arbitration plan at a meeting last weekend in Washington. The arbitration plan was presented at the meeting by TOA general counsel Herman M. Levy.



Seated at the head table during the recent convention of Rowley United partners and managers in Dallas were, left to right: Jeff Livingston, John H. Rowley, Paramount vice-president Jerry Pickman, E. H. Rowley, Don C. Douglas, W. W. Brumberg, C. V. Jones, and 20th Century-Fox's Stirling Silliphant.

Allied

(Continued from page 9)

petitive bidding, which would get the approval of the courts if arbitration were approved, permitting distributors to enlarge bidding, rather than restrict it, and limitation on awards, though Myers asserted that Allied, too, would like to see less anti-trust litigation in the industry.

He asserted that distributors were playing their cards too close to their vests on this subject, and that exhibitors with anti-trust complaints may now find they can do better in court.

Allied pledged a continual battle against high film prices and advanced admission pictures. John Vlachos, Michigan, introduced a measure to the floor, unanimously accepted by the convention, endorsing the board's statement of policy concerning Allied's attitude toward objectionable trade practices and its plan to fight them by court and legislative means. Vlachos emphasized that his resolution was the result of spontaneous movement. Vlachos also called upon every Allied member to furnish Abram Myers with details, affidavits, and other evidence of irregular practices of distributors. Myers is authorized to use the material in either litigation, appeals to lawmaking bodies or to federal agencies such as the Senate Small Business Committee. Vlachos' resolution was supported in statements by H. A. Cole, Dallas; John Wolfberg, Denver; Ted Mann, Minneapolis, and Trueman Rembusch, Franklin, Ind., who called distributors "insincere in their approach to arbitration."

Allied's board also adopted a resolution condemning the Department of Justice for instituting the anti-trust suit against distributors to force the sale of 16mm. films to television. Other resolutions called for Allied cooperation with the "Crusade For Freedom"; commended Jack Kirsch, Illinois Allied, for convention arrangements, Myers and President Wilbur Snaper for their convention work, Cole and Pat McGee, Denver, for their accomplishments as co-chairmen of the industry's tax repeal campaign, Rembusch for his work as one of the governing triumvirate of COMPO, and Martin G. Smith, Toledo, O., for his role as guinea pig in the industry test of the legality of Ohio censorship laws regarding newsreels.

Rembusch pointed out that there is a large library of music as yet untaxed available from BMI in the public domain and from SEEAC. Snaper commended the showmanship qualities of Cinerama, but emphasized the high costs for equipment and installation. William Carroll, Indiana Allied, described the proposed "Caravan" service.

The end of the convention found that only Allied's participation in arbitration had been affected by the proposal made by Cole that Allied personnel quit positions on all-industry committees. The board recommended that Cole and Rembusch retain their posts on the tax committee and COMPO, and the convention approved.

Robert Kessler, manager, Loew's Ohio, Columbus, O., was credited with a proposal made at the final session by Robert Wile, secretary, Independent Theatre Owners of Ohio, that suggested that Allied members have welcome signs put up at

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

U-I

"Against All Flags"—Pirate film has the names to help.

MGM

"The Bad And The Beautiful"—Star values should help uneven drama.

PARAMOUNT

"Road To Bali"—Headed for the better money.

WB

"Abbott And Costello Meet Captain Kidd"—A and C draw will make the difference.

town entrances. The signs would read, "Theatre Owners welcome you to (name of town)," with the words, "attend a movie tonight and relax" underneath.

The convention closed with the banquet, attended by industry bigwigs as well as representatives from the acting division.

COMPO Membership Renewed After Debate

CHICAGO—A one-year renewal of Allied's COMPO membership was approved by the National Allied convention last week after bitter floor debate, following the favorable recommendation of a majority of the board.

Trueman Rembusch, Allied representative on the COMPO triumvirate, delivered the majority report, and referred to COMPO as the "conduit" between exhibitors and production. Nathan Yamins, former National Allied president, then read the minority report which would have limited Allied's COMPO activity to the duration of the campaign for repeal of the amusement tax. The report objected to COMPO membership on the basis that distributors have violated the unity purposes for which the organization was founded. Yamins said the purpose of the minority report was to make sure that no one would misconstrue Allied's membership in COMPO as a sign of weakness or indifference to trade practice complaints of Allied members.

Rembusch explained that the one-year renewal was conditional, and could be terminated earlier for cause, and emphasized the need for COMPO membership to press the tax fight.

Participating in the debate were Sig Goldberg, Wisconsin; Charles Blatt, Pennsylvania; Ted Mann, Minnesota; Ben Cubby, Iowa; Phil Isley, Texas; Ben Marcus, Wisconsin, and Jack Kirsch, Illinois, and general convention chairman, among others.

Colonel H. A. Cole, Dallas, co-chairman, COMPO tax repeal committee, told the convention that a measure repealing the 20 per cent levy is expected to be hopped on the day the newly elected Congress convenes. Pat McGee, Denver, the other co-chairman, was also confident concerning the chances for repeal. Cole reported that 195 Congressmen had pledged support to full repeal, and many more, while not favoring repeal, were willing to support measures to reduce the tax. He warned, however, that the national committee could not be expected to accomplish the repeal task alone.

Allied also stepped up its fight on distribution trade and sales practices considered objectionable with a statement of policy by the board that received unanimous approval. The statement called the plight of the exhibitor desperate, and authorized Allied national and regional leaders and all members to join in an effort to secure relief from such distributor practices as unfair film prices by initiation of all legal means open to them.

These included instituting and conducting litigation, petitions to executive departments and administrative agencies, and appeals to appropriate Congressional committees. The directors decided that Allied participation in industry cooperative undertakings will be confined to "those projects which promise direct, immediate, and substantial benefits to exhibitors."

It was the decision of the board that film companies are taking advantage of Allied's preoccupation with all-industry affairs in order to raise film rentals to insupportable heights and practices such as pre-releasing of pictures in increasing numbers without regard for exhibitors.

William A. Carroll, secretary, Indiana Allied, reported on the film clinics, and said exhibitors felt the need to renew objections to advanced admission prices, illegal and arbitrary clearance, competitive bidding, trailer costs, and tie-in sales.

Among those endorsing the attack on unfair film company price tactics were A. C. Myrick, Iowa-Nebraska; M. K. McDaniel, Texas; J. B. Steadman, Ohio; George Vallos, Illinois; Siebert Wirley, Texas; Rotus Harvey, former president, Western Theatre Owners; Ben Berger, Minneapolis; Ted Mendelsohn, Minneapolis; John Wolfberg, Denver, and others.

The six film clinics were well attended and in almost continual session. The clinics were specialized according to theatre situations.

Convention delegates also witnessed a demonstration of large screen television. RCA provided the show on a 12 by 15 foot screen. The program originated in NBC's local television station WNBQ, two miles from the convention floor, and consisted of a panel composed of Jack O'Brien, RCA; Nathan Halpern, Theatre Network Television, and Trueman Rembusch, Nathan Yamins, A. R. Blocher, John Wolfberg, and Leon Back, all of Allied. Questions were posed for Halpern to answer. He said that by the end of this year, theatre installations of large screen TV will pass the 100 mark, and assured exhibitors that there would be no acceptable standard of color TV for theatres within the next several years, discounting concern about equipment bought now becoming obsolete.

As the basis for his belief, he cited the fact that existing television line facilities between cities are inadequate for the transmission of the type of color images needed for theatre screens. He also estimated that it would take exhibitors five years on the average to liquidate the cost of equipment. He also reported that 50 theatres showing large screen TV of the Walcott-Marciano heavyweight championship fight grossed \$400,000, or an average of over \$8,000 apiece. Large theatres showed a profit of about \$5,000, and small theatres, \$1,000 to \$2,000. The total

(Continued on page 24)

That Outlaw Gal is Making a Haul!

BUSINESS WAY UP in early dates, with Jane... the singing, hip-swinging, gun-slinging terror of good men and bad... making things jump! Ask them in New York, Des Moines, Pittsburgh, Boston... and soon in Kansas City, Minneapolis, St. Paul, San Francisco, Oklahoma City, and scores of key cities Coast to Coast!

JANE RUSSELL

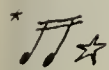
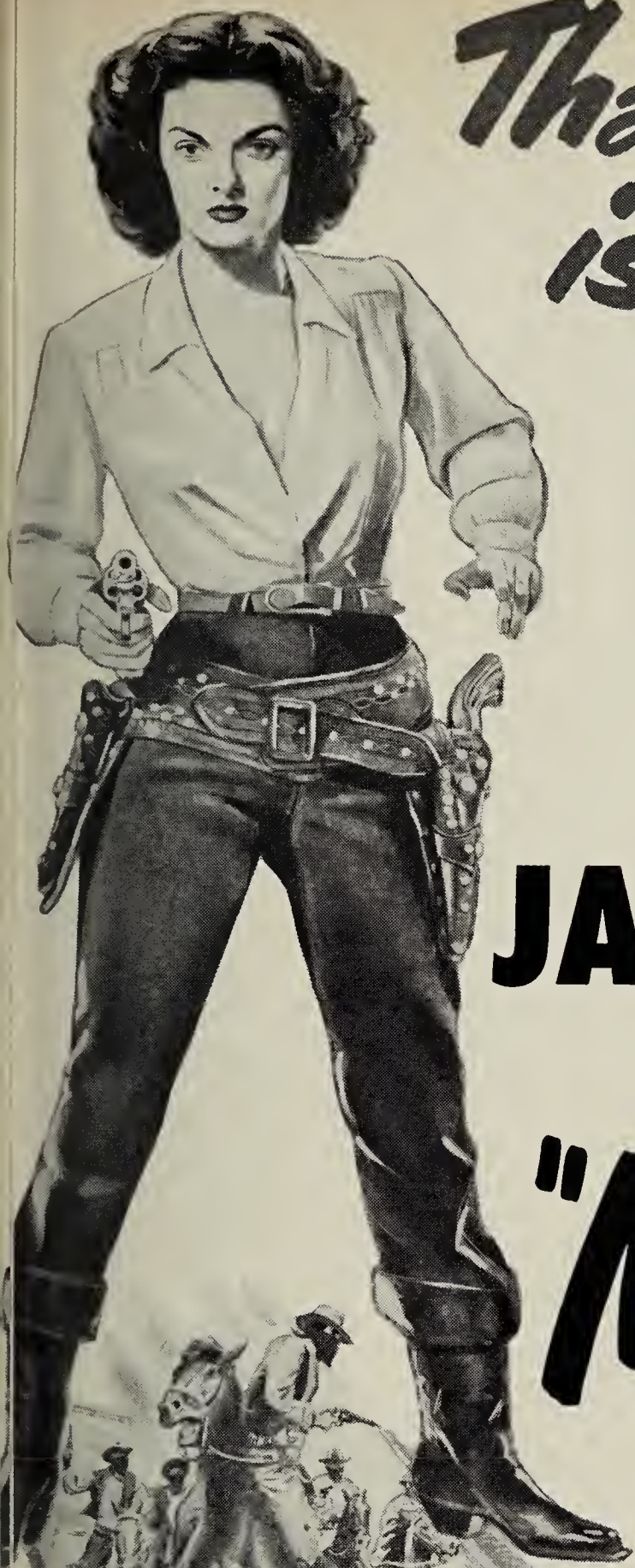
as

"Montana Belle"

Co-Starring

GEORGE BRENT

in TRUCOLOR



Hotter than
Hot! The way
Jane sings "The
Gilded Lily!"



with SCOTT BRADY • FORREST TUCKER • ANDY DEVINE

Produced by Associate Producer Directed by Screenplay by
HOWARD WELSCH • ROBERT PETERS • ALLAN DWAN • HORACE McCOY and NORMAN S. HALL



Will Try Arbitration, Regardless, Says ITOA President Harry Brandt

NEW YORK—The Independent Theatre Owners Association announced last week that, regardless of any action taken by other theatre owner organizations, it was prepared to go ahead with arbitration, and establish the necessary machinery and procedures for the peaceful settlement of trade disputes within the city of New York. In connection with this action, Harry Brandt, ITOA president, made the following statement:

"Disturbing reports from Chicago lead us to believe that Allied will turn down arbitration. We sincerely hope that they don't but in the event that they do, ITOA believes that it can make arbitration work in the city of New York, and we are prepared to go ahead with it, working out any and all problems that may arise.

"There has never been a time when it was more necessary for the industry to work together. This is nonetheless true despite the fact that theatre owners all over the country have many things to gripe about, notably the competitive bidding situation, the increasing number of pre-releases and advanced admission pictures, print shortages, and high film prices.

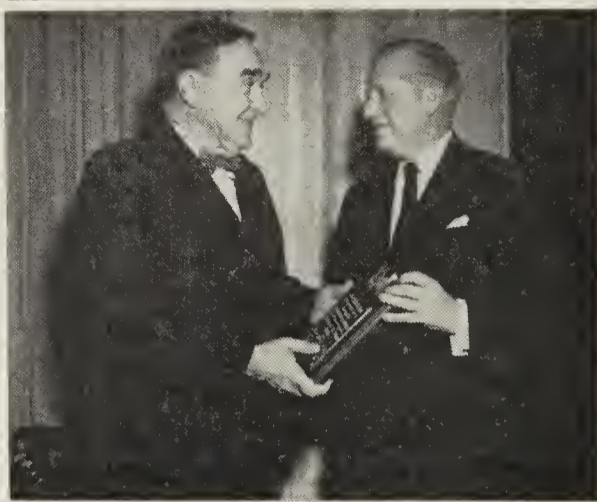
"However, it is foolhardy to take the one medium, arbitration, which can ultimately eradicate the internal dissensions from the industry, and destroy it before it is given an opportunity to prove itself, especially after the prodigious efforts that have been expended to bring it into being. No exhibitor can be worse off than now.

"A trial period of 18 months, under a properly functioning arbitration system, should bring decided improvement."

Welsh Rules In 16mm. Suit

PHILADELPHIA—U. S. District Court Judge George E. Welsh, ruling last week in the Kunz 16mm. suit against the majors and their subsidiaries, ordered that the motion of the defendants, RKO, Columbia, 20th-Fox, Republic, Warner Brothers Pictures Distributing Corporation, and Loew's, Inc., to transfer the case to the U. S. District Court in New York be denied; that the motion of defendant, Films, Inc., to dismiss for improper venue be also denied; that the motion of defendants, Paramount, Republic, Screen Gems, Inc., United World Films, Inc., U-I, Warners, and Pictorial Films, Inc., to dismiss for improper venue be granted, with leave to plaintiffs to move for reargument after they have had an opportunity to discover, by depositions or otherwise, the extent of said defendants' business activity in this district and after they have presented the facts discovered to the Philadelphia courts, and that the alternative motion of defendants, Paramount, Republic, Screen Gems, United World Films, U-I, Warners, Films, Inc., and Pictorial Films to transfer under section 1406 (a) be denied and motion of the same defendants to transfer under section 1404 (a) also be denied.

Filed in September, the plaintiff, Carl J. Kunz, on behalf of himself, and Kunz Motion Picture Service Corporation, Maryland, asked \$3,135,000 in the anti-trust action.



Dr. Daniel A. Poling, editor, *The Christian Herald*, recently presented Howard Dietz, MGM vice-president and director of advertising, publicity, and exploitation, with a plaque in New York for "Plymouth Adventure," selected as the December "Picture-of-the-Month" by the publication.

Eby Opening Own Office

PITTSBURGH—John H. Harris, president and general manager, Harris Enterprises, announced last week that George W. Eby, treasurer of the Harris companies for the past 13 years, would resign to open his own office. Harris said he accepted the resignation with regret and that Eby would take with him the "Ice-Capades", "Ice-Cycles", Harris Theatres, and other corporation accounts in Harris-directed enterprises into his new office.

Eby joined the Harris organization in 1940. One of the most active members of the Variety Club, Eby served as Dough Guy of the Pittsburgh tent for several years and became Chief Barker in 1949. In that same year, he was elected Variety Clubs International Dough Guy, a post he still holds.

Eby will specialize in accounting for the entertainment industry, including tax and management problems.

Eastman Sales, Earnings Up

ROCHESTER, N. Y.—Third-quarter sales and net earnings of Eastman Kodak Company were higher this year than in the same quarter of 1951, Thomas J. Hargrave, chairman, and Albert K. Chapman, president, reported last week.

Sales in third quarter were \$138,935,130, up 7.2 per cent over \$129,619,323 for the corresponding 1951 quarter. Consolidated net earnings were \$10,407,328, or 12.6 per cent above earnings of \$9,239,116 in the 1951 quarter. The third-quarter earnings equaled 63 cents per common share in 1952 on 16,532,585 shares outstanding, compared with 61 cents in 1951 on 15,028,745 shares.

Net earnings for the three quarters were \$28,585,716 or \$1.71 a share.

MPAA, NETTC Files With FCC

WASHINGTON—At the request of the Federal Communications Commission, the MPAA and NETTC, which presented portions of their direct cases for theatre TV channels during October hearings on the subject, last fortnight filed a statement relative to the possible location of theatre TV in the radio spectrum.

Star Personalities Set For Service Tours

HOLLYWOOD—The Hollywood Coordinating Committee announced last week that 12 film personalities had added their names to the list of volunteers, making a total of 21 who will go overseas to entertain GI's throughout the world during the coming holiday season. Nine of the 12 performers have been set by the HCC in cooperation with Army Special Services and USO-Camp Shows to entertain armed forces at isolated bases in Alaska, Johnny Grant, Jean Fowler, Jane Frazee, Ginny Jackson, Elizabeth Talbot-Martin, Joy Windsor, Freddie Browne, Tony Lovello, and Eddie Samuels. The others, Mark Stevens, Jean Cooper, and Virginia Hall, have been assigned to one of the three units slated to perform in the Far East. Beverly Tyler and Bill Shirley are in this same group. Walter Pidgeon, Keenan Wynn, Carolina Cotton, Peggy King, Paul Douglas, Jan Sterling, and Richard Allan head other Korean units.

Greenland and Caribbean troupes are being organized.

RKO Hearing Delayed To Dec. 10

NEW YORK—State Supreme Court Justice Henry C. Greenberg last week adjourned until Dec. 10 a hearing of a petition by a group of minority stockholders for the appointment of a temporary receiver for RKO Pictures Corporation and RKO Pictures, Inc. Plaintiffs are minority stockholders Eli B. Castleman, Marion V. Castleman, and Louis Feuerman.

For RKO, William Zimmerman, general counsel and secretary; William H. Clark, director-treasurer, and Garrett van Wagner, comptroller, opposed granting the petition, and urged granting a cross-motion to dismiss the action.

They contend that the stockholders lacked legal rights to sue, that the complaint failed to state fact sufficient to constitute a legal cause of action, and that "various experienced key employes who are in great demand by our creditors have given indication of the possibility of their leaving the employ of the companies in the event of the appointment of a receiver."

Meanwhile, reports were current that former President Ned E. Depinet and others would return to the company in executive capacities, but nothing official was forthcoming at press time.

Columbia Stockholder Sues

NEW YORK—William B. Weinberger, Columbia minority stockholder, last week filed a suit in New York Supreme Court against Columbia, its officers, and directors, seeking to enjoin the company from engaging in alleged anti-trust trade practices. His attorney, Samuel H. Levinkind, claimed that Weinberger owned more than 100 shares of stock, and is in no way connected with exhibition. The suit charges Columbia with practices in violation of federal and state anti-trust laws in connection with the production, distribution, and exhibition of motion pictures.

The
new

**RKO's Big Technicolor
Show for Your
Holiday Harvest!**

Thunderous adventures of the swashbuckling Sons of Satan... produced by hit-after-hit maker Edmund Grainger, who gave you "Wake of the Red Witch," "Sands of Iwo Jima," "Flying Leathernecks," "One Minute to Zero" and more!



BLACKBEARD THE PIRATE

color by **TECHNICOLOR**

starring **ROBERT NEWTON**

LINDA DARNELL · WILLIAM BENDIX

with **KEITH ANDES · ALAN MOWBRAY**

AN **EDMUND GRAINGER** PRODUCTION

Directed by **RAOUL WALSH** · Screenplay by **ALAN LeMAY** · Produced by **EDMUND GRAINGER**

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GIANT NATIONAL CAMPAIGN!**

Full-pages and fractional-pages in top-circulation weeklies, Sunday newspaper supplements and others for a sensational 50,000,000 circulation coverage!

R K O
RADIO
PICTURES



Allied

(Continued from page 20)

capacity of these theatres was 120,000. Halpern also reported on the status of the FCC hearings on applications for exclusive theatre TV channels and cited programs for future theatre telecasts.

Sam Switlow, national exhibitor chairman, Will Rogers Memorial Hospital, urged convention delegates to support the hospital's annual Christmas "Salute," and place coin containers in their theatres. Switlow said it is hoped that 200,000 signatures may be obtained this year, with accompanying donations of \$150,000. About 3600 coin containers are in theatres now.

Drive-in operators attending the convention have scheduled a national convention for March 23-25, to be held in conjunction with the annual convention of Allied Theatre Owners of Wisconsin in Milwaukee, it was revealed.

Kirsch Sounds Keynote On Meeting's Opening Day

CHICAGO—Jack Kirsch, president, Illinois Allied, and general chairman, National Allied convention, told the group in his keynote address last week that discussion of film buying practices and the campaign against exorbitant rentals would be the principal business of the convention.

Delegates were urged to take their problems to appropriate film clinics so they could be presented to the convention floor "in a fashion our distributor friends cannot ignore." Kirsch expressed dissatisfaction with the proposed arbitration plan in that it provides no way to arbitrate film rentals as was recommended at last year's convention in New York. All it provides, Kirsch said, is an open door policy to enable exhibitors to come into the home offices and exchanges to air their grievances, and this has been found to be an unsatisfactory procedure.

He urged delegates not to postpone any affirmative action because of a "blind

faith in conciliation as a solution to film problems." Calling the federal 20 per cent amusement tax "the greatest handicap saddled on the movies," he expressed confidence that the levy could be eliminated, and asserted that enough commitments had been secured to insure the passage of a routine bill, against which there is no organized opposition.

He also hit at the government's anti-trust suit seeking to compel distributors to release 16mm. version of films to TV, and predicted that such action would "cause ruin for every motion picture theatre." Kirsch referred to COMPO as a going concern since Trueman Rembusch, Sam Pinanski, and Al Lichtman took over its operation, and called the tax repeal campaign COMPO's most important task. Kirsch hinted that a revival of the United Motion Picture Industry plan of 1942 might be the answer to arbitration difficulties, particularly conciliation, but warned that "There are a lot of characters among the film companies, but I have never met one who looked—or acted—like Santa Claus."

Allied has five alternatives for dealing with the industry arbitration plan as now proposed, according to a printed report by Abram F. Myers, general counsel. They are: to approve the draft in its present form, and authorize Allied officers to sign the compact; to approve the draft in principle, and instruct Allied's negotiating committee to seek the changes suggested by Myers' report or which the board may stipulate, with authority to the officers to act on the committee's final recommendation; to reject the draft either because it contains no provisions for arbitrating film rentals or because it contains provisions which are not deemed to be in the exhibitors' interests; to defer action until the January meeting of the Allied board, and instruct the negotiating committee in the meantime to ascertain how far the distributors will go in developing an effective conciliation or mediation plan and in meeting other points of Myers' report which the committee or the board may raise, and, to defer final action until such time as the film committee of Allied shall report that conditions regarding film rentals, terms, and conditions which are now giving rise to so many protests have eased to a point where confidence and goodwill among exhibitors has been restored.

Ben Marcus, Allied treasurer, opened the convention after President Wilbur Snaper praised Kirsch's address. On the dais were Marcus, Snaper, Kirsch, Jack Rose, Illinois Allied, and Stanley Kane, North Central Allied. John Daly, city clerk, welcomed the delegates.

The board voted to refer major controversial issues to the floor instead of taking final action themselves. The board approved and recommended to the delegates a plan under which Allied regional units will engage in an expanded interchange of film buying information, including terms, allocations, and prices. The plan in effect is an elaboration of the work being done by the Caravan.

The combined registration of the Allied-TESTMA-TEDA conventions was over 1,000 as facilities in the Morrison Hotel were strained. The Allied board announced that it had approved New England's bid for the 1953 convention in

PEOPLE

NEW YORK—Arch Oboler, who produced, directed and scripted "Bwana Devil," first feature-length Natural Vision three-dimensional film, last week named George J. Schaefer to handle the national distribution. Liaison work on the west coast between Schaefer and Oboler for the production will be handled by Sid Feder, while the Getschal advertising agency, New York, will handle the picture on a national scale. Arthur P. Jacobs' office is handling publicity for the Oboler company.

NEW YORK—Charles Cohen last week joined RKO's advertising department as a copywriter. Cohen, who resigned a similar position at 20th-Fox, entered the industry in 1929 with MGM. He remained with that organization until 1945, when he was named advertising manager for Berkely Industries in New Jersey. He returned to the film industry in 1948 at U-I.

ROCHESTER, N. Y.—Charles K. Flint will retire from active service as an Eastman Kodak Company vice-president and general manager of the company's Kodak Park Works on Jan. 1, 1953, it was announced last week. Ivar N. Hultman, company vice-president and assistant general manager at Kodak Park, will succeed Flint as general manager.

NEW YORK—Joe Ehrlich, who formerly handled syndicates and wire services for 20th-Fox, was last week added to RKO's publicity department to handle publicity and promotion of short subjects. Bob Boehnel will devote his full time to general newspaper contacts.

HOLLYWOOD—Harry Cohn last week announced that Alfred Hart, president, Hart Distilleries, real estate developer, and organizer of the Hart Foundation, a philanthropic organization, has been elected to the board of Columbia Pictures Corporation.

NEW YORK—Dan M. Coursey, a member of the 20th-Fox organization since March, 1936, was last week appointed to the post of Atlanta branch manager. Coursey succeeds Fred Dodson, who succumbed to a heart attack.

NEW YORK—Fred Schaefer, RKO press book editor for the last 21 years, left the company last fortnight. Before coming to RKO, Schaefer worked for United Artists, General Film Company and Vitagraph.

HOLLYWOOD—James S. Burkett last fortnight assumed duties as Cinecolor Corporation general sales manager. Cinecolor also named David Griffith executive officer for its plants in England.

Boston's Sheraton Plaza Hotel on Nov. 7-11.

A proposal to use theatres as outlets for the sale of Prevue, the new pocket size fan magazine, as part of a plan to increase revenues, will be acted upon by the Allied board at its January meeting, directors decided. The plan stipulates that copies of the magazine would be made available to all theatres, whether Allied members or not.

L. C. Montgomery, New Orleans, won the drawing at the opening session for early arrivals. The prize was a desk clock, donated by Irving Mack, Filmack, to encourage early arrivals.

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The Editor Speaks

THERE is no better way to win friends and influence people than through the traditional star and press junket to cities, towns, and villages. The more of them,



PAUL MANNING

the merrier is the song of the ticket taker. The tremendous good will garnered for motion pictures and its people via these exciting trips about the nation is reflected in the beaming acceptance by the public of even the lowliest feature player or starlet. Set aside the wild receptions tendered the

top star players, and regard instead the eager desire of the American people to be in the same town, the same room, and, what is more important, the same theatre with someone, anyone, from that magic city, Hollywood.

THE RENO, Nev., junket for the world premiere of the Pine-Thomas production for Paramount, "The Blazing Forest", was hosted, graciously and completely, by the management of one of the leading hotels, The New Golden Hotel and Bank Casino. Everyone, the mayor, the personnel of the fine hotel, newsmen, and leading civic figures all rolled out the royal carpet to bid welcome in true western fashion. Perhaps I should not just restrict it to westerners, for other junkets have shown this same cooperative spirit to prevail wherever a well organized troupe made its glamorous appearance.

THE CITY OF RENO, the New Golden Hotel, which I hear footed the entire tab, and the thousands of citizens who contributed so warmly by their very interest and appearance have done the industry a great service. We can do no less than to say "Thanks, Partner!"

Studia Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 8113 1/2 West Fourth, Los Angeles 48, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 5, No. 12 November 26, 1952

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

MGM's

"THE BAD AND THE BEAUTIFUL"

Starring

LANA TURNER, KIRK DOUGLAS, WALTER PIDGEON,
DICK POWELL

With

BARRY SULLIVAN, GLORIA GRAHAME, GILBERT ROLAND, LEO G. CARROLL,
VANESSA BROWN

Produced by John Houseman. Directed by Vincente Minnelli.
Screen play by Charles Schnee, based on a story by George Bradshaw.

MGM's

"ABOVE AND BEYOND"

Starring

ROBERT TAYLOR and ELEANOR PARKER

With

JAMES WHITMORE AND MARILYN ERSKINE

Produced and directed by Melvin Frank and Norman Panama.
Screen play by Melvin Frank, Norman Panama, and Beirne Lay, Jr.
Story by Beirne Lay, Jr.

PARAMOUNT's

"ROAD TO BALI"

Starring

BING CROSBY, BOB HOPE and DOROTHY LAMOUR

With

MURVYN YVE, PETER COE

Produced by Harry Tugend. Directed by Hal Walker.
Screen play by Frank Butler, Hal Kanter and William Morrow.
New Songs—Lyrics by Johnny Burke; Music by James Van Heusen. Color by Technicolor.

A Song, A Smile, A Hit— That's Tony Martin's Way

Currently in "Here Come The Girls", For Paramount,
The Singing Star Has A Level-Headed Approach

BECAUSE these hands of mine have been happily reddened many times in warm applause at the superb artistry of Tony Martin, I jumped at the chance to visit with him on the set of "Here Come The Girls", now shooting at Paramount Studios in Hollywood.

HERE WAS a real opportunity to get a close-up of my favorite singer of songs, a fellow who has become the top international star of the stage, night club, recordings, radio, and what have you. So, as I headed for Stage 16 at Paramount, I was just a bit excited at the thought of finally shaking hands, saying "hello", and getting better acquainted. Entering the bustling stage, the air was bustling and hustling, shooting one of the big production numbers of this musical in which Martin is co-starring with Bob Hope and songstress Rosemary Clooney. There was Martin, up on the stage, all togged out in true Broadway chorus boy fashion.

AT A BREAK in the shooting, I was introduced to him. His first handshake amazed me, it was so rugged, especially for a guy who is supposed to do nothing but sing songs. I found out that he spends lots of time on the golf course at the Hillcrest Country Club, a popular golf club. Later, I found out from Hillcrest members that he swings a mean mashie.

WHILE WE CHIT-CHATTED, I looked him over. Stacked a neat six feet, and packed

solidly with a springy 168 pounds of active muscle, he can as easily lift the bar bells in his gym as he can sway provocatively to the fascinating rhythms of his songs. This is the mark of the true entertainer, the solid artist. With him, there's no gim-

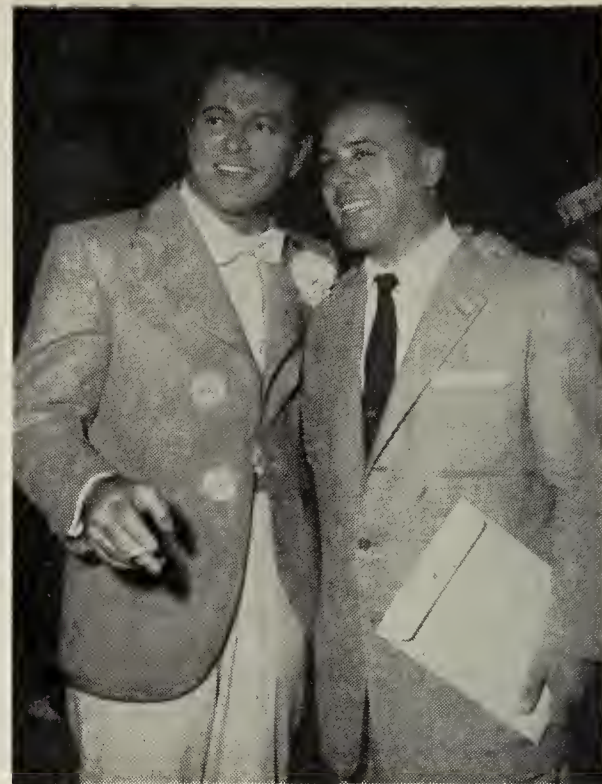


Singing star Martin, his lovely wife, dancing star Cyd Charisse, and their baby son, Tony, Jr., lead a happy, informal home life in Hollywood.

mick singing a song, no goofy, fluky style. Give it the straight, honest treatment, sing it out, the way you feel it deep down, this is the Tony Martin way.

IN 1948, he middle-aisled it with lovely, talented Cyd Charisse, MGM dancer-actress star. They have been blessed with a son, Tony, Jr., born on Aug. 28, 1950. Knowing of the hazards of two professional careers within one family wall, I asked him about this traditional lament. "Sure," he smiled back, knowingly, "folks everywhere, in or out of this business, got to have problems. It's only natural for married couples to have differences. Cyd and I have found that our love for music, plus a little plain old common sense, always squares away whatever is bothering us. We're just an ordinary couple, and love it!"

WITH MORE than a decade now behind him as one of the most sought after entertainers, on an international basis, he humbly realizes the size of his debt of gratitude to the millions of fans who, through their consistent rooting, made today possible.



On the set of Paramount's "Something for the Girls," Tony Martin points out interesting features to STUDIO SURVEY's Paul Manning.

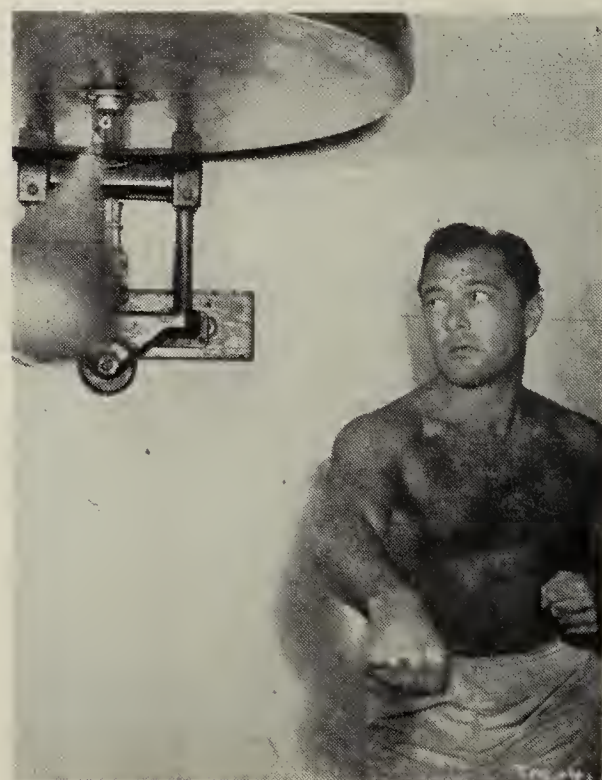
"They're all out there," he said, "out there behind that camera lens. I can see them. That's why I find it easy and natural to smile and perform for a cold camera. It's just like being back with those swell guys and gals who gave me a lift when I really needed it. Where would we entertainers be without those wonderful people who kept us going when the going got a little rough?"

THIS humility was very refreshing to me, after having been wallowing in the pretentious ego of many of the pseudo-talents of this town. The way I see it, there is great need in our industry for more such tuneful-bright-and-proven talents.

FROM THIS writer to Tony Martin, who is definitely with us to stay, goes the sincere wish that he will keep singing, keep smiling, keep making hits, and keep booming that golf ball right smack down the middle of Hillcrest! Fore!—P. M.



Martin is shown here taking a lesson from his opera singing coach, Mark Markhoff, in his Beverly Hills, Cal., home after a busy day.



One of the secrets of Martin's success is his perfect physical condition. The husky singer is shown here during one of his regular "bag" sessions.

**FOR THEATRES OUTSIDE
U. S. A. AND CANADA**

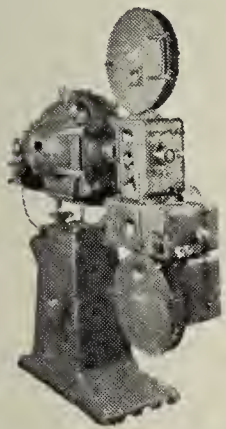
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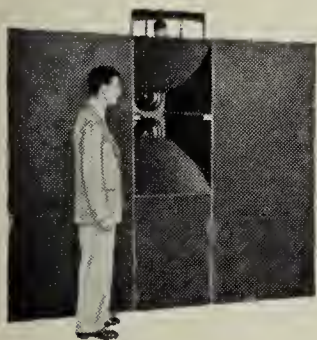
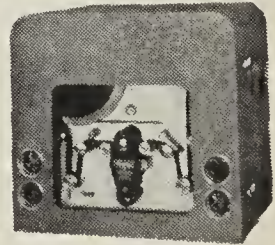
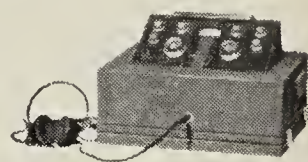
SOUND AND PROJECTION SYSTEMS. Academy Award Winning Western Electric Hydro Flutter Suppressor is featured in Westrex Master, Advanced and Standard Systems.

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Research, Distribution and Service for the Motion Picture Industry



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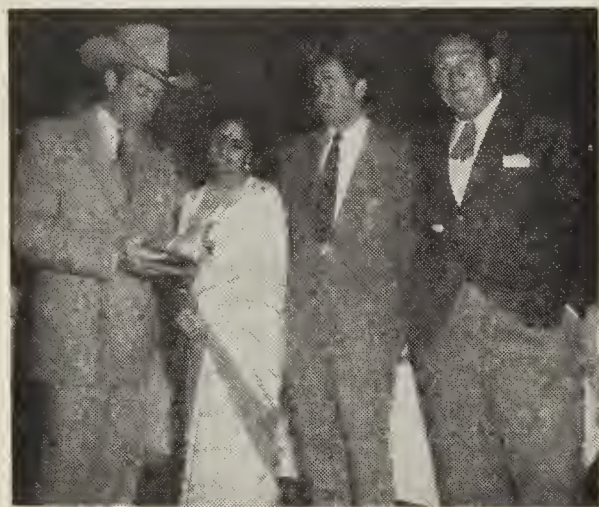
The Coast Is Host To Some Indian Visitors

FRANK CAPRA, who recently spent eight weeks in India representing the United States at India's International Film Festival, put the shoe on the other foot and acted as liaison officer for the recent visit of 14 outstanding Indian film personalities to Hollywood. The visitors included the four most beautiful and talented women stars and the three top male stars along with producers, directors, and technicians. They were actresses Nargis, Surya Kumari, Arundati Mukerji, and Bina Rai;

actors Raj Kapoor, Prem Nath, and David Abraham; producer-director Chandulal Shah, president, Indian Motion Picture Producers Association and leader of the delegation; producer-director-exhibitor B. N. Sircar; producer-director K. Subramanian; director-exhibitor Keki Modi; art director M. R. Archarekar; cinematographer D. P. Divecha, and sound technician Minpo Katrak.

Capra and Y. Frank Freeman, board chairman, Association of Motion Picture

Producers, led the industry in an elaborate program of events in honor of the visitors. Industry leaders, stars, and civic officials attended a dinner and reception at the Beverly Hills Hotel, and receptions were also given by the Screen Directors Guild and the American Society of Cinematographers. The Indian delegation visited all major Hollywood studios, and saw American production techniques first hand. The visit climaxed a four-week tour of the country.



Republic stars, left to right, Rocky Lane, Chill Wills, and Victor McLaglen, are seen with Bombay actress Bina Rai at Republic's buffet reception for the visiting Indian delegation.



John Arnold, executive director of photography at MGM; B. P. Divecha, and Charles Rosher, director of photography on MGM's "Young Bess," chat at an MGM affair for the visitors from India.



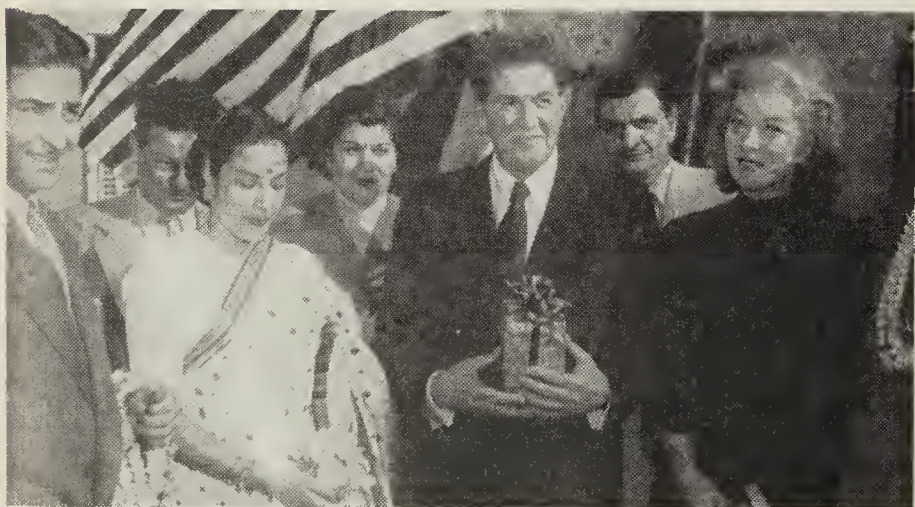
Milton J. Rackmil, president, U-I, exchanges views on picture making with Chandulal Shah, Indian delegation head, at one of the many affairs given in honor of the Indian visitors.



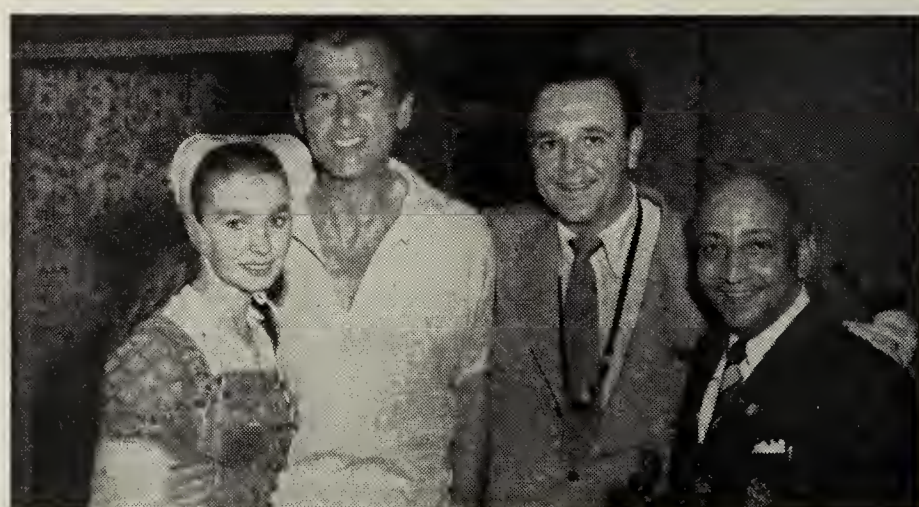
Cecil B. DeMille, center, welcomes the Indian film delegation to Paramount in Hollywood. Seen, left to right, are: M. R. Archarekar, art director; Mrs. Ellen Modi; Miss Gohar, owner, Shree Ranjit Movietone Studios; Chandulal Shah, president, Film Federation of India; DeMille; Keki M. Modi, producer-director general, Western India Theatres Limited; Minoo Katrak, recording engineer, and B. P. Divecha, who is the Kardar Studios chief cameraman.



MGM stars and executives honor the film delegation from India at a luncheon in the Hollywood studios. In the foreground are seated Jean Simmons and Benjamin Thau, MGM vice-president and studio executive. On the dais, among others, are Y. Frank Freeman, Paramount vice-president; Shah, veteran leader of the visiting delegation, and Greer Garson, MGM star, one of the many celebrities who showed the Indians around.



L. K. Sidney, MGM vice-president, is shown receiving a gift from the Indian delegation on behalf of the studio. Noted, left to right, are: Raj Kapoor, Katrak, Nargis, Mrs. Modi, Sidney, Keki Modi and Miss Garson.



Part of the MGM group that turned out to honor the Indian delegation are, left to right, Jean Simmons, Stewart Granger, George Sidney, and David Abraham. Miss Simmons and Granger are soon to be seen in "Young Bess."

Northern Junket - "The Blazing Forest" - In Reno, Nev.



At the Reno, Nev., airport for the premiere of Pine-Thomas' Paramount production, "The Blazing Forest," are, left to right, Roscoe Ates, Mayor Francis Smith, Rhonda Fleming, Richard Arlen, The Reno Gazette and Journal editor Merrill Inch, Reno Community Chest President Les Kofed, William Demarest, John Payne, Susan Morrow, Golden Hotel manager V. Lane Dyer, co-producer Bill Thomas, and STUDIO SURVEY editor Paul Manning.



On the premiere parade route, on the evening of the gala event at Reno's Majestic, the car carrying two stars, Payne and Miss Morrow, passes beneath one of the most famous and glamorous signs in all the world. Thousands of residents and visitors turned out en masse to do homage to the representatives from the film capital just across the border in California. The junket was one of the most successful from a publicity standpoint.



Standing before the elaborate buffet served before the premiere in the Golden Hotel's cocktail party are David High, hotel managing director; Dyer, and Thomas Georgio and Vittorio, chef's assistant and head chef.



Miss Morrow, Payne, and Demarest do a bit of happy clowning before the sign in the casino-lobby of the newly decorated hotel heralding the film premiere, proceeds of which went to the Reno Community Chest.

Southern Junket - "Flat Top" - In San Diego, Cal., Harbor



Steve Broidy, president, Allied Artists, presents a 16mm. color print of "Flat Top" to the men of the USS Princeton, the aircraft carrier on which many of the film's scenes were shot. Receiving the print is Captain William Hollingsworth, who brought the Princeton back from Korea to San Diego, Cal., only a few days before the big world premiere was held.



Boarding the special train to San Diego for the shipboard premiere are a group of Allied Artists' franchise holders and executives, left to right, Herman Rifkin, Boston; Ed Morey, vice-president; actress Anne Kimbell; Arthur Bromberg, Atlanta; Oliver Trampe, Milwaukee; Norton Ritchey, vice-president and president, foreign sales, and William Hurlbut, Detroit.



Film actresses Miss Kimbell, left, and Cathy Downs, plant "winner's kisses" on sailor John Campsmith, machinist's mate third class, Muskegon Heights, Mich., victor in a contest among the crew of the Princeton held in conjunction with the premiere, one of the more unusual scheduled events.



Film personalities aboard the ship for the premiere are, left to right, Miss Downs, Buddy Baer, Marilyn Maxwell, Miss Kimbell, Sterling Hayden, Hillary Brooke, Richard Carlson, Helene Stanley, Keith Larsen, Gale Storm, Kirby Grant, Peggy Castle, Vicki Lane, and Joel Marston, all quite happy.

Miscellaneous

In the Newsreels

IN ALL FIVE:

Washington: Atomic head tells of H-bomb tests.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 35, No. 94) Off Cape Henry, Va.: Tanker rams navy ship. Augusta, Ga.: Eisenhower ends Georgia vacation. Israel: Funeral of President Weizmann. England: Queen Elizabeth sets fashions for coronation. Football: Princeton 27, Yale 21; Michigan State 21, Notre Dame 3.

NEWS OF THE DAY (Vol. XXIV, No. 224) Augusta, Ga.: Eisenhower ends Georgia vacation. England: Queen Elizabeth sets fashions for coronation. Germany: Hamburg jitterbug championship. Football: Michigan State 21, Notre Dame 3; Penn 13, Army 14.

PARAMOUNT NEWS (No. 27) Israel: Funeral of President Weizmann. Germany: Hamburg jitterbug championship. Football: Princeton 27, Yale 21; Michigan State 21, Notre Dame 3.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 414) Indo-China: French forces drive. Augusta, Ga.: Eisenhower ends vacation. Israel: Funeral of President Weizmann. New York: Motion Picture Pioneer awards. Football: Michigan State 21, Notre Dame 3; Princeton 27, Yale 21.

WARNER PATHE NEWS (Vol. 24, No. 29) Indo-China: French forces drive to cut off Red units. Israel: Funeral of President Weizmann. Santa Ana, Cal.: Wingless plane flies; but not for long. France: World's first baby jet. Los Angeles, Cal.: Marines launch "Toys For Tots" appeal. Football: Princeton 27, Yale 21; Michigan State 21, Notre Dame 3.

TELENEWS DIGEST (Vol. 6, No. 47-A) Augusta, Ga.: Eisenhower ends vacation. Arizona: Stevenson relaxes. Greece: Landslide vote elects Papagos. Egypt: Leader Naguib celebrates third month. France: World's first baby jet. Football: Michigan State 21, Notre Dame 3.

MOVIE TONE NEWS (Vol. 35, No. 93) New York: Debate on Korea continues in UN. New York: Senator McCarran blasts UN on Red employes. Korea: Ike's son hears his dad has been elected President. Korea: Assistant Defense Secretary Mrs. Rosenberg visits front. Korea: GI's set for winter. New York: S.S. United States gets speed trophy. Japan: Crown Prince Akihito proclaimed heir. Germany: Pope appoints new Archbishop at Munich. New York: Kids beef at bike tax.

NEWS OF THE DAY (Vol. XXIV, No. 223) Korea: GI's get set. San Francisco: Aircraft carrier Princeton returns. New York: S.S. United States get speed trophy. England: Queen Elizabeth pays tribute to Britain's heroes. India: Faithful flock to Ganges. Japan: Japs get American warships. Japan: Crown Prince Akihito proclaimed heir. Europe: Hunting dog field trials. Europe: Chimp trapeze artists.

PARAMOUNT NEWS (No. 26) New York: S.S. United States gets speed trophy. India: Faithful flock to Ganges. England: Queen Elizabeth pays tribute to Britain's heroes. Japan: Crown Prince Akihito proclaimed heir. France: Latest in short hairdos. Montreal, Canada: Maurice "Rocket" Richard establishes all-time hockey scoring record.

VCI Holds Mid-Winter Meeting In Pittsburgh

PITTSBURGH—The 25th anniversary and mid-winter meeting of Variety Clubs International concluded last week with a banquet with guests including ex-Governor Harold Hoffman, New Jersey; Mayor David Lawrence; Paul Martin, Canadian minister of national health and welfare, representing Canada at the United Nations General Assembly; Branch Rickey; C. J. Latta, London, and Luis Montes and other foreign representatives.

Business meetings, presided over by International Chief Barker Jack Beresin were attended by delegates representing every tent in the country as well as tents in Ireland, England, Canada, Japan, and Mexico.

Tent 1, founder of the Variety Club, staged a telethon to raise money to erect a wing on the Pittsburgh Memorial Hospital.

Celebrities on the telethon were Virginia Mayo, Michael O'Shea, Janet Leigh, Tony Curtis, George Murphy, Rhonda Fleming, Van Heflin, Forrest Tucker, Morton Downey, Tony Romano, Dennis James, and others.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 413) New York: Debate on Korea continues in UN. Holland: Rotterdam harbor blocked by sinking of "Faustus". California: Stanford University's Dr. Felix Bloch receives Nobel Award. France: Francois Mauriac receives Nobel Award. Spain: Veterans of Civil War meet. Japan: Japs get American warships. Football: UCLA 57, Oregon State 0.

WARNER PATHE NEWS (Vol. 24, No. 28) Japan: Crown Prince Akihito proclaimed heir. Washington: Eisenhower aide Dodge begins budget talks. New York: S.S. United States gets speed trophy. France: UNESCO opens seventh session in Paris. Italy: Rome crowds greet Louis Armstrong. Switzerland: After skiing fashions. Hollywood: Abbott and Costello—Droopert rides again. New York: Jumpers star in horse show. Germany: World roller skating championships.

TELENEWS DIGEST (Vol. 6, No. 47-B) Chicago: New jet hangars; Air defense system speeded. New York: S.S. United States gets speed trophy. Israel: President, Doctor Weizmann lies in state. Holland: Rotterdam harbor blocked by sinking of "Faustus." England: London hails new Lord Mayor. California: Giant vacuum cleaner sweeps highway. Fashion follies: Latest fashions in the dog world.

NATIONAL LEGION OF DECENCY

Nov. 20, 1952

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Breaking Through The Sound Barrier" (UA) (English-made); "Flat Top" (Monogram); "Pony Soldier" (20th-Fox); UNOBJECTIONABLE FOR ADULTS: "Cairo Road" (Realart) (This rating applies only to prints exhibited in the United States and its possessions); "Gods Of Bali" (Classic); "Hangman's Knot" (Col.); "The Lawless Breed" (U-I); "Plymouth Adventure" (MGM); "Sky Full Of Moon" (MGM); "The Thief Of Venice" (20th-Fox) (Italian made); OBJECTIONABLE IN PART FOR ALL: "Androcles And The Lion" (RKO); "Come Back Little Sheba"



Harry C. Arthur, left, Fanchon and Marco, St. Louis Amusement Company Theatres, and Edward M. Queeny, St. Louis independent producer, are shown at the recent world premiere of the producer's "Wakamba" at F and M's Fox, St. Louis.

Einfeld Outlines Hard-Hitting Program

NEW YORK—A hard-hitting program for the future, emphasizing increased regional and point-of-play date charting of advertising, publicity, and exploitation, was developed by Charles Einfeld, 20th-Fox vice-president, at final sessions of the division managers' meeting last fortnight.

Einfeld disclosed that greater emphasis in the months to come will be on intra-division campaign coordination and integration.

The specialized handling of pictures, coupled with flexibility of showmanship approaches, was also hit upon by Einfeld as a key to better merchandising practices.

Tying in recommendations with the specifics of campaigns in work to carry them to fruition, Einfeld enumerated the plans for the next five months. Bert E. Friedlob's "The Steel Trap" was the first of a dozen pictures whose campaigns were detailed to the division chiefs. "My Pal Gus", premiered in Indianapolis, is being campaigned via civic-sponsored events.

The third film discussed was "Stars And Stripes Forever", one of four Christmas offerings.

Daphne du Maurier's "My Cousin Rachel", another Yuletide attraction, was reported on by Einfeld. Again, a strong point-of-sale approach utilizing newspaper Sunday supplements joined by regional and national ads will be used.

Two other Christmas-New Year's holiday films, "Ruby Gentry" and "The I Don't Care Girl", were also elaborated on by Einfeld.

"My Cousin Rachel", "Ruby Gentry", and "The I Don't Care Girl", moved up in release to qualify not only for the holiday period but also for Academy Award contention, Einfeld stated, will be followed by "The Thief Of Venice", "Taxi", "Niagara", "The Farmer Takes A Wife", "Treasure Of The Golden Condor", and "Tonight We Sing."

(Para.); "Kansas City Confidential" (UA); "Montana Belle" (RKO).

NATIONAL BOARD OF REVIEW

Nov. 8, 1952

SELECTED FEATURE: "Two Cents Worth Of Hope" (Times) (Italian-made).



Alice Kelley, Chill Wills, Rod Cameron, and writer-producer Robert Andrews took time off at Durham, N. C., during their recent "Movietime" tour to visit children in the North Carolina Cerebral Palsy Hospital.

Tri-States MPTO Sets Dec. 16 "School"

MEMPHIS—Leon Rountree, president, Motion Picture Theatre Owners of Arkansas, Tennessee, and Mississippi, announced a one-day meeting at the Gayaso Hotel on Dec. 16 in the nature of a school to give instructions on theatre management, concessions, equipment and advertising.

The session will be conducted by M. B. Smith and J. D. Braunagel, Commonwealth Theatres.

In for a booking trip were: Carl Carter, Jacksonville, Fla.; Bill Yarbrough, Emily, Hartwell, Ga.; W. R. Boswell, Greensboro, Greensboro, Ga.; P. J. Gaston, Griffin, Ga.; E. P. Clay, Hampton, Hampton, Ga.; Herman Abrams, Lumpkin, Lumpkin, Ga.; J. S. Tankersley, Ellijay, Ellijay, Ga.; W. E. Griffin, Vienna, Vienna, Ga.; Spence Pierce, Knoxville Drive-In, Knoxville, Tenn., and Walter Morris, Knoxville, Tenn.

The new 300-car Rainbow Drive-In, Gadsden, Ala., owned by the Alga Theatre Corporation, opened. Manager is C. S. Pitman, Jr. President of the company is C. S. Pitman.

R. H. Dunn, Camilla, Ga., said that his new 250-car drive-in will be ready for opening in the middle of December. . . . Raymond Edwards branch manager, Realart, Tampa, Fla., returned after an illness. . . . O. C. Alexander, sales representative, Wil-Kin Theatre Supply, sold equipment to Lee Hancock and Greer Grace for the College Drive-In, near Fort Valley, Ga., to open about the first of the year.

Max Fowler, Martin, Villa Rica, Ga., is now manager, Rialto, Columbus, Ga.

Mrs. Marion L. Anderson started her second drive-in near Sylvania, Ga. . . . Owen Peck, is the new manager, Cobb, Marietta, Ga., a unit of Martin Theatres.

Martin Theatres has taken over the Isle of View Drive-In, Panama City, Fla.

The new Trail Drive-In, Hazlehurst, Ga., opened. One of the Stein Theatre Circuit, the open-airer is located on a high hill on the Lumber City Highway. Car capacity is 200, but it can be enlarged.

M. L. Ford, Ford, Lavonia, Ga.; Milton Brockett, Crescent Amusement Company, Nashville, Tenn.; Mack Jackson, Alexander City, Ala.; R. E. Hook, Palace, Aliceville, Ala.; Earnest Ingram, Ashland and Lineville, Ala.; J. H. Worthington, Auto Movies, Bessemer, Ala.; Paul Englar, Famous Theatre Company, Birmingham, Ala.; Harry Curl, Melba, Birmingham, Ala.; Bill Griffin, Cullman Amusement Company, Cullman, Ala.; C. S. Pitman, Pitman, Gadsden, Ala.; John R. Moffitt, Montgomery, Ala.; Sidney Laird and L. J. Duncan, Al-Dun Amusement Company, West Point, Ga.; Ebb Duncan, Carrollton, Ga., and Hugh Martin, Martin Theatres, Florida, were in.

Memphis VC Seeks Heart Home Aid

MEMPHIS—The Variety Club, which has long been one of the strongest supporters of the Mothers' Milk Bank, is now putting its facilities back of a Convalescent Home for Children, suffering from the effects of rheumatic fever.

M. A. Lightman, Sr., long-time Chief Barker and head, Memphis Heart Association drive, for the past two years, is given credit for coordinating forces behind the proposed new home for suffering children.

"A child with rheumatic fever goes through an acute phase of the disease," a Memphis pediatrician explained. "At that time he is sick, and has fever. After a month or six weeks of treatment, the child may feel well, but the disease is smouldering like the still hot embers of a dying fire. This may go on as long as two years. During that time, the child must have bed rest, good diet, and all the things a good home can provide. This is the only way to prevent heart damage."

While John Gaston Hospital's Children's Heart Clinic takes good care of indigent children with heart disease of every kind, it is pointed out that when the fever is arrested, there is no place for poor children to go for the needed rest so necessary to avoid heart disease. This is the interim which the club proposed to fill with its Convalescent Home for Children.

The club will continue to support the Mothers' Milk Bank as long as it is needed, but that need at present has lessened somewhat.

The Variety Club will be assisted by a group of local women heading the Children's Heart Association. The project will be a 20-bed one-story home, planned to include a second story when, and if, needed. It will be built near John Gaston Hospital and the University of Tennessee Medical Center, and is estimated to cost \$78,505. The funds will be raised through public subscription, and the home will be open for care of both white and Negro children.

The home will be named Variety Club's Convalescent Home for Children, under a Tennessee charter. The home's governing board will consist of five members of the Children Heart Association and six members of the Variety Club: Lightman, president; M. H. Brandon, Film Transit president, first vice-president and Chief Barker, Variety Club; Mrs. Ernest Betz, CHA, second vice-president; Mrs. Breen Bland, CHA, second vice-president, and Alton Sims, local booker, Rowley Theatres United, treasurer. Kemmon Wilson, theatre man, and R. L. Bostick, vice-president, National Theatre Supply, are on the board.

The club is making a plea to all theatre owners in the mid-south area to help with this undertaking, as children from the area will be admitted to the home for care.

Jack Heffelman, Princess, Huntsville, Ala., left for a vacation trip. . . . R. M. Kennedy has taken the Capitol and Bethy, Elizabethton, Tenn., and will

NEWS OF THE

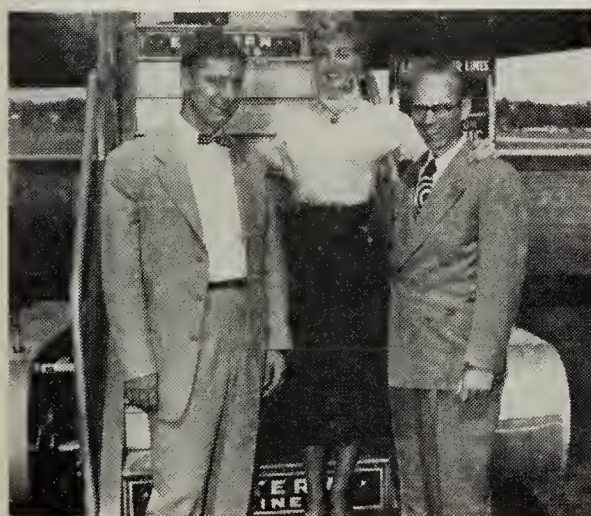
Territory

BRANCHES

Atlanta

W. W. Hammond, booker, Orr's Circuit, Alabama, was in. . . . Gault Brown, Hollywood, Madisonville, Tenn; Jay Solomon, Chattanooga, Tenn.; Mose Lebowitz, Grand Amusement Company, Chattanooga, Tenn.; W. L. Fincher, drive-in, Chattanooga; Mrs. M. K. Story, Knox, Warrenton, Ga.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; John Carter, Brookhaven, Brookhaven, Ga.; Mel Brown, Montgomery Drive-In, Savannah, Ga., and Mrs. M. M. Osman, Porterdale, Porterdale, Ga., were in.

City attorney Savage's office was asked to determine whether the city should issue permits to theatres to operate on Sunday as provided by a 1949 state law. No such permit has yet been issued, but the matter was precipitated when George W. Gaston, who owns the Madison, was warned by Dekalb authorities to comply with the law, or close his theatre at once. Perry Bloodworth, assistant city attorney, expressed the belief that the city must issue permits to legalize Sunday showing.



The Southern Ad Club convention recently named Paramount star Jan Sterling, "Miss Ad Club of the South." Seen left to right, are: Lionel Baxter, manager, radio and TV station WAPI, Birmingham, Ala.; Miss Sterling, and Norris Hadaway, manager, Alabama, Birmingham, Ala.

close the Bethy. At the Capitol, he will use first-runs. . . . Frank Bell, district manager, Florida State Theatres, accompanied Jane Pickens when she appeared in the hospital wards of the Veterans' Hospital, Bay Pines, Fla.

The Blanding Drive-In, Starke, Fla., closed for the winter. . . . The new Jasper, Jasper, Ala., managed by Bill Steppe, celebrated its second birthday. . . . Boxoffice receipts in Alabama theatres during July increased 15.6 per cent over June, according to the University of Alabama.

Gault Brown, Jr., is the new owner, Madison Drive-In, Madisonville, Tenn. . . . Gault Brown, Sr., former manager, Hollywood, Madisonville, Tenn., was in. . . . J. E. Ohlinger was appointed manager, St. Joe Drive-In, Port St. Joe, Fla., Martin Theatres.

The Skyvue Drive-In, Lanett, Ala., closed for the winter. . . . Fred Hull, MGM's Jacksonville, Fla., branch manager, checked in after a vacation in Cuba.

Charlotte

Hugh Owen, Paramount's eastern and southern division manager, returned to New York following sales conferences here.

Earnest Stellings, Manor, garnered a half-page co-op. ad with the Mellon Company on "Ivanhoe."

A new Cycloramic screen has been installed at the Plaza.

Memphis

Initial plans for the Mississippi River saturation territorial world premiere of U-I's "Mississippi Gambler" were set in motion with the visit of Charles Simonelli, U-I's eastern advertising and publicity department manager to St. Louis, New Orleans, and this city. Plans are to kick off the picture with a week of world premieres in cities and towns lining the Mississippi River, with emphasis on the three cities. . . . Accompanied by Jerome M. Evans, U-I home office exploitation representative, Simonelli conferred with civic officials, circuit executives, and merchandising representatives in the three cities. Simonelli spoke with Edward Arthur, head, and Bob Johnson, advertising and publicity director, Fanchon and Marco, St. Louis, as well as Frank Doyle, director, Louisiana Purchase Sesquicentennial Commission. The local meeting was with M. A. Lightman, head, Malco. New Orleans conferences were with RKO Theatres representatives and Brigadier General Ray Huft, New Orleans representative, Louisiana Purchase Sesquicentennial. Merchandise promotional meetings in the cities were also held.

PARAMOUNT—Mrs. J. D. Baker, booking clerk, happily welcomed her husband home from Japan, where he has been stationed with the air force. . . . A promotion for Jimmy Smith, head shipper, to booker, pushed up John Coll into his spot, and Dan Wahlquist and a new member, James Campbell, became assistant shippers.

Oxford, Miss., is again making national headlines. It has been turned



Writer-producer Robert Andrews, Chill Wills, Alice Kelley, and Rod Cameron received the key to the city from Mayor E. J. Evans, right, upon their recent arrival in Durham, N. C., in connection with the "Movietime" tour.

into a motion picture set while a New York company is filming a story about author William Faulkner for an "Omnibus" television program. The story shows the Nobel prize winning novelist in his home town in the environment where he has written his books.

MONOGRAM—Jimmy Prichard, district manager, Dallas, visited his brother Bailey Prichard, branch manager. . . . Assistant cashier Joy Wright was on vacation.

MGM—Visiting exhibitors include J. C. Bond, Hernando, Miss.; J. T. James, Cotton Plant, Ark., and Charles T. Reveley, Stephens, Ark.

20TH-FOX — Exhibitors calling were: Mrs. J. C. Noble, Leland, Miss.; Whyte Bedford, Hamilton, Ala.; Jesse Moore, Crenshaw, Miss.; Lisle Richmond, Senath, Mo.; Mrs. J. E. Thompson, Pangborn, Ark.; John Hurd, Truman, Ark.; Lloyd Hutchins, Kensitt, Ark.; Joe Wofford, Eupora, Miss.; Alvin Tipton, Carraway, Ark.; Douglas Pierce, Pocahontas, Ark.; Guy Amis, Lexington, Tenn.; John Mphrstadt, Hayti, Mo.; W. F. Ruffin, Sr., Covington, Tenn., and John Staples, Piggott, Ark.

The Malco, Goldsmith's, and U-I were cooperating to select a "Because of You" girl in a contest inspired by the film which opens at Malco on Nov. 26.

Mrs. J. E. Thompson, is new owner, Pangborn, Pangborn, Ark., which she bought from Lloyd Hutchins, Kensitt, Ark.

New Orleans

Nick Lamantia, Ritz, Bogalusa, La., spent an hour on the Row before sauntering to Theatre Service Company, his buying and booking representative. . . . Characters one can't help but admire: E. W. Clinton's perpetual suavety, and J. P. Guitreau's everlasting jollity. The former owns theatres in Mississippi, and Guitreau is associate owner, Gonzales, La., Drive-In.

Stanley Taylor, Crosby, Miss., was in on a two day buying and booking spree for his theatres. . . . Tom Neely, Sr., manager, National Theatre Supply, was back after calls in Lake Charles, La.

J. G. Broggi, buying and booking representative for R. V. Fairbanks' Island, Sicily, Island, La., said that operations will be suspended because of the drought.

Mrs. Lucy Trosclair Boudreaux, 70, died in Algiers, La. She was the mother of Dan Boudreaux, Masterpiece-Realart.

Exhibitors, many of whom are members of Allied Theatre Owners of the Gulf States, Inc., left here in a body for National Allied's convention in Chicago were: Allied Gulf president and national director Abe Berenson; L. C. Montgomery, chairman of the board and committee member on national cooperation, and F. G. Prat, Jr., vice-president, and directors T. G. Solomon, McComb, Miss.; Milton Guidry, New Orleans, associate owner, Nona, Lafayette, La., and Yam Drive-In, Opelousas, La., and Locke Bolen, Grove Hill, Jackson and Thomasville, Ala., and Sam Jackson, Flomaton, Ala.; Donald Fiske, Oak Grove, La., and Frank and Robert DeGrauw, F and R Enterprises, Abbeville, La. Others were W. E. Limroth, general manager, Giddens and Rester Theatres, Mobile, Ala.; Harry Thomas, Pike Booking Company, an affiliate of T. G. Solomon Theatres, and M. A. Connett, Newton, Miss.

William Murphy, Jr., manager, Southeastern Theatre Equipment, attended the TESMA trade show in Chicago. He was joined by John B. Dumestre, Atlanta, president of the company.

Among the out-of-town exhibitors calling were: H. Hargroder, Beverly Drive-In, Hattiesburg, Miss.; William Butterfield, Lake Drive-In, Pascagoula, Miss., and F. G. Prat, Jr., and Harold Dacey.

Claud Darce, Opera House, Morgan City, La., visited. Others seen about were E. Sellers, Yam Drive-In, Opelousas, La.; Mrs. Bertha Foster, Violet and Port Sulphur, La.; Jack O'Quinn, Kaplan, La.; Mayor Lew Langlois, New Roads, La.; Cy Corolla, Arcade, Slidell, La.; John Luster, W. W. Page Theatres, Robeline, La.; Phillip Salles, Covington, La.; E. A. Knically, Jr., Fort, Harrisonburg, La.; Charles Phillips, Delta Theatres, Jonesville, La.; Al Randall, Woodville, Miss.; Robert Molzon, Norco and daughter, Ann, Labadieville, La.; Teddy Solomon and booker Harry Thomas, T. G. Solomon Theatres and affiliated Pike Booking Company; Gilbert Romero, Lafayette, La., and John Ballo, manager, Don, Gulfport, Miss.

The Paul Careys are cuddling a brand new baby boy. Pops recently took over the reins of Pittman's Tiger. . . . Mr. and Mrs. Jack Heffelman, Princess, Huntsville, Ala., visited before embarking on a Panama cruise.

Mr. and Mrs. Harold Cohen were off to Chicago for the Lippert conclave. . . . The happy group of 20th-Fox trekked to Audubon Park for a wiener roast and fun. . . . Thoughts of hunting now occupy the minds of sportsmen Ernest MacKenna, L. C. Montgomery, and Dan Brandon, among the first to bag their limit of the wild fowl at Shell Beach.

us in 'The Quiet Man' will return to New Orleans on your screen."

Articles of incorporation have been filed in Lake Charles, La., for Open Air Theatres, Inc., a new \$100,000 amusement firm which started construction of a twin drive-in on Highway 42 near Prien Lake Road. Maurice Kleinman, owner of drive-ins in Texas, was named president.

City, suburban, and near-by-town exhibitors seen about were: Mr. and Mrs. Frank Olah, Star, Albany, La.; S. E. Mortimore and Lyle Shiel, Skyvue Drive-In; William Sendy, Patio, and E. W. Ansardi, Buras, La.; Henry Heide- rich, Lyceum; Bertrand Kiern, Happy Hour; S. J. Gulino, Kenner, Kenner, La.; Larry and Barney Woolner, Woolner Theatres, Inc.; J. P. Guitreau, Gonzales Drive-In, and Ann Molzon and dad Robert, Norco and Labadieville, La.

Effective on Jan. 1, Joel Bluestone will handle the buying and booking for C. C. Duke's Owl Drive-In, Columbia, La. . . . Don Kay checked in for a week- end. He is roadshowing in the Texas territory. . . . G. Y. Harrell, Jr., was on an extensive business jaunt in Southwest, La.

Florida Jacksonville

Robert Capps, Loew's branch manager, left for a belated "summer" vacation in Atlanta. . . . Milton Frackman, Miami, Fla., exhibitor, was in on business. . . . A virus infection struck at 20th-Fox personnel. Both Cliff Hardin, head booker, and Phil Longdon, were on the sick list. . . . Mrs. Nell Green, formerly with Paramount, is a new film inspec- tress in 20th-Fox. . . . E. M. Loew, Boston, visited Paramount. . . . Paul Hargette, Columbia, was in New York at a meeting of southeastern branch man- agers from New Orleans, Atlanta, Charlotte, and this city. . . . Mrs. Ruby Tuohy, Columbia, was on leave to attend to her daughter during an illness. . . . Earl Turbyfill, Warner booking office employee, planned on improving his golf score during his vacation. . . . Shirley Gordon reported that the girls of the Warner office took part in a social affair at Jane Poppelwell's home.

St. Johns manager Sheldon Mandell scored heavily with newspaper space at his opening of "It Grows On Trees." He gave away real \$1 bills, but it took him

a half hour before he could find the first taker. The bills were attached to a small tree on the sidewalk in front of his theatre. A concealed Jacksonville Journal photographer snapped shots of the unbelieving persons who passed up the money. Once the first bill was taken, a crowd closed in on the tree, and stripped it bare.

Locke Crumley, manager, Matanzas, St. Augustine, Fla., is now on the retired list. His place has been taken by William Duggan, former manager, Colony, Winter Park, Fla. . . . Robert Daugherty, manager, Olympia, Miami, Fla., resigned to take an executive position with L. A. Stein Theatres. . . . Arvin K. Roths- child, National Theatre Enterprises general manager, said that a building permit had been issued to his company for a new outdoor theatre here. To be called the Monerief Drive-In, it will accommodate 300 cars. Rothschild's circuit currently operates here four indoor theatres and one outdoor, all of which cater exclusively to Negro patrons.

"Pony Soldier" had its southern pre- miere at the Florida on Nov. 13. Man- ager Robert Heekin achieved a pioneer atmosphere by resurrecting a real prairie schooner, pulled by a team of work horses, and having it tour the downtown area at rush hours.

Only reserved seats at advanced prices were sold by William Beck, man- ager, Five Points, on the first day of his first-run showing of "Tales of Hoff- mann." The rest of the run patrons bought general admission tickets at regular prices.

There is talk of seeking a charter for the formation of a Variety Club, now that the potential membership has grown considerably in the past year. Film com- pany branch offices include Loew's, U-I, 20th-Fox, Warner, Paramount, UA, and Columbia. In addition, there are numer- ous other booking offices, exchanges, circuit offices, theatrical supply firms, and other businesses allied to the industry.

Florida State Theatres home office: Guy A. Kenimer, general manager, is devoting his full time to theatre opera- tions during a complete tour of the cir- cuit's 73 theatres. . . . Ernestine Tenhet has replaced Marian Brewer, who re- signed to become a newly-wedded house- wife, as Howard Pettengill's secretary. . . . Marriage has changed Esther Henshal's name to Mrs. Esther Pittman. . . . Joe Deitch's secretary, Rosalie Sturge, made a weekend trip to St. Petersburg, Fla. . . . Pete Hillman, booker, is back after illness. . . . Joe Johnson moved into the accessories department at the warehouse after years of employment with Gulf Coast Conces- sions. . . . Emily Crow's husband, Bob, is fit again after being hospitalized in Atlanta. . . . Louis J. Finski, vice-presi- dent, went to Daytona Beach, Fla., on business. . . . James W. Cartwright, dis- trict manager, Daytona Beach, Fla., was here to attend a meeting of Chamber of Commerce leaders. . . . Harry Botwick, concessions department chief,

attended the National Association of Popcorn Manufacturers gathering in Chicago, where he observed the new green-tinted chlorophyll popcorn.

Wil-Kin Theatre Supply now has the local warehouse section and office for- merly operated as the Florida State Theatres supply department. M. A. Shaaber is manager. His assistant, Harry Chambers, attended a family get- together in Lakeland, Fla.

Bob Cannon, Cannon Theatres, Live Oak, Fla., was seen at the Columbia office. . . . Paramount visitors were C. T. Nelson, Park, Hahira, Ga., and Tom Daniels, Gainesville, Fla., drive-in exhibitor. . . . Calling at Metro were Joe Thrift, Floyd Theatres, Haines City, Fla.; William Lee, Air Park Drive-In, Keystone Heights, Fla.; Harold Popel, West Palm Beach, Fla., and Hugh Martin, Columbus, Ga.

Miami

A spokesman for Wometco Theatres denied that it had taken over operation of the Sky Drome Drive-In, Lake Worth, Fla., as reported in EXHIBITOR. He added that the circuit has no plans at the present time of operating this theatre.

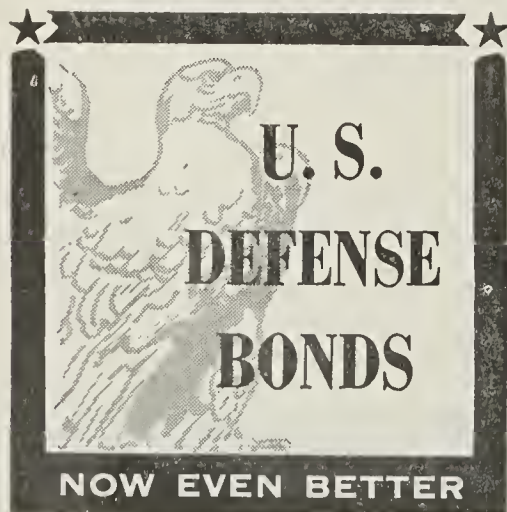
Mitchell Wolfson and Sidney Meyer, Wometco Theatres, received a citation by the "Golden Age" committee of the Chamber of Commerce on the "Golden Age" program over WIOD, a combined production of the Miami Chamber of Commerce and the Florida State Em- ployment Service designed to promote employment of the older worker.

Mississippi Jackson

Gaston J. Dureau, Jr., president, Kennington-Saenger Theatres, operating the Paramount, announced a managerial change. James King, former manager, Paramount, resigned in order to take care of private interests in the west. His replacement is William Deitenbeck, who has been in the business for 15 years, having formerly operated thea- tres in various parts of the south. Deitenbeck is a graduate of Birmingham Southern College, having received his B.A. degree in 1942. Following that time, he entered the service where he served in the air force both in this country and overseas until 1945. Upon his release he reentered theatre activity.

North Carolina Marion

Two teen-agers were found dead in their car after a show at the Garden City Drive-In. Richard Loftis, manager, said the car heater was running when he made a routine check of the parking area earlier in the evening. When the picture was over at around 11 p.m., a drive-in employee reported to Loftis that a man was asleep in a car still parked in the lot. On investigation, Loftis found Dean Mace, 17, and Melba Webb, 15, dead in the car, and summoned the coroner. Artificial respiration was administered for 30 minutes to both victims without success.



NEWS OF THE

Territory

Chicago

The Capitol, Canton, Ill., reopened after refurbishing. . . Clair Townsend, Lippert branch manager, will vacation in Florida in December. . . Leslie Larson bought the Ringsted, Ringsted, Ia.

Austin Hostetler was named LaPorte manager, LaPorte, Ind.

Fred Baldasti, formerly with B and K, was named Palace assistant manager. . . S. J. Gregory, Spero Pappas, and George Vallas, theatre owners, are entertaining friends with stories of their native Greece which they visited on vacations.

The Deluxe anti-trust suit was set for hearing on Feb. 24 by Federal Judge Campbell.

Essaness Theatres took over two niteries in the building housing the Woods, which the circuit owns, Ralph Smitha, general manager, Essaness Circuit, is president of a corporation formed to handle the two spots. . . Kerasotes Theatres is building a 400-car drive-in near Havana, Ill.

The Palace will be the scene of "The Stars and Stripes Forever," to be put on by the Women's Faculty Club of Northwestern University Medical School. . . Arthur Wall was appointed La Rose, manager, Jeffersonville, Ind.

Mrs. John Humenik, McVickers, who married the assistant manager and who was seriously injured at Ashland, O., in an auto accident on their honeymoon two months ago, expects to be able to return home in time for Thanksgiving. . . Curtis Downen is building a drive-in between McLeansboro and Benton, Ill.

The request of Thomas McConnell, attorney, Towne, Milwaukee, for five per cent interest on a previous award of \$941,574 was turned down by the Seventh Circuit Court of Appeals. The Lower Court award in the Towne anti-trust case was \$1,295,000, which was reduced to \$941,574. At the same time McConnell's fee was cut from \$225,000 to \$75,000.

Otto K. Eitel, Palace owner, is now a grandpere. His son became the dad of a baby girl. . . W. J. Rodell reopened his Alvin, Athens, Ill., and Rodeo, New Berlin, Ill.

Free admissions were extended the National Allied conventioners and their wives.

The petition of Essaness Theatres to be stricken as a defendant in the Strand anti-trust suit was denied by Federal Judge Igoe. . . Mrs. Joe Lyman, wife of the Princess owner, White Hall, Ill., passed on.



The customers were plentiful during the recent showing of St. Louis independent producer Edgar M. Queeny's "Wakamba" at Fanchon and Marco's 5000-seat Fox, St. Louis.

Mayor Martin Kennelley upheld the decision of Chicago's police censor board that "The Miracle" is "immoral and obscene," and rejected the plea of the American Civil Liberties Union that the ban on the film be reversed.

Police Lieutenant Ignatius J. Sheehan took over the reins of the censor board. . . Barn dances are drawing attractions at the Palace, Farmersville, Ill.

Marauders who had secreted themselves in the Apollo, Belvedere, Ill., before manager Robert Nichols closed for the night only got \$10 in coin for their efforts but did \$100 damage in vandalism. . . With all-year operation in mind, Olin J. Ingram is enclosing one of the ramps at his drive-in, Harrisburg, Ill. . . Ben Katz, regional publicity director for U-I, and his wife returned from a European trip.

Francis Naulteus bought the Maple, Mapleton, Ia.

Emma Giachetto, whose father is secretary and manager, Frisina Amusement Company, Springfield, Ill., was married to Lieutenant Charles Clough. . . Edward Silverman, Essaness president, was off for a Palm Springs, Cal., vacation.

Dallas

William B. Zoellner, head, MGM short subjects and newsreel sales, was in.

From Houston, Tex., comes word that a drive-in and tourist court for Negro

patrons will be constructed on a 19-acre tract off South Main at Post Oak Road by W. J. Settegast. The capacity of the drive-in will be between 300 and 400 cars.

The Texas COMPO 1952 "Movietime" star tours were off to a good start with the arrival of eight of the stars at Love Field. Vera-Ellen, Susan Cabot, and Wayne Morris took a plane to Houston, to join Chill Wills and Frederick DeCordova for the opening of the tour at Beaumont, Tex. Alix Talton, Jean Hagen, John Carroll, Keenan Wynn, and Hugh O'Brien rested up for the beginning of the northeastern tour beginning at McKinney. Among those in the industry who welcomed the array of talent at the International House were: Bill O'Donnell, Raymond Willie, Sr., Raymond Willie, Jr., in charge of reception arrangements; Bob N. Wilkinson, branch manager, U-I; John Allen, division manager, Metro; Louis Weber, branch manager, Metro, and William Zoellner, in charge of news releases and short subjects, from New York; "Skipper" Cherry, Interstate city manager; Johnny Blocker, Charles O. Wise, and Joe Hahn, Phil Isley Theatres; Kyle Rorex, executive director and Frank Bradley, coordinator of activities, Texan COMPO; Bob Bumpas, and Alfred Delcambre. Jimmy Allard, manager, Palace, who was to emcee the northeast tour, took the opportunity to get acquainted with the stars. Lynn Smith, Gonzales exhibitor, who was to emcee the southern tour, left Dallas earlier in the day to be on hand in Houston when the stars arrived. R. R. Gilbert, president, Federal Reserve Bank of Dallas, and head, USO Committee, made a special point to compliment the stars for the great work they are doing in camp shows.

Ben Darby, manager, Village Drive-In, Ennis, Tex., has inaugurated "Carload Nights," at which time "as many as you can load in your car are admitted at the bargain price of 60 cents per car."

A safe in the Airline Drive-In, Houston, Tex., was tapped for \$1450 in weekend receipts. Manager Guy H. Price said the safe crackers ripped off a piece of sheet iron, and tore a hole into the sheet-rock wall to gain entry.

As a result of several recent meetings in Houston, Tex., and here, a group of



Seen at the recent convention of Rowley United in Dallas were, front row, left to right: R. J. O'Donnell, Mrs. E. H. Rowley, Mrs. John H. Rowley, and E. H. Rowley, and back row, William McCraw, Stirling Silliphant, John H. Rowley, Jeff Livingston, Don C. Douglas, W. W. Brumberg, and Paramount vice-president Jerry Pickman.

22 drive-in circuit owners operating more than 150 drive-ins in the southwest, and headed by E. L. Pack, president and general manager, Lone Star Drive-In Theatres, Inc., asked Paul Short to buy, book, manage, and operate these drive-ins. If this proposed consolidation materializes, it will become the largest drive-in circuit in the world.

"And the rains came" stated Kyle Rorex, speaking about the short feature, "Prayer for Rain," run a week in most of the theatres in Texas with response from civic, state, county, and city officials, members of the Ministerial Alliance, and hundreds of appreciative Texans. Ed Rowley, president, Rowley United Theatres, Inc., stated at a Texas COMPO executive board meeting "Our theatres have frequently served the church, school, Red Cross, and Community Chest for their many worthy causes, and it is only natural for our screens to be available for any condition such as the drought which so vitally affects the community and the entire state."

Denver

Tom Bailey, Lippert franchise owner, has a special interest in the election of Dwight D. Eisenhower as president, aside from the fact he is a Republican, and worked for it. Bailey's father, Dr. D. H. Bailey, was a physician in Denison, Tex., where Eisenhower was born, and Dr. Bailey was the doctor in the case. Tom Bailey has just received a letter from Eisenhower thanking him for his help in the campaign.

Attending the National Allied convention in Chicago were: John Wolfberg, national committeeman; Mr. and Mrs. Harris Wolfberg and Mr. and Mrs. Sam Feinstein, all of Denver; Mr. and Mrs. Neal Beezley, Burlington, Colo.; Mr. and Mrs. Sam Rosenthal, Buffalo, Wyo.; Mr. and Mrs. Merle Swank, Longmont, Colo.; Mr. and Mrs. Fred Hall, Akron, Colo.; Robert Smith, Steamboat Springs, Colo.; John Roberts, Fort Morgan, Colo.; J. C. Parker, Dalhart, Tex., and Don Deers, Santa Fe, N. M.

Going to Chicago to attend the TESMA convention and show were Joe Stone, National Theatre Supply branch manager; H. M. McLaren, president, Western Service and Supply, and Mel Glatz, purchasing agent, Fox Intermountain Theatres. Their wives went along.

C. J. Duer, Allied Artists branch manager, went to Wyoming with Howard Ross on his first sales trip in this territory. . . . Lou Astor, Columbia circuit sales special representative, was in for conferences with Robert Hill, branch manager. Together they called on the circuits. . . . Bernie McCarthy, Realart district manager, went to Salt Lake City.

Ralph Peterson, architect, was granted permission by the zoning board of adjustment to build a two-story theatre and store building with a parking lot extending 20 feet into a residence B zone at 3735 East Jewell Avenue.



Joan Crawford, currently in RKO's "Sudden Fear," was recently awarded a plaque by Robert J. O'Donnell, center, on behalf of Texas COMPO for the appeal she made on Texas screens last summer which raised \$235,655 for the Gonzales Warm Springs Foundation for Crippled Children. Also honored at the testimonial dinner was David Miller, right, who directed the film.

Seen on Film Row were: Lester Dollison, Santa Rosa, N. M.; Lin Harrington, El Paso, Tex.; Merle Gwinn, Benkelman, Neb.; Kenneth Powell, Wray, Colo.; P. H. Peters, Uravan, Colo.; R. D. Erwin, Kremmling, Colo.; Neal Beezley, Burlington, Colo.; Albert Petry, Pagosa Springs, Colo.; Bernard Newman, Walsh, Colo.; C. E. McLaughlin, Las Animas, Colo., and Tom Poulos, Paonia, Colo.

E. John Greer, Sr., 61, owner of several theatres in Santa Fe, N.M., died at his Los Angeles home. He owned the Lensic, El Paseo, Burro Alley, Arco, and the Pueblo Drive-In, all in Santa Fe. He was born in Syria. He is survived by his wife, three daughters, and three sons.

"The Tax Fight Is Your Job"

Des Moines

Howard Brookings, Oakland, Ia., former president, Iowa-Nebraska Allied, observed his 25th anniversary in the business. He owns houses at Oakland, Avoca, Walnut, and Carson, all in Iowa. During the week's anniversary, Brookings admitted patrons to all four of the houses at only 10 cents. . . . The theatre at Lone Tree, Ia., has been closed by its owner, Omer Freeman. . . . Leslie Larson has taken over the theatre at Ringsted, Ia., from Don Caswell. . . . O. H. Stoeber, Fenton, Ia., has purchased the theatre at Newell, Ia. . . . H. L. Roy Rhodes has been named manager, Gem, Charles City, succeeding Mrs. Royce Winkelman. . . . Richard Myers, Fort Dodge, Ia., has taken over the managership of the Cresco, Cresco, Ia., succeeding Erwin Braner, who has moved to Nebraska.

Kansas City

Commonwealth's Crest Drive-In, Hickman Mills, Mo., closed. . . . A 1,000-car deluxe drive-in is being constructed at 120th Street and State Line, at the edge of Kansas City, by the Glen W. Dickinson Circuit. . . . Don Davis, RCA, left for Chicago for the Allied, TESMA-TEDA convention. . . . Elmer Bills, Salisbury, Mo., head, Bills Circuit,

Missouri and Oklahoma, was enroute to Anadarka, Okla., when he was taken ill at Miami, Okla. He was rushed to the Baptist Hospital, Miami, and operated on for appendicitis.

Shirley Cranston, secretary to the Columbia branch manager, attended the Kansas-Nebraska game in Lawrence, Kans. . . . Christine Wilson, Columbia cashier, spent a weekend in Fort Worth, Tex., celebrating her grandson's first birthday. . . . Jane Cecil Moore, former secretary to RCA's Don Davis, was a visitor. She is now living in Olathe, Kans., but is planning on making her home in Charlotte in the immediate future.

W. F. Hearne purchased the Oxford, Winfield, Kans., from Mrs. T. H. Slothower, Wichita, Kans. . . . Mrs. Carl Sproule, Iris Drive-In, Hutchinson, Kans., wife of the owner, was robbed of \$600 by two men. Harold Mangles, an employee of the drive-in, was also present during the robbery.

The Motion Picture Association of Greater Kansas City will meet at Twin Oaks, on Dec. 1. Main business will be the election of four new directors and a vote on an amendment to the by-laws. Arthur H. Cole, Paramount, has been the 1952 president. Cole followed Elmer C. Rhoden, Fox Midwest, first president of the association.

The long needed rain was more than welcomed by the film salesmen traveling through Kansas and some parts of Missouri. . . . The Southwest Bell Telephone Company plans to install its first St. Louis-Kansas City microwave radio relay. The 260-mile line is to carry six channels, including two for television.

Beverly Miller reported that the black bear which disappeared from his Leavenworth Drive-In, returned. Miller is vice-president, Allied. . . . William Anderson, Adrian, Mo., purchased the Grand, Garden City, Mo. . . . Mr. and Mrs. Merle Swank, Nova, Stockton, Mo., expect their drive-in to be completed in time for spring. . . . Earl W. Kerr, Noll and Roxy, Bethany, Mo., and Rigney, Albany, Mo., is planning to build drive-ins at Bethany and Knoxville, Ill. Kerr resides in Colorado.

Russell and Merle Harris, Harris, Hugoton, Kans., expect to open their new 300-car drive-in in May. . . . Homer F. Strowig, Plaza, Lyric, and Trail's End, Abilene, Kans., and M. J. Aley, Princess, Eureka, Kans., have begun construction on a 275-car drive-in in Eureka.

The Dickinson, Mission, Kans., was partially wrecked by an explosion from a bomb which damaged the marquee and front doors, and broke windows in stores in the neighborhood.

Lettie Thurman, assistant cashier, RKO, returned after a six-month absence. . . . E. VanDuyne, branch manager, RCA Service, returned from Colorado and New Mexico. . . . Louis Stein is planning to have his drive-in at Parsons, Kans., remain open all year.

Lieutenant Colonel Charles Crawford, former salesman, Monogram, is home after a year and a half in Korea. . . . Bob Krause, office manager, RKO, returned from a pheasant hunting trip in South Dakota. . . . Mr. and Mrs. Frank Kucera sold the Tribune, Tribune, Kans., to G. K. Coupland and Richard Coupland, Tribune. The Kuceras moved to their ranch in Colorado.

Seen on Film Row were: William Powell, St. Louis, booking and buying for the 40 Drive-In, Independence, Mo., accompanied by C. Kirby, manager; George Hartmann, owner, Armour, North Kansas City, and a resident of Hollywood, with his manager, Ed Lederer; Cle Bratton, Council Groves, Kans.; F. L. Lowe, Civic, Brookfield, Mo.; Ernie Block, Civic, Sabetha, Kans.; Charles Knickerbocker, Columbus and Galena, Kans.; Woodrow Rife, Knobnoster, Mo.; William Sonneman, Springdale, Ark.; Dr. Nate Zoglin, Ritz; T. A. Spurgin, Moderne, Stanberry, Mo.; Ed Harris, Orpheum, Neosho, Mo.; Lon Cox, Vogue, Salina, Kans.; R. L. Adkins, Adkins Road Show, Arcadia, Kans.; John Wehner, Royal, Roosville, Mo.; Harley Fryer, Plaza and Barco, Lamar, Mo., and Marcus Landau, Liberty, Horton, Kans., who left to visit Elmer Bills in the hospital at Miami, Okla.

Los Angeles

Jerry Logue, who resigned from Monogram, joined United Artists as booker. He fills the spot vacated by Andy Heedrick, elevated to first booker. Raleigh Gunderson has been upped to office manager from first booker. . . . Jack Sheriff, Realart, checked in from a business trip. Irving Levin, same office, planed to Chicago to attend the Realart convention. . . . Marion Toff, branch manager Morry Sudman's secretary of 20th-Fox, resigned. . . . The Western Amusement Company, after having operated from 432 North LaBrea for over four years, have taken new quarters at 9100 Sunset Boulevard. . . . Visitors to the Row were: Ben Bronstein, Harold Stein, and Joe Markowitz.

Milwaukee

Fox-Wisconsin will shutter the Strand. Also to be closed is the Venetian. . . . Buck Herzog, movie editor, The Milwaukee Sentinel, is in Hollywood. . . . Larry Beltz, Wausau Theatres, Wausau, Wis., was in.

Don Schwartz, Realart, Minneapolis, stopped off to confer with W. Benjamin, Realart. . . . Warner Theatres held a convention of zone managers at the Schroeder Hotel with Harry Kalmine, Al Kvoel, and Harry Mintz having charge.

The Towne lost a court attempt to obtain interest on a \$1,295,878 judgment for the nine months that an appeal was pending against it. Judge J. E. Major, U. S. Court of Appeals, Chicago, ruled against the interest because the judgment was superseded by a later one reducing it to \$941,575. The theatre won the judgment in April, 1951, against eight major film companies. The Towne charged that the firms conspired to prevent it from getting first-run product.

The anti-trust suit for \$1,950,000 brought against the major film companies last April in Chicago by Viking Amusement Company, which operates the Viking, Appleton, Wis, was transferred to the federal court here. Conspiracy to deprive the theatre of first-run product is charged.

Doc Dougherty, film advertising executive, passed away in Minneapolis. He was well known to Wisconsin exhibitors for the past 40 years.

Wallace O. James, 59, a former theatre manager, died at his home in Flint, Mich. He managed at one time the Wisconsin, and was supervising manager of Fox Theatres here. At the time of his death, he was managing a drive-in near Flint.

Minneapolis

Orville Saewert will operate the new community-sponsored Cogswell, Cogswell, N. D., for the Cogswell Amusement Company. . . . A screening for 30 decendants of the original Mayflower passenger list was held to promote "Plymouth Adventure," arranged by Ivan Fuldauer, MGM field press representative. . . . R. V. Graber, Monogram auditor, was in.

Tom Letcher is the new MGM field press representative. He formerly was assistant to Norman Pyle, MGM midwest exploiter, in Chicago. . . . Irving Marks, Monogram branch manager, visited South Dakota. . . . Chick Evans, 20th-Fox midwest exploiter, was in. . . . Myrtle Kelley, biller, 20th-Fox, is back from California. . . . Harry Weiss, RKO Theatres district manager, is back from Kansas City, Denver, Omaha, and Sioux City, Ia.

Recent out-of-town exhibitors on Film Row were: Fred Schnee, Litchfield, Minn.; L. H. Clark, Parkers Prairie, Minn.; Dave Hulbert, Augusta, Wis.; Gordon Spiess, Glenwood City, Wis.; Harry Knowlton, Ellsworth, Wis.; Charles Vondra, Mahnomen, Minn., and Cal Kaake, Duluth, Minn. . . . Al Stern, RKO office manager, gathered many prizes for the all-industry Christmas party at the Calhoun Beach Hotel on Dec. 13. . . . "Miss Montana Belle," was in to promote "Montana Belle," Orpheum. Doug Beck, RKO press representative, arranged interviews for her.

About 50 exhibitors in the upper midwest attended the National Allied con-

vention in Chicago. . . . Stanley Kane, NCA executive counsel, thinks that NCA has the tax repeal situation pretty well in hand in Minnesota. Kane said that although a few Congressmen from the state haven't given a commitment on their stands, NCA understood their reasons for being reluctant to express their views on the issue. . . . The Home-wood closed, making the 10th house in the city to shutter. . . . Burtis Bishop, Jr., MGM midwest district manager, was in.

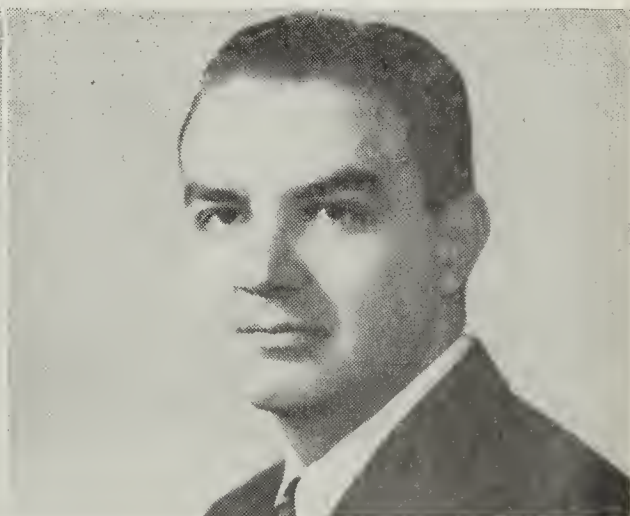
A judgment of approximately \$125,000 was awarded by Judge Gunnar H. Nordbye in U. S. District Court in the conspiracy case of Martin Lebedoff, neighborhood Homewood vs. the major film companies and Minnesota Amusement Company. The judge also awarded attorneys' fees, which are yet to be fixed. Defendants can appeal the action within 30 days. . . . Election of officers of the Variety Club of the Northwest will be at the Nicollet Hotel with a free dinner thrown in for members. Roy Miller is chairman of the nominating committee.

On Dec. 8, the board of regents of the University of Minnesota will present a plaque to the Variety Club for its erection of a heart hospital on the university campus. Colonel McCraw will speak on behalf of Variety Clubs International. Guests will include university President Morrill, the board of regents, Governor C. Elmer Anderson, and staff doctors of the hospital. . . . Clem Jaunich, exhibitor at Delano and Austin, Minn., is recovering from surgery at University Hospital.

Ray Finney was made a member of the Palace staff. . . . Harry Nepo, Kimbark, is recovering from surgery.

Arguments will be heard soon by the Circuit Court of Appeals on the petition of distributors endeavoring to break the preference bidding of the Jackson Park. . . . Max Driefuss, who retired after 15 years with Monogram as salesman, is better after hospitalization.

Dick Kolling, former booker, Warners, joined the booking staff at 20th-Fox. . . . Don Urquhart returned to Warners as booker after serving in Korea. . . . The Gem, Hill City, Minn., and the Nassau, Nassau, Minn., are up for sale. . . . Cogswell Amusement Company is building a \$22,000 theatre at Cogswell, N. D. . . . The Saturn, Pierpont, S. D., completely gutted by fire, will be rebuilt, according to B. A. Bengtsson, owner.



Ralph Drewry, left, recently replaced J. C. Hunter, right, as general manager, Tulsa Okla., Downtown Theatres. Hunter, who retired from the theatre field after 30 years, will move to Fort Lauderdale, Fla.

Joe Friedman, Warner exploiteer, in from New York to work on "The Miracle of Our Lady of Fatima," Century. . . . Ben Marcus, Columbia midwest district manager, was in. . . . Ed Sullivan, Hilltop drive-in, is hospitalized with a heart condition. . . . Gordie Rydeen, formerly manager, Gopher, is the new manager, Volk circuit's Nile and Riverview. . . . Tom Burke, general manager, Theatre Associates, buying and booking combine, was in the hospital for observation after injuring his back at Fargo, N. D.

M. A. Levy, 20th-Fox midwest district manager, attended the district managers' meeting in New York. . . . Birdian Larson, clerk, RKO, vacationed at Browns Valley, Minn., with her husband, on leave from the army. . . . A. Graber, Monogram auditor, was in. . . . Harry Weiss, RKO Theatres district manager, visited several situations. . . . Hal Graham is the new assistant manager, RKO Orpheum, replacing Howard Walstead, transferred to the RKO Pan. . . . William Gunzelman, 20th-Fox auditor, was in.

Oklahoma City

Variety Club Tent 22 elected new officers: Chief Barker, Charles Hudgens, manager, U-I; First Assistant Chief Barker, Don Tullius, manager, Warners; Second Assistant Chief Barker, Ralph Drewry, general manager, Downtown Theatres, Tulsa, Okla.; Property Master, George Fisher, manager, MGM; Dough Guy, Harry McKenna, manager, Southwest Theatres, and International Canvasser, C. H. "Buck" Weaver, manager, Paramount, delegate to the midwinter international meeting in Pittsburgh. Directors are Claude Motley, general manager, Video Theatres; Charles Guthrie, secretary-treasurer, Video Theatres; Dee Fuller, manager, City Auditorium; Sam Brunk, Paramount salesman; Glen Alt, Republic salesman, and Dave Hunt, manager, Republic.

Frank Garner, Pix, Byars, Okla., closed his theatre. . . . Delbert Cummings, Roxy, Stratford, Tex., won the automobile given by the Variety Club. . . . Ben Adams, Palace, Buckaroo Drive-In, Sunray, Tex., advised that his drive-in is now closed. . . . Herb Boehm, Rook, Ann, and Watonga Drive-In, advised that his drive-in is now closed.

The following announcement was received by fellow exhibitors and friends of W. F. Deaton, Pix, Alva Drive-In, Alva, Okla.: Announcing world premiere showing of "At Last A Boy," featuring the new baby star, Michael "Mike" Lee Deaton; first show started on Nov. 9, 1952, Alva General Hospital, 11:45 p.m., Alva, Okla. "When it's a Deaton Production, It's the Best in Town."

Congratulations go to Sue Courmier, Paramount, who became Mrs. Charles E. Coffey.

Effective on Dec. 1, the Lamb, Amherst, Tex., will no longer be served out of the Oklahoma City branch. Hull Brothers Association will no longer book for this situation, but it will be taken over by a Dallas booking agency.

Exhibitors around were: Jess Cooper, Okla, Antlers, Okla., and Lyric, Chelsea, Okla.; E. B. Anderson, Skyview Drive-In, Ardmore, Okla., and Riverside Drive-In, Norman, Okla.; H. T. Burns, Opera House, Apache, Okla.; Ritz, Fletcher, and Rio, Grandfield, Okla.; Mr. and Mrs. W. T. Henderson, Mawil, Medford, Okla.; Ruby Jones, Ritz, Jake, Shawnee, and Crest, Stillwater, Okla.; Bob Busch, Villa and Uptown; Volney Hamm, Ritz, Altus, Okla., and Frederick and Mount Scott Drive-In, Lawton, Okla.; Jack Hankins, Hankins, Drive-In, Lawton; Mrs. Kathryn Hendricks, Princess and Walmur, Bristow, Okla., and George Jennings, 81 Drive-In, Comanche, Okla.

Reggie Pappas, Paramount, attended the OU-Notre Dame football game at South Bend, Ind. . . . James R. Bradford, Ruth, Marshall, Okla., advised that the Wednesday-Thursday change in his theatres has been eliminated.

The Theatre Owners of Oklahoma calls attention of exhibitors that it was instrumental in defeating the sales tax on Nov. 1, thus saving one per cent of boxoffice receipts for years to come. Now a bulletin continues, "If the Oklahoma Tax Commission's efforts to collect the two per cent sales tax on film and trailers, is stopped even more will be saved. And if we can repeal the 20 per cent federal admission tax, it will be back to show business for most of us." M. Loewenstein, president, said that the group "already had definite commitments from all of our six Congressmen to support the national effort to accomplish the tax elimination job."

Omaha

The Omaha Education Association's film screening committee okehed four features as good family entertainment: "The River," "Fearless Fagan," "Ivory Hunters," and "The Big Sky." . . . The MGM staff presented office manager Evelyn Carlson earrings at a birthday party. . . . The Variety Club's Armistice Eve party at the Blackstone drew a good turnout.

Exhibitors booking with the Theatre Booking Service were entertained by Jack Renfro at the Omaha Athletic Club. . . . Mabel Mitchell, secretary to R. D. Goldberg, Goldberg Theatre Corporation, was in San Francisco on vacation. . . . Wayne Sweeney returned from La-Porte, Ind., to become the State manager.

For "The Miracle of Our Lady of Fatima," RKO-Brandeis, Catholic schools were dismissed on staggered days. . . . Frank Hannon, Warner branch manager, went to Kansas City for a district parley. . . . Omaha's representative at the national Colosseum convention in Atlanta was its loge president, William Wink, Warner salesman.

The Orpheum will offer on TV the Metropolitan Opera Company's "Carmen," Tri-States district manager Bill Miskell announced. . . . Don Gould is the student booker at Warners. . . . J. J. Donahue, division manager, Chicago, and branch manager Don Hicks were in Omaha for a meeting with Paramount

branch manager M. E. Anderson. . . . Among Omahans at the Chicago convention were Mr. and Mrs. Carl White, Quality Theatre Supply; F. A. Van Husan and E. N. Epply, Western Theatre Supply, and Paul Fine.

Jack Renfro, Theatre Booking Service, entertained around 20 exhibitors at a luncheon at the Athletic Club. Speaker was Gene Blazer. . . . Virginia Snipp, Omaha representative for the Weldon ticket firm of Fort Scott, Ark., was vacationing in New York. . . . Vets from throughout the Scandia, Kans., attended Veterans Night at the Princess, an annual event.

Columbia branch manager J. H. Jacobs appointed Mel Weaver, with the exchange as booker and shipper four years, to salesman for the Nebraska territory, with Ed Cohen moving from that area to the Iowa territory in place of Paul Fine, resigned. . . . Norma Monico, Warner inspectress, and John Ehresman were married at St. Ann's Catholic Church. . . . United Artists' branch manager D. V. McLucas was in Des Moines on business.

Promotions announced by Central States Theatres moved Joe Cole from the World, Kearney, Neb., to the Rialto-Iowa, Fort Dodge, Ia.; Ed Schoenthal, from the Sun, Holdrege, Ia., to the World; Erwin Braner, from Cresco, Ia., to Holdrege, and Rich Meyers from the Iowa, Fort Dodge, Ia., to Cresco. . . . Metro exchange manager Vince Flynn returned from vacation, with Lola Anderson, inspection department, was visiting members of her family in New York.

Raymond Nielson, MGM booker, reported that his mother, Mrs. Dorothy Nielson, died after a long illness. . . . Betty Pantier, RKO assistant booker, was back after a hunting trip. . . . The Admiral and Chief offered a first-run for the first time.

The Sioux Falls, S. D., Drive-In was among many in the northern territory closing after a cold blast.

Portland

Circuit Judge James R. Bain ruled that the Powell Boulevard Drive-In Theatre, Inc., may proceed with construction of a drive-in at S. E. 112th Avenue and Bush Street. The project had been held up by a court proceeding in which property owners in the area sought an injunction against it on the ground it would create a nuisance. The judge ruled there was not sufficient evidence to sustain the plaintiffs' contention. The case may be appealed to the State Supreme Court, it was said.

St. Louis

The Variety Club, Tent 4, which has for the past five years, supplied glasses to the needy school children in St. Louis and St. Louis County, through its board considered the extension of this charity to the entire exchange area served by the exchanges in St. Louis, which includes Southern Illinois, Eastern Missouri, the northwestern part of Kentucky, and portions of Arkansas and Iowa. Thomas James, chairman, Variety

Club's Eyeglasses Charity Committee, explained the plan for extension of the charity plan at a meeting of the officers and directors of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois at the Melbourne Hotel. On motion of Tom Edwards, Farmington, Mo., it was voted to include a notice of the Variety Club's charity arrangement in the next issue of the official bulletin of the MPTO organization, and to urge all exhibitors of the St. Louis trade territory to send in the reports requested in a letter that James on behalf of Tent 4 has sent to all theatre owners served out of St. Louis. The exhibitor is asked to contact the superintendent of schools in each of the school districts served by his theatre or theatres or a school principal or teacher to find out if there is any need for free eyeglasses for needy school children in the immediate school area. And, if so, whether some local civic, business or charity group is presently providing glasses for such children. The furnishing of free eyeglasses is open to any needy child attending public or parochial schools, regardless of color or creed. If the parents are unable to pay for the glasses, they can have them free by applying to the local theatre for an application which he then takes to the child's school teacher. The teacher fills out the application, and directs the child to the optical store designated by the local theatre owner or manager. There the child's eyes are tested, and the proper glasses provided. The optical store then is to send the bill for the glasses along with the application to the treasurer of the St. Louis Variety Club, and a check in payment is sent to the store by return mail. The Variety Club would appreciate new members for Tent 4 but it is not necessary for a theatre owner or manager to be a member for his theatre to participate in the free arrangement.

The world premiere of the American Museum of Natural History's "Wakamba" at the Fox resulted in an opening day's gross of \$5,354.05, the biggest opening day's business enjoyed by that theatre since 1948.

In Carlyle, Ill., Charles Beninati, who has operated the Ritz for more than 10 years, announced the completion of plans for the construction of a drive-in on Route 50, about three miles west of here.

In Cobden, Ill., William Waring, Jr., owner, Ritz, here, and Waring's Auto Theatre, Route 13 near Carbondale, Ill., announced plans for the construction of two 200-car drive-ins to be opened early in 1953. One is to be located on Route 51 between Cobden and Anna, Ill., and the other south of Jonesboro, Ill., on Route No. 127.

In Nauvoo, Ill., the Nauvoo, 400-seater, operating since last February, held its official "grand opening." Construction of the quonset design house began about two years ago, and the preliminary opening took place in February, 1951, but the Nauvoo was not completed until early this month. J. A. and E. J. Kraus own and operate the theatre.

In Mattoon, Ill., negotiations were being concluded for the sale of the Sky-

way Drive-In near here by the Outdoor Amusement Company, controlled by Marion A. Osborne, to the Frisina Amusement Company, Springfield, Ill.

In Normandy, Mo., the Normandy building has been purchased by St. Louis business interests, who plan to convert the structure into a large supermarket.

Edward L. Butler, representative of the ticket sellers, has been elected permanent chairman for the Amusement Employees Welfare Fund of St. Louis. He had been serving as the acting chairman in the preliminary stages of organization.

Members of Loge 19, Colosseum of Motion Picture Salesmen of America, will select their 1953 officers at a meeting in the Melbourne Hotel on Dec. 6.

Special shows were given in 27 neighborhoods of St. Louis and St. Louis County to open the "Toys for Tots" campaign sponsored by the St. Louis Marine Corps Reserve Units to collect toys for needy children.

Out-of-town exhibitors seen along Film Row included: Leon Jarodsky, Paris, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Chester Heidbreder, Virginia, Ill.; Forrest Pirtle, Jerseyville, Ill.; B. Temborius, Breese, Ill.; Charley Beninati, Carlyle, Ill.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; Mrs. Regina Steinberg, Madison, Ill.; Tom Edwards, Farmington, Mo.; Charles Weeks, Jr., Dexter, Mo.; Bill Waring, Jr., Cobden, Ill.; Pete Medley, Sikeston, Mo.; Bernie Palmer, Columbia Amusement Co., Paducah, Ky.; Dean Davis, West Plains, Mo.; Bill Collins, DeSoto, Mo.; Bob Johnson, Fairfield, Ill.; Loren Cluster, Salem, Ill.; Mrs. O. G. Redford, Auburn, Ill.; Bob Marchbank, Washington, Mo.; Eddie Clark, Metropolis, Ill., and J. M. Ennis, State, Quincy, Ill.

The St. Louis delegation to the TESMA-Allied States joint meeting in Chicago, included Arch Hosier, St. Louis Theatre Supply; Bill Earle, National Theatre Supply, and Paul McCarty, McCarty Theatre Supply.

W. R. Frank, Minneapolis, producer of four "Medal of Honor" featurettes, had a meeting with United Artists. . . . Nat Steinberg, Republic manager, a director of the Boys Club, was pleased with the attendance at the club's open house.

Ronald Aubuchon, who recently completed service with the navy, has succeeded Hezzie Graham as manager, Edwards and Plumlee's Ritz, Farmington, Mo. Prior to joining the navy, Aubuchon was assistant manager of the circuit's Odeon, Bonne Terre, Mo.

Noah Bloomer, veteran Southern Illinois theatre owner, returned to Belleville, Ill., from California. His three sons operate the Bloomer Amusement Company and other business enterprises in Belleville and the Alton, Ill., area.

Reports from the area indicate a fine response to the Will Rogers Memorial Hospital annual Christmas "Salute" drive.

Charley Goldman, prominent St. Louis exhibitor, went to Hot Springs, Ark., for a vacation. Mrs. Goldman accompanied him.

Francis David, State, Hamilton, Ill., hopes to have his new motel on the outskirts of that city open for business on Dec. 15. . . . The Cluster boys report that their mother, widow of Robert C. Cluster, pioneer Southern Illinois exhibitor, is feeling much better.

Mrs. Melville Stoltz, 77, widow of Melville Stoltz, manager of several theatres here in 1910's and 1920's, is a patient at the Jewish Hospital.

Paul Krueger, co-general manager, Wehrenberg Theatre Circuit, consented to serve on a special committee of prominent residents of St. Louis County to be known as the county financial advisory committee to help solve the many complex and unsolved problems.

Tom Canavan, Altec field manager, St. Louis film trade territory, including St. Louis, Eastern Missouri, Southern Illinois, and Northwestern Kentucky, since 1940, is no longer with the company.

Salt Lake City

Shauna Wood, entrant in the national "Because Of You" girl contest, won over 14 other entrants from university sororities and honor societies. The Centre awarded her \$100 as top winner.

Second degree burglary charges were signed against a man and woman found in the alley and theatre of the Broadway. Officers on patrol duty saw a light in the main hall of the theatre, and when they looked through a window, saw a man lying on the floor. He was identified as Clarence W. Constanzarita, aide at the theatre, who said he found the theatre door open, and had entered to investigate. His wife was apprehended with him. The Broadway is owned-managed by Dan Kostopulos.

"Carmen" will be the first opera, and the first telecast for the Utah, which installed the TV medium. . . . Chester L. Price, new manager, Centre, also is city manager for Intermountain.

The World Playhouse, formerly the Marlo, opened with H. MacKay Fraser selecting the films and operating the theatre. It is an art film showhouse with emphasis on excellent foreign films. Fraser, a New Yorker, came to this city a year ago, was so impressed with the beauty of the section that he remained. He is a skiing enthusiast, and majored in English at the local university.

The police anti-vice squad, in an unprecedented action, banned "Everybody's Girl" after a one-day showing at the State. Salt Lake City has no censors, and the film is one of a very few to be banned. Captain E. J. Steinfeldt, head, anti-vice bureau, described the film as "unfit for public viewing," and said it "fails to meet the qualifications by which motion pictures may be shown in Salt Lake City."



John Wayne currently in Republic's "The Quiet Man," recently received a citation in Hollywood from Joan Crawford, who acted on behalf of theatre man Robert J. O'Donnell, Interstate Circuit, honored the actor for "recognition of his untiring efforts to bring credit to the motion picture industry, in recognition of his consistently fine screen portrayals, in recognition of his inspiration to the youth of America, and his unselfish patriotism."

San Antonio

Mrs. Beatrice Garcia closed her Rio, an outdoor walk-in. . . . C. H. Weaver, Jr., manager, Hi Park Drive-In, announced the arrival of a baby son, C. H. Weaver III, named for his paternal grandfather, C. H. Weaver, Paramount exchange manager, Oklahoma City, Okla. . . . Lynn Krueger, manager, Majestic, escaped serious injury when a smoke bomb was tossed at his feet near the entrance of the Majestic by pranksters.

Among the out-of-town exhibitors in were: Benito Silvas, Mexico, Carrizo Springs, Tex.; Enrique Flores, Rio, Mission, Tex.; Mateo Vela, Iris, Alice, Tex.; Miguel Galvan, Pena, New Braunfels, Tex.; Jake Lutzer, Lutzer Brothers Theatres, Dallas, and Jose Carabaza, Laredo, Tex., where he operates his own film exchange.

William Hellums, manager, Interstate Theatres, Austin, Tex., received a special plaque for his theatres contributions in the Gonzales Warm Springs Foundation Polio Drive. . . . The Paramount collected \$3,602.50. . . . The Jefferson Amusement Company, Beaumont, Tex., purchased the 500-car capacity Don Drive-In, Port Arthur, Tex. The drive-in was formerly operated by O. O. Cummings.

Engelbrecht and Wolf and Theatre Enterprises opened the new 300-car Red River Drive-In, Clarksville, Tex. Bert Holster, manager, Avalon and Texan, is in charge, and J. T. Roberts has been named drive-in manager. . . . Tommy Crump has been named manager, Iris, Austin, Tex. He was former Carver manager. . . . C. C. Hamm, owner, Cactus Drive-In, Vernon, Tex., announced that a second screen has been added to the drive-in.

John W. Crain is new owner-managing director, Capitol, New Braunfels, Tex. He comes from Madisonville, Tex., where, for the past 12 years he has been city manager for the Long Theatre Circuit. Crain instituted a remodeling project at the Capitol. . . . Funeral services were held at Brady, Tex., for Charley

Baker, 58. He came to Brady 22 years ago, and purchased the Palace. Later, he purchased the Lyric, now called the Brady. He retired several years ago.

Euclide Longnion, who recently opened the new Leon, Vidor, Tex., turned over the receipts of two nights to buy necessary fire fighting equipment for the Vidor Fire Department. . . . Dan Daniels, theatre owner and operator at Sequin, Tex., had as his house guests Ned Depinet and Claude Ezell. . . . Ralph Langston has been named manager, Delwood Drive-In, Austin, Tex., by Eddie Joseph.

Charles Root, manager, State, Austin, Tex., announced plans for the enlargement of the lobby to make room for a modern concession stand. . . . Dick Ussery has taken over duties at the Paramount, Austin, Tex. . . . Beal Crane is on the staff of the Varsity, Austin, Tex.

San Francisco

Roy Cooper, working on behalf of the Will Rogers Memorial Hospital collection-can-on-candy stand project, reported another 157 theatres in northern California joining in the plan. Among the circuits signing up were Golden State Theatres, T and D Jr. Theatres, San Francisco Theatres, Inc., Westland Theatres, Blumenfeld Theatres, Sunnymount Theatres, Homer Tegtmeier Theatres, and Westside Theatres.

Jimmy Lyons disc jockey by night and United-Paramount publicist by day, switched his "Discapades" radio show from KNBC to KGO. . . . Fox West Coast Theatres, closed the 2578-seat El Capitan and the 990-seat Noe. Manager Lou Singer, El Capitan, will go on leave of absence to have some long needed surgery, and manager Arthur Kloth, Noe, will be absorbed into the organization. . . . The Sundown Drive-In, Los Molinos, Cal., closed. . . . San Francisco Theatres, Inc., reopened the Coliseum just to day-and-date with "The Miracle of Our Lady of Fatima," Palace and Crown. . . . E. G. Kuster rebuilt the Theatre of the Golden Bough, Carmel, Cal. This is the third Golden Bough on this spot for Kuster. The other two houses burned. . . . L. E. Blair sold his Chester, Chester, Cal., to Walter Finn. . . . Robert Coulter will do the booking for the Lyric, Marysville, Cal. Owner Frank Maun moved to Southern California. . . . The George Archibald Agency has been named booking agent for the Dos Palos Drive-In, Dos Palos, Cal., and the Cinema, Corcoran, Cal. . . . Claude Jenner, formerly of the Warner, Fresno, Cal., has been appointed manager, Warner, Long Beach, Cal. Paul Brown, Warner, Hollywood, replaced Jenner. . . . National Screen Service employees enjoyed sharing manager Jack Marpole's birthday cake.

Anny E. Beitzinger replaced Cany Anderson as general clerk at Warners. Miss Anderson returned to Chicago. . . . Carl Shabiecci, a former marine, was promoted from the shipping room at Columbia to booker. . . . Juanita Flynn, secretary to sales manager Mel Klein, Columbia, has been confined by illness. . . . Raymond Morales returned to relieve Steve Harris for a leave-of-absence from

the Paramount. . . . Barney Rose, U-I district manager, sailed for a stay in Honolulu. . . . Wanda Smith, West Virginia, is booker Jim Mooney's new secretary at U-I. She replaced Mary Lou Johnson.

Short subjects and news sales manager Irving Sochem visited U-I. . . . John Bettencourt, at one time at the El Capitan, is now at the State.

State visitors included: Ralph Martin, Oakland; Guy Meek, Palo Alto; Stanley Court, Livingston; R. E. Degener, Winters; Al Stanford, Paso Robles; C. J. Remington, Fair Oaks; E. A. Patchen, Arcata, and Robert Patton, San Jose.

Tent 32, Northern California Variety Club, elected Jesse Levin, executive, General Theatrical, Chief Barker, and reelected Spence Leve, Northern California district manager, Fox West Coast Theatres, First Assistant. Also reelected was Nat Blumenfeld, Blumenfeld Theatres, Second Assistant. John Parsons, district manager, Telenews, is the Property Master for 1953, and J. Leslie Jacobs, theatre broker, was appointed Dough Guy. Other board members include Robert Naify, T and D Theatres; H. Neal East, district manager, Paramount; George Mitchell, manager, Republic; Mel Klein, sales manager, Columbia, and Ralph Clark, branch manager, United Artists, reelected to the board.

Rotus Harvey, past president, Western Theatre Owners, was awarded life membership in the Independent Theatre Owners of Montana by Fred Arnst, president.

Seattle

Available for free at Lippert are a variety of informative and entertaining Pacific Telephone and Telegraph short subjects, running from 10-25 minutes. . . . F. A. Bateman, Republic district manager, visited. . . . State indoor and drive-ins are rejoicing over the passage of an initiative prohibiting daylight saving except in cases of an emergency.

Harry Plunkett, National Theatre Supply, returned from Eastern Washington, and left for a conference in Los Angeles. . . . The girls at 20th-Fox gave a farewell dinner for Betty Drake and Margaret Colasurdo, leaving the company. . . . Miriam Dickey, Lathrop Circuit, returned to Alaska. . . . More state drive-ins are closing. Latest to shut down are the Sunset, Othello, and the Sunset Drive-In, Olympia. . . . Red Zimmerman, American Seating Company, was up from San Francisco. . . . "The Blazing Forest" opened at the Coliseum as well as many other points in the state. Plans call for working 30 prints in a three-week period. . . . National Theatre Supply installed a new LX projector and four Star sound heads at Nat Maier's Lyric, Odessa, Wash. . . . Foster Blake, U-I western division manager, New York, and Irvine Schoin, short subjects head, were visitors. . . . Mr. and Mrs. H. B. Sobottka, he is the Hamrick vice-president, are vacationing, and will spend Thanksgiving with their daughter in Los Angeles. . . . The Paramount exchange was broken into.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Ed Lassus explained the advertising and merchandising program for 20th-Fox's "The Thief of Venice" at a bookers and buyers session. Among those attending were Don Keesling and Goode Homes, Bramwell, W. Va.; John Joseph, Dick Miller, and J. Roadd, JUR Circuit, Salem, W. Va.; Lou and Manny Shore and Silvan Banks, Williamson, W. Va.; George Fetick, independent booker and buyer; N. G. Shaefer and Tom Davis, Mid-States Theatres; James McDonald, TOC booker; Vance Schwartz, Distinctive president; William Borack, Tri-State Booking Service; Selig Seligman, Northio general manager, and Murray Baker, head booker-buyer; Herman Hunt, exhibitor, and Hoyes McKowan, Berlo Vending Company district manager.

Midwest Theatre Supply furnished RCA equipment for the Arden A. Richards Drive-In, Craigsville, W. Va., reopened after having been completely destroyed by a fire.

Attending the TESMA convention in Chicago were James A. Conn, manager, National Theatre Supply; H. B. Snook, president, Midwest Theatre Supply, and T. M. Fisher, MTS secretary-treasurer. Louis Wiethe and his wife were at the Allied convention.

Away on business were: Philip Fox, Columbia branch manager, to New York City; Milton Gurian, Allied Artists branch manager, to West Virginia points; Sidney Katz, Kaylee Corporation, to Florida, and R. A. Guettler, Manley, Inc., district manager, to Cleveland and Pittsburgh.

J. W. Servies, National Theatre Supply district manager, was in. . . John Goodnow, manager, Palace, Huntington, W. Va., was on a hunting trip. . . Mary Castle was here for personal appearances at the Palace in connection with "Eight Iron Men."

Betty Thorne formerly with Columbia, is now a booker for Tunick Releasing Company, Inc. . . William Hitchcock, West Virginia salesman, National Theatre Supply, returned after illness.

On Film Row were: John Gregory, Roy Wells, and C. S. Babalis, Dayton, O.; Jack Needham, Columbus, O.; George Turkulas, Hamilton, O.; Fred Donahue, New Boston, O.; Clarence Brown, Jackson City, O.; Dewey Van Scoy, Wilmington, O.; Ray Frinz, Chakeres Circuit and William Settos, Springfield, O.; Hank Davidson, Lynchburg, O.; Joe Marshall, Danville, Ky.; Charles Behlen, Lexington, Ky.; E. C. Harvey, Raceland, Ky.; Guy Greathouse, Aurora, Ind.; Vincent McKay, Montgomery, W. Va.;



Ernest Vetter, manager, Majestic, Jackson, Mich., and Mrs. Vetter, right, on a recent trip to Hollywood, met Chief Eagle Bear, one of the 12 Sioux chiefs who appear in Paramount's "The Savage." On the left is Mrs. Helen Halsey, the Vetter's niece.

J. Woodrow Thomas and Grant Thomas, Oak Hill, W. Va.; Joe Joseph and Dick Miller, Salem, W. Va.; Chester Whitt, Stiratt, W. Va., and Ross Filson, Point Pleasant, W. Va.

Cleveland

The Lake, deluxe neighborhood first-run operated by the Associated Circuit, raised its adult admission scale from 55 cents to 60 cents. Children's admission stays at 20 cents. . . J. Janda, Opera House, Burton, O., has been notified the building is condemned, and the theatre is to be discontinued.

Peter Rosian, U-I division manager, announced some temporary changes. Edward Heiber, who arrived to succeed Lester Zucker as branch manager, was transferred to Detroit as acting manager until Ben Robins recovers from an automobile accident. Edwin R. Bergman, city salesman, becomes branch manager pro tem here.

Between 100 and 125 industry members gathered in the Hollenden Hotel to attend a testimonial dinner honoring Lester Zucker, recently promoted to be

U-I district manager in the midwest, with headquarters in Kansas City. Ray Moon and P. T. Dana represented the home office. Among the state out-of-town exhibitors attending were Joe Robins and Leon Enkin, Warren; Peter Wellman, Girard; Weldon Waters and John Osborne, Wheeling, W. Va.; George Manos, Toronto; Chris Velas, Bellaire, and Sylvan Goldfinger, Chicago. Also Francis Guehl, U-I Pittsburgh branch manager, and Milton E. Cohen, United Artists' assistant sales manager. Zucker was presented with a luggage set at the conclusion of the banquet at which Samuel T. Gaines, attorney, was toastmaster.

George Gross, son of Bill Gross, Columbia salesman, is in the army now, stationed at Camp Aberdeen, Md. . . . Clevelanders attending the Allied meeting in Chicago included Ernest Schwartz, president, Cleveland Motion Pictures Exhibitors Association; Max Lefkovich and Henry Greenberger, Community Circuit; M. B. Horwitz, Washington Circuit; Meyer Fine, Associated Circuit; Jack and Ray Essick, Modern Theatres Circuit; Roy Gross, Gross Circuit; Frank Masek and William Stahl, National Theatre Supply; Ben L. Ogron, Ohio Theatre Supply, and M. H. Fritchle, Oliver Theatre Supply.

M. B. Horwitz, head, Washington Circuit, has negotiated a five-year lease on the Ohio, Cuyahoga Falls, O., this giving him control of the town's three theatres, the State, which he built two years ago, the Falls, and now the Ohio. The house was leased from the owner, the Akron Falls Amusement Company, which retains ownership of the building and the land. The Ohio has been under the management of Ernest Austgen ever since it was constructed 16 years ago. The new lessee plans to establish an art policy in the Ohio when he takes over its operation.

Sam Reichblum, owner, Columbia, East Liverpool, O., is installing new Simplex X-L projectors, purchased from



A planning session mapping an area-wide campaign for "The Thief of Venice" was held recently in Cincinnati by 20th-Fox branch manager R. C. McNabb, Ohio exhibitors, and representatives from Look and Collier magazines. Attending were, left to right: Sylvan Bank, Cinderella, Williamson, W. Va.; Tom Davis, Midstates Theatres Corporation; Jim McDonald, Theatre Owners Corporation buyer; Jack Kaufman, 20th-Fox sales manager; Mannie Shor, Grand, Wac, W. Va.; Nick Shafer, Midstates general manager; McNabb; Don Keesling, Newbold Circuit; George Fetick, Fetick Circuit; B. McGowan, McGowan Enterprises; Selig Seligman, president, Northio-Publix Theatre Corporation; Edmund Lassus, Look magazine representative; Vance Schwartz, Distinctive Theatres, Inc.; Murray Baker, Northio-Publix booker; Dick Miller, Jur Circuit booker; William Dodd, Paramount, Hamilton, O.; J. Joseph, Jur Circuit buyer; Loy Shor, Cinderella, Williamson, W. Va.; J. Raad, Jur Circuit; Herman Hunt, Theatre Owners Corporation, and Goode Homes, Newbold Circuit.

National Theatre Supply. . . . Joe Robins and the Harris interests have an option to purchase the Look, Warren, O., where Robins owns the Daniel, Robins, and Ohio, and Harris has the Harris. The Look is owned by the AGS Theatres, Inc., Lemotto Smith, president, and Sara Abegglen, secretary-treasurer.

John Bernard Gardner, Sr., longtime Paramount salesman in the Columbus, O., territory and his son, John Bernard Gardner, Jr., purchased 20 acres of land on Route 79 about 12 miles south of Hebron, O., on which they will build a deluxe drive-in with an adjoining picnic and playground. Ground was broken on the office building, the first of three buildings which will comprise the project, with the rest of the construction starting in the spring. The Gardners, father and son, have three other drive-ins, the Rayland Drive-In, Rayland, O.; the Riverside Drive-In, on Route 27 between Steubenville, O., and Martins Ferry, O., and the Grove Drive-In, located at Elm Grove, a suburb of Wheeling, W. Va. "Bernie," Sr., and Mrs. Gardner moved from their home in Columbus, and now live in Harbor Hills just east of the new outdoor project so that they can give it full supervision. Landscaping of all of their ozoners is under the direction of Mrs. Gardner, Jr.

The Variety Club announced a New Year's ball. And, to attract salesmen, the club is inaugurating a \$15 annual junior fee as opposed to the regular \$50 annual dues.

J. Knox Strachan, who wore a Warner trade mark for almost 20 years, is now all settled in the Allerton promotion office, where the welcome sign is prominently displayed.

Milt Grant, head, Silk Screen Process Company, has been named chairman of the industrial committee of the Variety Club to handle sale of tickets for its Dec. 5 midnight benefit show in behalf of the Cerebral Palsy Foundation School.

Mrs. Herbert Ochs received a letter from Mrs. Lillian Drew, widow of former MGM branch manager Frank Drew, saying she has recovered from a recent operation. . . . Ernie Emerling, Loew Theatres' official, was in for the first of a series of TV half-hour shows sponsored by the distributors and the downtown first-run theatres.

Detroit

Dr. Bernard Rose, 52, former road-show distributor, died.

Ernest T. Conlon, executive secretary, Allied Theatres of Michigan, and John Vlachos, president, Allied, attended the National Allied convention in Chicago. . . . Robert Misch, with Butterfield Theatres for 25 years, joined Paramount as booker. Misch, a Wabash University graduate, came to Detroit more than 30 years ago. He joined Butterfield as office boy, and worked himself up to head booker. He has one son in the navy.

The Detroit Paramount exchange took first place in the country in the national sales drive. . . . Nate and Raymond



Joseph Cotten, star of 20th-Fox's "The Steel Trap," recently visited Pittsburgh on the first lap of his eastern seaboard tour on the film's behalf, which included visits with the press, exhibitors, women's organizations, and making stage and radio appearances. Seen left to right, are: Tony Askounas, Manx and Star, Monessey, Pa.; Al Levy and Ted Manx, Alamo Circuit; Cotten, and John Hurrianko, the Monessen Daily Independent.

Schreiber, Midwest Circuit, closed their Palmer Park house in suburban Highland Park. They recently closed the Majestic and Garden, and have only two houses in operation.

All Detroit drive-ins have closed up for the winter months this week. . . . The board of directors of Allied Theatres of Michigan discussed the repeal fight at a meeting. Ernest T. Conlon, executive secretary, urged all exhibitors to notify their Congressman to vote for the repeal of the 20 per cent federal admission tax.

Saul Korman, Broadway-Capitol, plans to keep live bookings on a regular basis. Korman has been catering to the Negro fans with sepia revues. Weldon Parsons, manager, said the 3,400-seat theatre was packed with tickets selling from \$2 to \$3.75 for a stage show.

Indianapolis

Twentieth Century-Fox's "My Pal Gus," Circle, had a four-week campaign concentrated among the city's civic and opinion making groups. Special screenings followed by discussion periods were conducted for parent-teacher associa-



"Bonzo," U-I's chimpanzee star, accompanied by Helen Carr, recently made a cross country tour on behalf of "Bonzo Goes To College," and are seen here with Al Dennis, manager, Madison, Mansfield, O.

tions, members of the clergy, sociologists and psychologists, and other prominent community leaders. Also highlighting the "My Pal Gus" campaign was the introduction of a candy mint named after the picture.

Plans for the 26th annual convention of Allied Theatre Owners of Indiana neared completion with the announcement that Abram F. Myers, Allied general counsel, and Wilbur Snaper, national president, will address the sessions on Dec. 2 and 3 at the Hotel Lincoln. Max E. Youngstein, United Artists vice-president, and Leon Bamberger, RKO sales executive, have also accepted invitations to speak at the convention. As an added attraction, the Variety Club is sponsoring a party in honor of the theatre owners. The ladies' committee announced that every complete registration for ladies will include a ticket for "Guys and Dolls" and a private screening. ATOI's complete registration fee is \$14, which includes attendance at the business sessions, two luncheons, and the final night banquet. During the morning, convention delegates will have the opportunity to attend film clinics.

The Variety Club Tent 10 will hold an election meeting on Dec. 8. On Dec. 2, the club will sponsor a party in honor of Allied Theatre Owners of Indiana, celebrating its 26th annual convention on Dec. 2-3. It will be held in the Travertine Room at the Hotel Lincoln. Dinner will be followed by dancing and entertainment.

Abe H. Kaufman, former exhibitor in Terre Haute, Ind., returned from a long vacation on the west coast, where he attended the wedding of his son. Jim, who is connected with United Artists Theatre Circuit, at the Four Star, Beverly, Cal. Kaufman arranged to represent The Barnet Film Service in Indiana for its special advertising clocks.

H. R. Frank, producer, visited United Artists' exchange. . . . Jim Velde, division manager, United Artists, spent several days in the city, and called on exhibitors with manager William Hames.

Walter L. Titus, Republic district manager, was in. . . . B. N. Peterson, manager, National Theatre Supply, was in Chicago. . . . The State, Crothersville, Ind., operated by R. L. Richards, has been shuttered. . . . The American, Ladoga, Ind., operated by Emory Creekbaum, closed. . . . Claude McKeen, Warner manager, headed for Pittsburgh to attend a district meeting. . . . Betty Gedling, United Artists staff, was ill.

Bookers' stenographer Larry Keely, 20th-Fox, has been advanced to student booker. . . . Ted Todd, exploitation man, Chicago, 20th-Fox, was in. . . . Division manager T. O. McCleaster, 20th-Fox, held a meeting in Cleveland. Branch manager Keith attended.

A letter from Harold Braun, former projectionist and member of Local 194, now stationed in Munich, Germany, was interesting.

Exhibitors visiting were: Oral Ledbetter, Howard, Muncie, Ind.; William T. Studebaker, Logan, Logansport, Ind.; Harry Van Noy, Van Noy, Middletown, Ind.; V. Burkle, Rialto, Fortville, Ind.; William Handley, Rembusch Circuit, Franklin, Ind.; George Lindsay, Brownsville, Ky., and Earl Payne, Switow Circuit, Louisville, Ky.

Edward Spiers, city salesman for Allied Artists in Chicago and recently appointed manager Allied Artists exchange, has assumed his new post. He succeeds A. Glaubinger.

Pittsburgh

A meeting of district and branch managers of Warners' central and mid-Atlantic sales districts was convened by Jules Lapidus, eastern and Canadian division sales manager, for the Hotel Schenley. Robert Smeltzer, mid-Atlantic district manager; J. S. Abrose, central district manager, and the six branch managers met with Lapidus, Norman H. Moray, short subjects general sales manager, I. F. Dolid, and Bernard R. Goodman, supervisor of exchanges. Branch managers attending included William G. Mansell, Philadelphia; P. R. DeFazio, Washington; R. H. Dunbar, Cincinnati; J. M. Wechsler, Cleveland; C. W. McKean, Indianapolis, and Jack Kalmenson, Pittsburgh.

Film Row was saddened to learn of the passing of J. Glenn Carruthers, well liked and pioneer showman, who owned the two theatres in Grove City, Pa. A past vice-president of the Cooper-Bessemer Corporation, he is survived by Mrs. Carruthers, two sons, and two daughters.

Morris Neff, Roxian, McKees Rocks, Pa., asked for bidding for first-run product. Most of the major pictures play Shea's Orpheum at present. . . . Eddie Mason, assistant manager, Fulton, and acting manager, Orpheum, McKees Rocks, Pa., was married to the former Caye Abringer. . . . Salesmen are cooperating with the Will Rogers Christmas "Salute" by contacting theatre owners and managers in the area.

Gray Barker, well-known outdoor theatre booker, with headquarters in Clarksburg, W. Va., issued a humorous burlesque trade paper, taking some of the better known features of the two most popular papers locally, and poking some excellent humor at and about the industry as a whole. It is called "Hoax Office," and additional copies may be secured by writing Barker at Box 981, Clarksburg, W. Va. The editorial page is a take-off of that in EXHIBITOR. A feature story tells of a new invention, "Feel-A-Vision," where the audience can reach up and touch an actor. There are reviews of non-existent pictures, exploitation stories of stunts that are very funny, etc.

Terry Malone, former employee at Cooperative Theatre Service, is now working at Columbia. . . . A special car attached to a Chicago train took a carload of exhibitors to the Allied convention in Chicago. Morris Finkel left

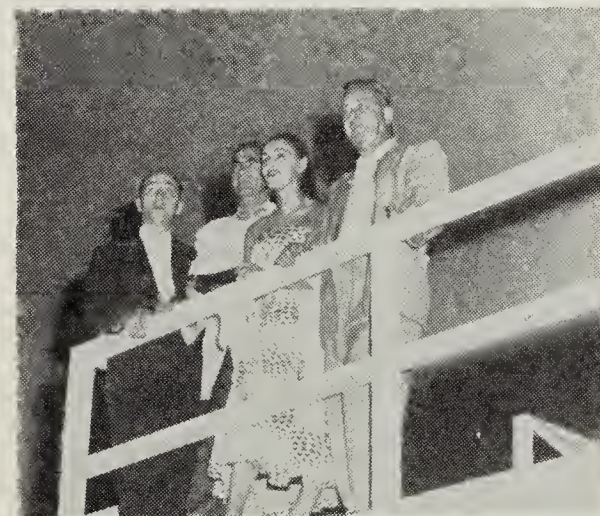


Pittsburgh drama critics stand at the rail of the replica of the "Mayflower" in a stunt arranged by William Elder, manager, Loew's Penn, and Herb Read, Jr., MGM field press representative, to publicize MGM's "Plymouth Adventure." Seen left to right, are: Karl Krug, The Sun Telegram; Harold Cohen, The Post Gazette, and Kap Monahan, The Press.

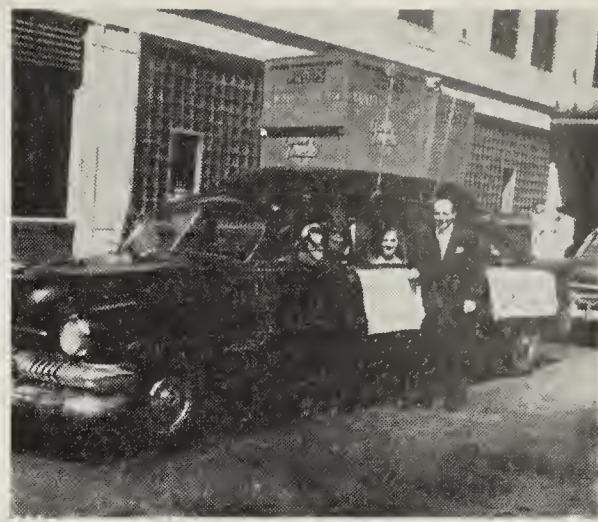
earlier to attend the board meeting. Vice-president Norman Mervis and William Finkel were unable to attend due to their work with the Variety Club 25th anniversary dinner and other activities.

According to Pennsylvania State law, no stage shows can be presented on Sundays unless they are for charitable purposes. Loew's Penn and the Stanley, when using stage attractions, generally give a percentage of their receipts to an organization. The Warner Circuit will give part of its Sunday receipts for the forthcoming stage attraction at the Stanley to the Variety Club's charity fund.

George Marlier, former artist for the Harris Circuit and now with WDTV, is expecting to be a grandfather again. His daughter is Mrs. Regis Provost, Lewiston, Me. . . . Karl Krug, The Sun Telegraph movie editor, has been choosing a picture of the week which is flashed daily on the new traveling electric sign in the theatre district. The sign is patterned after the one on The New York Times building.



When U-I's "The World In His Arms" had its recent Cincinnati premiere at Ruben Shor's Twin Drive-In, Alexandra Gromoff, native Aleutian girl, who has been touring key cities on behalf of the advance promotion of the film, made a personal appearance on the stage. She is seen standing on a balcony 50 feet from the ground, prior to going on the stage, with Jeff Livingston, U-I eastern advertising manager; William Blum, U-I Cincinnati branch manager, and Shor.



"Bonzo," U-I's new chimp star, touring key and sub-key cities on behalf of "Bonzo Goes To College," was recently welcomed to Indianapolis by Walter Wolverton, manager, Circle. "Bonzo" travels in a special limousine for himself and his entourage, which includes Helen Carr, former Copa line girl, and Henry Tyndall, trainer.

Paul Kleber, assistant contact manager, Warner Circuit home office, is coming along nicely after an operation in Mercy Hospital. It marks the first time he has been away from his office in 23 years. Fred Epstein, New York office, is filling in.

Fred Karger, Jane Wyman's new husband, is a cousin of Bert Stearn, head, Cooperative Theatre Service. . . . John Walsh, Fulton manager, was bedded with sciatica. He went into the hospital for a check-up and further examination of a recurring back ailment. . . . The London Opera Company failed to show at the Cathedral, New Castle, Pa., leaving several hundred ticket buyers holding the bag. Opera Company agent L. A. Lambert was released on bond. He failed to appear for a hearing, leaving \$778 in unpaid bills.

Visitors included Marty Burnett, Loew's Theatres' district manager; George Hauptert, Columbia auditor, and Harry Goldberg, Warner Theatres' advertising manager.

Morris Finkel, board chairman, Allied of Western Pennsylvania, headed a group that appeared before City Council to request that the city abolish its 10 per cent amusement tax. He stated that the tax threatened the very existence of theatres, many of which have been forced to close or operate on a part-time basis because of the "paralyzing effect on business." The request was referred to the Committee on Finance for discussion.

Kentucky Louisville

I. Allen, manager, Bard, suffered a broken arm in an automobile accident. He is recuperating nicely. . . . The Kentucky Association of Theatre Owners is making an effort to have members make an urgent appeal on their Representatives to repeal the federal admissions tax.

KATO President Ralph McClanahan is urging each member to cooperate as much as possible in the "Crusade for Freedom," and to assist as much as possible in "The March of Dimes."

Out-of-town exhibitors seen included: Mrs. Otto Marcum, St. Clair, Lebanon Junction, Ky.; Oscar Hopper, Arista, Lebanon, Ky.; Mr. and Mrs. George Williamson, Griffith, LaGrange, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky.; Harold Faught, Shelby and Burley, Shelbyville, Ky.; Ralph Cundiff, Kentuckian, Liberty, Ky., and George Lindsay, Lindsay, Brownsville, Ky. . . Ernest Moppin has been added to Falls City Theatre Equipment. He replaces Lester Harlan.

Michigan

Flint

In Washington, FCC hearings on the mutually exclusive applications of W. S. Butterfield Theatres, Inc.; WJR the Goodwill Station, Inc., and the Trevit Corporation for television Channel 12 were postponed to Nov. 25 to allow all three parties to present engineering exhibits and specifications.

Jackson

The Rex, opened as a nickelodeon in 1911 by Clifford Kuhlman, closed, and will be remodeled for retail store purposes. The theatre had been operated for about 25 years by Butterfield Theatres.

Lansing

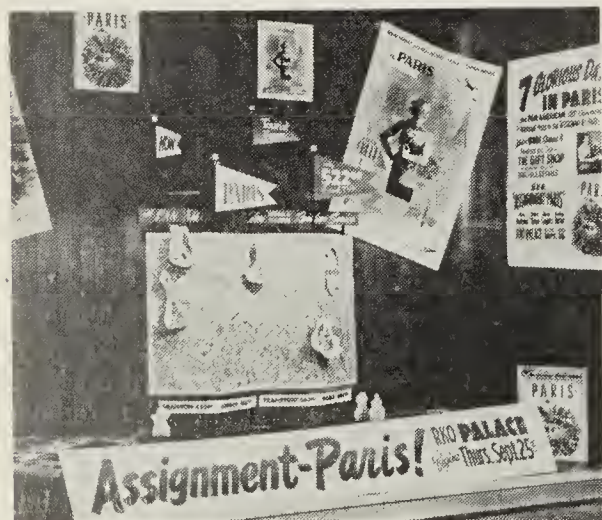
Area drive-ins closed included the Family, Lansing, Northside, and Crest. The four different owners cooperated in placing advertising to announce the closings.

Ohio

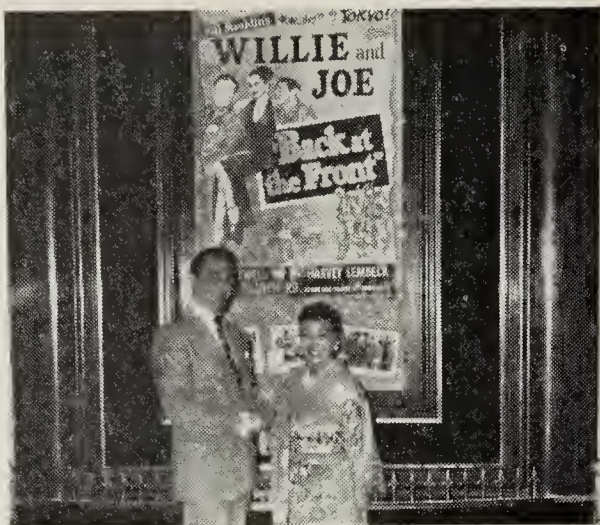
Columbus

The Ohio Sesquicentennial Commission has recommended construction of an outdoor theatre seating 1500, probably on the Ohio State University campus, for the staging of a pageant based on the history of Ohio and the Northwest Territory. The theatre would cost about \$110,000.

Lee Hofheimer, co-owner, Little, expressed himself as pleased with public response to the free admission plan inaugurated at the North Side neighborhood. The plan was started as a protest against the federal admission tax. Patrons are invited to drop coins in a fishbowl at the entrance after seeing the show. Hofheimer said the average contribution has been 27 cents.



This window display at Pan American Air Lines was recently obtained by the RKO Palace, Cleveland, in a tie-in with Columbia's "Assignment—Paris."



Shizu Moriya, Japanese actress touring on behalf of the advance promotion for U-I's "Willie And Joe In Back At The Front," is seen during her recent visit to Cleveland in the lobby of the RKO Palace with managing director Max Mink.

Previous rates at the 321-seat house were 40 cents for adults and 20 cents for children.

The moral tone of motion pictures has improved in the past year, declared Bishop Michael J. Ready, Columbus diocese, in an address before a meeting of Catholic bishops at Washington, D. C.

The federal admission tax is a "soak-the-poor" levy for which there is no justification, said Robert Wile, executive secretary, Independent Theatre Owners of Ohio, in a letter addressed to the joint Congressional committee on Internal Revenue taxation. Wile pointed out that the average price of theatre tickets, 38 cents before federal tax, can hardly constitute a luxury. Wile said that theatres cannot increase their prices without reducing volume. He added that the admission tax is in "direct violation" of the tax principle of assessments made on the ability to pay. He said the tax hits the man least able to pay. He pointed out that the government is "short-sighted" in taxing movie tickets, from the point of its own income. He said any paper loss to the government shown if the tax were to be repealed, it would be more than recouped by increases in other forms of tax revenue from theatres which are making money.

Galion

Charles Maag, former Ohio State University football and basketball star, has been appointed assistant manager, Galion.

Wapakoneta

Emil George, Wapa, is being congratulated on his 30th anniversary as an exhibitor. He received a front page story in The Wapakoneta Daily News about himself and his theatre.

Pennsylvania

Altoona

Mrs. J. J. McFadden, Rialto, Renova, Pa., was a visitor at The Sun. Her son-in-law took over the property. W. J. Hansmeir, new Sun owner, is remodeling an apartment in the theatre building. It will be ready about the first of



Martin J. Parker, Cleveland, winner in the recent nation-wide "Assignment in Paris" contest, receives a watch from Robert Deutsch, Rudolph Deutsch jewelers, Cleveland, as Gloria Brown, of WNBK's "Idea Shop," and Max Mink, manager, RKO Palace, look on.

the year when Mrs. Hansmeir will move to this city.

Blairsville

For nearly a year, motorists have had to detour around this city on Route 22 through Homer City, Pa. The detour was lifted with a new road eliminating curves between here and Armaugh, Pa. Later, a by-pass will eliminate traffic jams on the Main street.

Bradford

Shea's reopened for "The Snows Of Kilimanjaro." Booked originally for three days, the film ran for a week.

Brookville

Columbia manager Les Kennedy bagged four squirrels on the first day the hunting season started.

Greensburg

Bernard Nuchheit, former executive for the Manos Circuit, is reported to have acquired a DeSoto-Plymouth agency.

Johnstown

Mel Katz, Embassy manager, arranged a surprise every day during an anniversary week celebration.

Kane

"Kiss Me Kate," Temple, and six inches of snow arrived the same day.

Mt. Pleasant

Gus Vaveris, co-owner, Grand, is managing the theatre while Chris Fourgois, co-owner, takes a vacation.

Mt. Union

A local corporation has set a TV cable service here for TV owners. The cost is \$135 for connecting to the cable and \$3.50 a month service charge. J. C. Shapiro, owner, Shapiro, and also a furniture store which sells TV sets, says that the demand for sets is very light, due to the high cost. Mount Union is in a valley.

Titusville

Arthur Kuhne and family, he's owner, Auto Drive-In, left to spend the winter in Florida.

NEWS OF THE

Territory

Boston
Crosstown

A finding handed down by Master Arthur Brown, Suffolk County Superior Court, found the regulation of the Commissioner of Public Safety of Massachusetts requiring two licensed projectionists in attendance in projection booths to be "unreasonable and arbitrary." The finding was made as to both safety and nitrate film. It further stated that the presence of the second man added nothing to the safety of the operation. The case was brought by three state exhibitors, the Community Playhouse, Wellesly; Telepix, Boston, and Flint, Fall River. The action, heard in May, covered the details of operation and showed official records of film fires in New England.

A proposed open-air theatre for West Newton, Mass., was vigorously opposed by City Alderman Kenneth E. Prior as "an effrontery to property-owners as it would destroy the value of their homes." The site proposed is a filled-in dump area of five parcels of land with access roadways to the premises on Lexington, River, and Pine Streets. A New York theatre group, which operates drive-ins in other areas, is seeking a permit to operate a theatre to accommodate 1,000 cars. Prior stated that he would rather see the property developed for a huge children's playground, or, if that were not feasible, for a residential section. He added that members of the clergy and representatives of various other civic groups have registered opposition to the move. The petition will be presented at the next board meeting of the city.

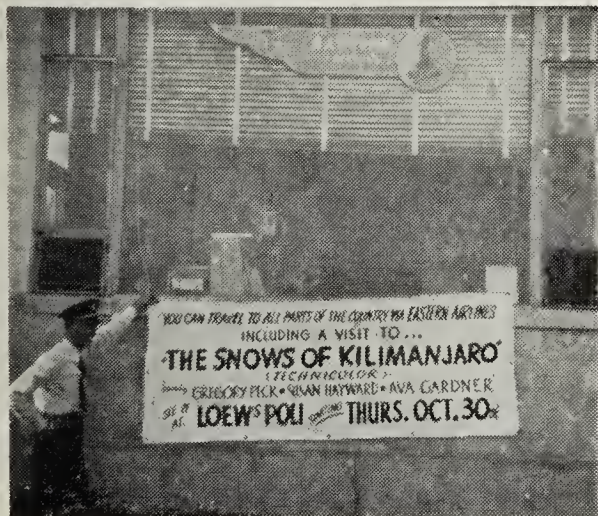
Placing a life-size cutout blowup of a star in the lobby is standard practice with managers, but Louis Krasnow, Astor, went the standard a few better in his campaign for Columbia's Kramer production, "The Happy Time." Krasnow made a blowup of a still of pretty Linda Christian in a kissing pose. Then he had a life-size, life-like figure carried



Frank Loesser, composer of the words and music for songs in RKO's Samuel Goldwyn production, "Hans Christian Andersen," recently visited Boston, where he met with Hatton Taylor, left, RKO branch manager, and Dan Finn, managing director, Astor, Boston, where the film opens on Dec. 26.

all around town. He also promoted the use of a camera which delivers a finished print in 60 seconds. A pretty girl took the camera everywhere the blowup of Miss Christian went, and offered a print to anyone who would pose kissing the replica of the star. The stunt proved such a success that a television station requested the use of the cutout and the special camera on one of its shows. The Astor manager also promoted a radio contest which offered a defense bond for the best essay on "Why Mine Is The Happiest Family In Town." He worked out multiple tieups with the Dell pocket edition of the book, "The Happy Time." Over 30 stores featured a "Happy Time" sundae before and during the run. Numerous downtown store windows were promoted on the basis of using the title of the picture. To highlight the newspaper publicity, Krasnow persuaded Robert Fontaine, author of "The Happy Time" and a local resident, to write several features about that part of his childhood lived in the Boston area. These were used in the Sunday editions prior to the opening.

Helen Deutsch, who wrote the screenplay for "Plymouth Adventure," was in here and in Plymouth, Mass., for the New England premiere of the film, and also to attend the special invitational screening at the Old Colony, Plymouth. Dan S. Terrell, exploitation director for MGM, attended the invitational screening in Plymouth, and Arthur Canton,



Morris Rosenthal, Loew's Poli, New Haven, recently made a tieup with Eastern Airlines, Municipal Airport, and bowling alleys for 20th-Fox's "The Snows Of Kilimanjaro."



Robert Bergle, former manager, Palace, Torrington, Conn., was recently named manager, Art, Springfield, Mass. Gloria Carabetta, who had been acting manager, is his assistant.

Exhibitors of New England

are cordially invited
to attend the

Annual
Convention

of

INDEPENDENT
EXHIBITORS, Inc.

and

DRIVE-IN THEATRE
ASSOCIATION

at the

SHERATON PLAZA HOTEL

Boston, Massachusetts

December 9, 1952

Program will consist of
Business Meetings — Film Clinics
Luncheon — Cocktail Party
Banquet

In attendance will be officers of
National Allied, Civic Leaders,
Industry Personalities and Stars

Make plans to attend now!

Send requests for reservations to:
RAY FEELEY, *Executive Secretary*

Independent Exhibitors, Inc.

36 Melrose Street
Boston 16, Massachusetts

This space contributed by EXHIBITOR

eastern press representative, also attended festivities in both cities.

Affiliated Theatres is now handling the buying and booking for the Sokokis, Limerick, Me., for Alpha Dugas, owner, reopening the theatre on Thanksgiving Day.

Herman Rifkin, Rifkin Circuit, and his wife flew to California for the meeting of Allied Artists. He is the New England franchise holder. They staged their arrival in time to attend the world premiere of "Flat Top."

Louis Gordon, Lockwood and Gordon Enterprises and Mrs. Gordon returned from an extended European trip, and arrived in time to make the voting polls.

So business is going to the dogs? This reporter knows of at least three house records broken this past week, two downtown first-runs, and one suburban second-run. The Exeter Street, playing U-I's "The Promoter," broke a house record for attendance and grosses on opening day, and two days later that record was broken by \$100. The Pilgrim, an ATC house, which sometimes plays first-run, established a new house record on Election Day with Columbia's "Eight Iron Men" with starlet Mary Castle on the stage. Across the Charles River in Cambridge, Mass., the University broke all existing records for a four-day run with Republic's "The Quiet Man" and the short, "Miracle On Skis," distributed by Regal.

A new policy of evenings only, excepting Saturdays, Sundays, holidays, and no-school weeks, has been instituted at the Cameo, South Weymouth, Mass., a Lockwood and Gordon house, by manager Walter Upchurch. Upchurch is a native of Mississippi, where he managed theatres for Strand Enterprises, Inc., for the past 10 years. He has been in New England since mid-August.

The buying and booking for the Casino and Old Howard are being handled by Joe Cohan, chief projectionist, Casino, who is no relation to the Joe Cohen on Church Street, an independent buyer and booker. The Casino Cohan is a member of Local



Nathan Goldstein, left, owner-operator, Arcade, Springfield, Mass., traveled to Boston to chat with Joseph Cotten, star of 20th-Fox's "The Steel Trap," which recently inaugurated the house's first-run policy. On the right is Harry A. Smith, Goldstein's assistant.



Continuous crowds packed the Astor, Boston, for the recent run of Warners' "The Miracle of Our Lady of Fatima."

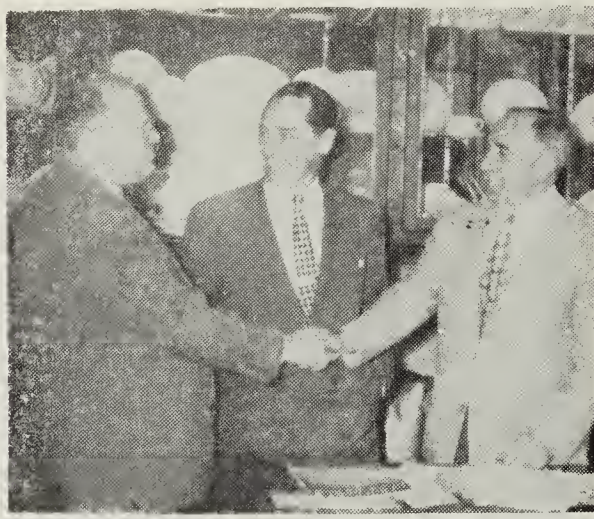
182. He started many years ago as a shipper with Mayer and Gordon before that company joined First National.

Al Daytz, president, Daytz Theatre Enterprises, spent a few days in New York.

Eliminations announced by the Bureau of Sunday Censorship included the following: "Cleopatra," parts 1 to 11. (Deletions: Eliminate closeup scenes of breast exposure of Iras and Charmion, in part 4. Scene showing close-up of dancing girls on the barge, in part 6. Cut to flash scene showing Cleopatra and Anthony kissing on couch, in part 7). Paramount; "The Grand Design," (Deletions: Eliminate scene showing sex exposure of baby). Telepix, Inc.

Leo Brandt, RKO exploitation manager, was in to set preliminary plans for the premiere of Samuel Goldwyn's "Hans Christian Andersen" at the Astor on Dec. 25. . . . Hans Hass, producer of RKO's "Under The Red Sea," was in to participate in the promotion and publicity campaign for the opening of the documentary feature on Nov. 30 at the RKO Boston. He was accompanied by his wife, Lottie Berl.

Lawmakers vetoed a suggestion that individual TV sets be taxed \$1.50 to \$2 annually to provide money for a state-owned TV channel to be used for educational purposes. Senator Ralph C. Mahar, chairman of the committee studying the possibility of establishing such a channel in Massachusetts, ruled out the suggestion.



Joseph Ruttenberg, Metro photographer, who recently visited his family in Boston, is shown at left shaking hands with Joseph Cohen, independent buyer and booker. In center is his brother, Joseph Meyer, general sales manager, Coulter Premiums.

Eliminations announced by the Bureau of Sunday Censorship included the following: The motion picture entitled, "The Case Of The Frightened Lady," parts 1 to 8, Northeastern Film, approved by this department in 1941, with deletions, is hereby corrected to read as follows with corrected title and exchange: "The Scarf Murder Mystery," parts 1 to 8. (Deletions: Dialogue, "—too damn long—," in part 5. Dialogue, "—My God—"; "My God—," in part 8). MEJ Productions.

Film District

The Motion Picture Salesmen's Club held its annual election of officers at a meeting and screening at the Metro screening room. Arthur Gerome was elected president; Jack Gubbins, Paramount, vice-president; Joseph Wolf, Embassy, treasurer; Louis Josephs, Bay State, secretary, and Joseph Meikleberg, sergeant-at-arms. Highlight of the meeting was a discussion of ways and means of securing new members for a 100 per cent representation of all film salesmen.

Morton Ladge, Pronto Popcorn Sales, and Mrs. Ladge are receiving congratulations on the birth of a daughter, Jane, giving Jerry and Johnnie a baby sister.

The equipment men attending the TESMA-TEDA and Allied convention in Chicago were: Ted Gray, Capitol Theatre Supply; Joe Cifre, Joe Cifre, Inc.; Eddie Comi, Massachusetts Theatre Equipment Company, and Eddie Hosmer, Independent Theatre Supply.

As soon as branch manager Jim Connolly, 20th-Fox, returned from a three-day district and branch managers' meeting in New York, he called together his own sales staff, and announced the impressive list of forthcoming 1953 product, running up to September. Three top 20th-Fox films were set for Thanksgiving Day openings in Boston, "Bloodhounds of Broadway," Paramount, and Fenway; "Pony Soldier," Keith Memorial, and "The Snows Of Kilimanjaro," will enter its fourth week on that date. "Stars and Stripes Forever" Christmas release for the company, has not yet been dated to a theatre, but the film has been tied up nationally with the United States Marine Corps. Phil Engel, publicist, arranged for special screenings for high-ranking marine officers in this area with a recruiting drive during the release. Public Information Officer Major A. Morgan is heading the recruiting drive, with booths to be established in the theatre lobby.

George Fucillo has returned to National Screen Service as a shipper after a lapse of eight years. He had been at Screen Guild in the same capacity. . . . E. M. Loew Theatres re-seated the Portland, Portland, Me.

Julius Mintz, projectionist, Metro screening room, a member of Local 182, has been appointed chief of the fire department of the city of Franklin, N. H., where he maintains a summer camp. In view of the fact that he spends only weekends at his summer spot, and this is a year-round procedure, it is hoped that there will be no fires of major

importance during the week while he is merrily engaged in projecting MGM product here. However, the selectmen of Frankin must know what they are doing as they appointed him fire chief. And he has a badge and card to prove it.

James R. Grainger, Republic executive vice-president in charge of sales and distribution, was in.

Branch manager Ralph Iannuzzi, Warners, has conducted a series of sales meetings with his staff urging playdates of Warner product for the "Norman Ayers Cleanup Week Drive," Jan. 11-17. "We are expecting 100 per cent representation in every theatre in New England for the drive, when on that week some Warner product will be on every screen in the territory. The exhibitors have been most cooperative," Iannuzzi said.

In his office at Allied Artists, district manager Ben Abrams said that the results of the "Razz Goldstein Drive" are gratifying. "Due to an unforeseen print shortage, the drive has been extended from a four-week period to 13 weeks, ending the last week in January, but I feel certain that this drive for our Allied Artists product will exceed any of our drives in the past, thanks to our exhibitor friends," he said.

New Haven Crosstown

The Post Drive-In, East Haven and New Haven Drive-In closed. . . . Oscar Shanken, former West Haven theatreman, staged a party in honor of opening the new Cameo Center. . . . The Milford Drive-In closed for the season. . . . Burt Noble, former Poli projectionist, wrote friends from Clearwater, Fla. . . . Manager Morris Rosenthal, Loew's Poli, for "The Prisoner of Zenda," had a mechanical rocking boat, a replica of the "Mayflower" in his lobby. . . . Up at the College, manager Sid Kleper had a big campaign for Columbia's "Invasion, U. S. A." This included a special front, teasers on mirrors, hangers, TV trailer, Army Recruiting tieup and window, sound truck, Civilian Defense workers tieup, Yale News Bureau story, Yale ROTC angle, special bulletins, sidewalk stencil, radio campaign on the Yale station, anagram contest on WBIB, post



This unusual lobby display at the Allyn, Hartford, Conn., was recently arranged on U-I's "It Grows On Trees." Manager Ray McNamara and aide Edgar Breault are seen in the foreground.

card contest on WELI, newspaper tie-ups, Red Cross blood donor angle, radio, TV, beauty shop, hotels, and jewelry angles.

Jack Beresin, International Chief Barker, Variety Clubs International, officiated at the induction of officers of Tent 31 at the Hotel Taft. In a speech, he said new units of VCI are being organized in Paris, Rome, Madrid, Hamburg, and Frankfurt. He cited the work being accomplished by the tent which "adopted" The Register Family Service Fresh Air Fund as its man charity last summer, and sponsored a boxing show as the first event in support of the fund. Tent 31's officers for the coming year are Chief Barker Robert Elliano, Colonial, Walnut Beach, Milford; First Assistant Chief Barker Abraham J. Mattes, owner, Photo News Service; Second Assistant Chief Barker Samuel Wasserman, theatrical producer; Property Master Henry Germaine, branch manager, Paramount, and Dough Guy, Samuel Germaine, booker, 20th-Fox. Patrick J. Goode, president, Elm City Broadcasting Company, became a regular member. William J. Clancy, district manager, Metropolitan Insurance Company, vice-president, Board of Education, and general chairman, Harvest Festival, and Harold Bernstein, president, New Haven Petroleum Company, became associate members. Reverend William Botticelli, pastor, St. Peter's Church, Torrington, became the club's first regular chaplain. Mayor William C. Celentano, an honorary mem-

ber, expressed his interest in the affairs of the organization, and said, "We in New Haven are proud of Tent 31." Clancy thanked the club for bringing Robert Alda and Tommy Wells in for the Harvest Festival.

Meadow Street

Herman M. Levy returned after attending the 40th anniversary convention of the Theatre Owners of North and South Carolina Association at Charlotte. . . . The East Windsor Drive-In, Hartford Drive-In, and E. M. Loew Drive-In, Newington, closed.

Circuits Loew Poli

The New England premiere of MGM's "The Prisoner of Zenda" at the Poli, Worcester, Mass., brought plenty of publicity with a benefit performance. . . . Al Domian's son, Alfred, was recuperating from third degree burns at St. Vincent Hospital, Bridgeport. . . . Harry Rose, Globe, Bridgeport, was in Atlantic City. . . . Donald Schine and Mrs. Schine, Schine Circuit, were in for the Yale-Princeton game. . . . Newspapermen due to accompany division manager Harry F. Shaw, and publicity director Lou Brown to Plymouth, Mass., to the New England premiere of "Plymouth Adventure" were Leo Miller, The Bridgeport Herald; H. Vego Anderson, The Hartford Times; Al Wooding, The Hartford Courant; Jim Lee, The Worcester, Mass., Telegram-Gazette, and Charles McQueeney, The New Haven Register. . . . Bob Carney, Poli, Waterbury, for "The Quiet Man," had Brass City "Quiet Men" comments in a newspaper ad.

Connecticut Colchester

Ted Markoff, Markoff Theatres, was named to the convention committee of the Lions Club.

Hartford

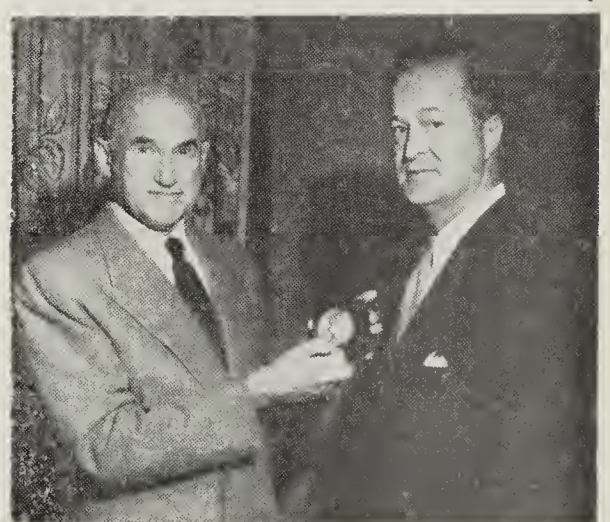
Jim McCarthy, Strand, got a unique advance plug on "April In Paris" when he went along with Allen M. Widem, motion picture editor, The Hartford Times, to a trade screening. The newsman has a walk-on bit role in the Warner film.



Ralph Carezza, Bijou, Springfield, Mass., presents Mary Castle with a bouquet of roses as she leaves the plane for a series of personal appearances on her recent tour for Stanley Kramer's Columbia production, "Eight Iron Men."



Shiza Moriya, Japanese actress, currently touring key cities on behalf of advance promotions of U-I's "Willie and Joe In Back At The Front," is seen in the lobby of the Roger Sherman, New Haven, with Irving Hillman.



Samuel Goldwyn, left, producer of "Hans Christian Andersen," in New York City recently received the Parents magazine Special Merit award for the Technicolor RKO release from Phil Wilcox, executive of the publication.

Robert Schwartz got a new two-day-per-week art film policy started at his Ville, Waterbury.

Rube Lewis, business agent, Local 184, reports that John Sullivan, Jr., son of the late Palace house electrician, will be out of the army, rejoining the Local. . . . As promotion for "It Grows On Trees," Ray McNamara, Allyn, had Irene Dunne talk with drama editors. . . . Ernie Grecula, advertising-publicity chief, Hartford Theatre Circuit, is noting his seventh year with the circuit. He also manages the Colonial.

John McGrail, U-I exploiter, visited George E. Landers, division manager, E. M. Loew Circuit, to talk about "The Raiders." . . . Dave Lustig, Columbia, came through on "Hangman's Knot." . . . Mary Grady, Hartford Theatre Circuit, moved into a new home.

At the Colonial, Mrs. Victoria Jackson replaced Mrs. Nellie Moquin, resigned. . . . Jack Mitchell, chief projectionist, Colonial, is back from leave.

Work will begin immediately on the razing of the 45-year-old Loew-Poli building, Meriden, to make way for a parking lot. The property is presently valued at about \$100,000.

Highlights of the campaign put on by Lou Cohen and Norm Levinson, Loew's Poli, for 20th-Fox's "The Snows of Kilimanjaro" included the promotion of a half-hour radio program daily titled "What is Kilimanjaro?", teaser trailers in the newsreels as much as four weeks in advance, posters in the Poli and Palace, teaser cards around the city, models walking the streets with T-shirts advertising the show, tieups with sporting goods and department stores, art layouts in The Courant, Times, and Herald, and plugs over radio stations. Cohen and Levinson have their eye on 20th-Fox's \$1,000 prize.

Meriden

Tony Masella, Palace, promoted a Meriden Record coloring contest on "The Snows of Kilimanjaro."

New Britain

Joe Borenstein, Strand manager, arranged a radio panel discussion on "Ivanhoe," New Britain pupils participating.



Mary Castle, star of Stanley Kramer's Columbia production, "Eight Iron Men," proved popular with patients at the Westover Air Base Hospital, Springfield, Mass., one of more than a dozen visits in her recent one-day tour.

Maine Gorham

Felican LaCrois, Playhouse, here, and Playhouse, Kezar Falls, was the victim of a nasty accident in which he broke his leg in eight places. He is confined to the hospital.

Limerick

Affiliated Theatres Corporation is now handling the buying and booking for the Sokokis for owner Alpha Dugas, who is reopening the theatre on Thanksgiving Day.

Randolph

Louis Score, owner, Randolph, has returned to his home after minor surgery.

Massachusetts Fall River

Over \$200 was collected at a benefit performance given at Norman Zalkind's Strand for the surviving members of the Aladin Audette Family of nearby Westport, Mass. Audette lost his wife and eight of his 10 children who died of suffocation when fire damaged their home. The personnel of Carl Zeitz's Academy contributed substantially to the Aladin Audette Family Fund.

The Capitol, operated by Nathan Yamins, has gone on a five-day week, remaining closed on Mondays and Tuesdays.

Through the incessant work and initiative of James W. McNamara, manager, Nathan Yamins' Park, Globe Corners, the area will soon become one of the most active suburban sections of the community. Supporters of the move launched by McNamara, obtained from the city fathers promise of the installation of additional street lights at Globe Corners and at Father Kelly Park in the immediate vicinity. Opening of a branch of a downtown bank, another project of the McNamara move, awaits the permission and approval of the State Banking Department, while Street Department employees will soon safety mark street crossings and other spots at the Corners, and place rubbish containers at prominent places along the way. The aim of the move is to rejuvenate business in the area in which the theatre is located.

Plymouth

Motion picture editors and critics from New England newspapers were invited by MGM and Interstate Theatres to attend the special invitational showing of "Plymouth Adventure" at the Old Colony. Leading members of the Mayflower Society attended the Old Colony screening. Citizens of this town, in Pilgrim costume, reenacted the signing of the Mayflower Compact as a preliminary to the special showing. The replica of the Mayflower, now on tour, also was here for the ceremonies. Helen Deutsch, MGM screen writer who did the script for Dore Schary, vice-president in charge of production, was in meeting the press, and being interviewed on radio.

Springfield

At the Paramount, aides have new uniforms, and manager Ed Smith says the showplace will have the lobby and foyer redecorated.

At the Capitol, a mother-daughter combination consists of Mrs. Florence Blanchard and Ann Blanchard, along with Natalie Haskill and Roberta Rogers as aides. . . . Manager Ande Sette is setting up plans for a special Christmas kiddie show.

At the Bijou, Bob Weiner, Columbia, was in prepping plans for "The Happy Time." One gimmick included the "Happiest Family in Springfield" contest. . . . Bijou manager Ralph Carezza announced that Lester Heon, replaced Eldon Moses as assistant.

Bing manager Larry Love announced matinees for Wednesdays only.

At the Arcade, Emil Morriseau is the projectionist.

At the Art, Kenneth Graham, formerly of the Rivoli, Chicopee, Mass., is the assistant. Gloria Carabetta, former assistant, resigned. . . . Miss Maureen Higgins, Art, resigned, replaced by Mrs. Billie Sizemore.

New Hampshire Durham

Arthur Stewart, owner, Franklin, is back at his house after major surgery.

Manchester

Mrs. John Anthony, wife of the owner of the Modern, is up and around after being laid up with a sprained ankle.

Newington

The Newington Outdoor Theatre closed for the season, to reopen in the spring.

Vermont Morrisville

After closing his two drive-ins, one in Derby and the other here, Don McNally is busily engaged on the new house he is building, helping on the carpentry with the builders.

Richford

Roy Brown, Park and the Richford Drive-In, has gone south on a vacation after closing the drive-in for the winter season.

Randolph

The cast has been removed from the back of Jack Champlain, Playhouse, after he spent an uncomfortable summer in the hospital. He was in a serious automobile accident in New York State in August, and is still confined to his bed.

Swanton

Homer Bliss is now in full charge of the Champlain for the estate of Mrs. H. E. Haff, his former partner.

NEWS OF THE

Territory

New York City
Crosstown.

Charles C. Moskowitz, vice-president and treasurer, Loew's, Inc., and founder and first Supreme Master, Alpha Epsilon Pi fraternity, was honored by his fellow alumni at a testimonial dinner. The event marked the beginning of Moskowitz's 40th year of service to the national undergraduate fraternity, which has 60 chapters, with a membership of 12,000 in the United States and Canada. For outstanding alumnus achievement, a scroll was presented to Moskowitz by the national president of Alpha Epsilon Pi, Sumiver Berenson, Lowell, Mass. Among those present were Nathaniel L. Goldstein, Attorney General; Jacob Grumet, Fire Commissioner, and Dr. Benjamin Fine, educational editor, The New York Times. Recently, Moskowitz, an alumnus of New York University's School of Commerce, received the annual John T. Madden Memorial Award for outstanding accomplishments in business and industry.

William Goetz, in charge of production for Universal-International, arrived from Hollywood for a series of conferences with Milton R. Rackmil, president; N. J. Blumberg, chairman of the board, and Alfred E. Daff, executive vice-president. Goetz was accompanied by Al Horwitz, publicity director, U-I studios.

Forty members of the 20th Century-Fox home office publicity, advertising, and exploitation staffs held a luncheon in honor of Stirling Silliphant, leaving the company to produce "The Joe Louis Story."

William R. Ferguson, former exploitation head for MGM, sailed for four months of car touring of England and continental Europe.

Roy O. Disney, president, Walt Disney Productions, and Card Walker, advertising and exploitation director, arrived from Hollywood for staff conferences and meetings with RKO executives to set final national sales and promotion plans for "Peter Pan."

Loew's Theatres, in conjunction with the motion picture department, International Federation of Catholic Alumnae, arranged for special showings of "Because You're Mine" for the Sisters and others of religious orders throughout the city. Loew's 175th Street was selected for the Manhattan and Bronx



"Way Of A Gaucho" art highlights the above window display recently obtained at the offices of the Argentine Airlines in New York, and which gave full credits to the 20th-Fox film and its engagement at the Roxy.

showing. The Brooklyn showing was in the auditorium of Our Lady Of Perpetual Help Church.

Jerry Pickman, Paramount vice-president in charge of advertising, publicity, and exploitation, returned from Hollywood.

David Coplan, managing director, International Film Distributors, Limited, London, arrived for three weeks.

Dora Schwartz, mother of George Schwartz, coowner, World and Little Carnegie, died in Beth-Israel Hospital.

A score of importers of Italian merchandise and book shops specializing in works of Italian authors joined with 20th-Fox in the campaign for "The Thief of Venice," Mayfair. Window displays built around scene stills from the swash-buckling adventure drama were set along with appropriate instore decorations. Photographs of Venice as it was in the 16th century, time of the film's story, and as it is today also highlighted displays.



Linda Christian, second from left, in Columbia's Stanley Kramer production, "The Happy Time," is seen in New York City with children who won prizes on NBC-TV's "The Big Payoff," with Bess Myerson, right, during a recent TV appearance.



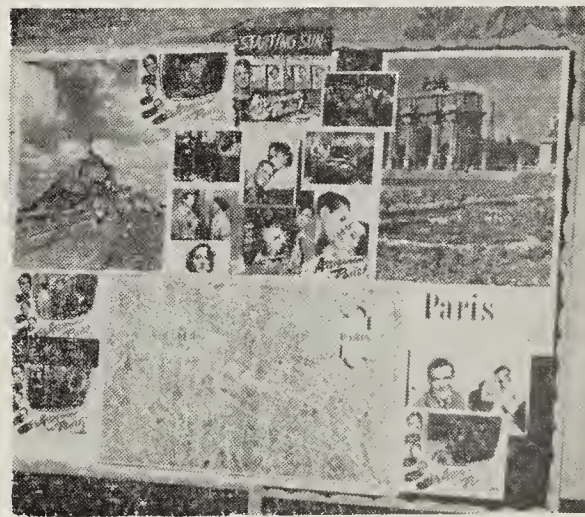
Pretty Joan Rice, leading lady to Burt Lancaster in Warners' Technicolor production, "His Majesty O'Keefe," recently arrived in New York after a flight of more than 8,000 miles from the Fiji Islands, location site of the picture.

Funeral services were held for Lenore R. Sanders, publicity writer in the press-book department of United Artists for more than 10 years, who died suddenly. Miss Sanders had been on leave of absence from United Artists for the past three months.

Producer Frederick Brisson, in for conferences with RKO executives on distribution and promotion plans for "Never Wave at a WAC," established offices with the Walt Disney organization, which is acting as his world-wide sales representative. He was accompanied from the coast by RKO publicist Phil Gersdorf, acting as his publicity director.

Elias Lapinere, who will rejoin the MGM organization in January as special publicity representative in Europe, arrived for conferences with Loew's International home office executives.

Rosemary White, a member of Paramount's publicity staff, left the company to be married.



This striking lobby display was recently made by Joe Sommers, manager, Walter Reade's Kingston, Kingston, N. Y., for Columbia's "Assignment—Paris." Utilized were a set of stills, two large photographs, and a street map of Paris furnished by a travel agency.

Lorraine
carbons

PRODUCE MORE LIGHT — THAT IS WHITER,
BRIGHTER, STEADIER AND PROVED
MORE ECONOMICAL.

CARBONS, INC., BOONTON, N. J.

J. Milton Salzburg, president, Cornell Film Company, announced the signing of a contract with United Films, Tel Aviv, Israel, for the exclusive distribution rights to a film featurette "The Life and Times of Chaim Weizmann."

Norton V. Ritchey, president, Monogram International Corporation, left Hollywood to visit the company's branch office in Mexico.

Selig J. Seligman, vice-president and general manager, Northio Theatres Corporation, announced the birth of his third child, and first daughter, Dale.

In furtherance of the Organization of the Motion Picture Industry-National Broadcasting Company mutual promotion pact, there is a one-minute spot announcement included in the Gene Rayburn program on WNBC in the early morning hours, 6-8:30 a.m. daily. The announcement incorporates a list of recommended films playing in metropolitan theatres.

David A. Lipton, U-I vice-president in charge of advertising and publicity, arrived for conferences with home office executives on promotion plans.

Spyros P. Skouras, president, 20th Century-Fox, was named honorary chairman of the annual American Fund for Israel Institutions' dinner concert, which will pay tribute this year to impresario Sol Hurok, on Jan. 8, in the Grand Ballroom of the Waldorf-Astoria Hotel. In announcing the selection of Skouras, who is currently surveying company and industry conditions abroad, Edward A. Norman, president, American Fund for Israel Institutions, also appointed Harry C. Oppenheimer as chairman of the event. Hurok is being honored for his work as a trustee of the fund. Among his many achievements, Hurok, whose career story is being brought to the screen by 20th Century-Fox in the Technicolored "Tonight We Sing," managed the first American tour of the Israel Philharmonic Orchestra.

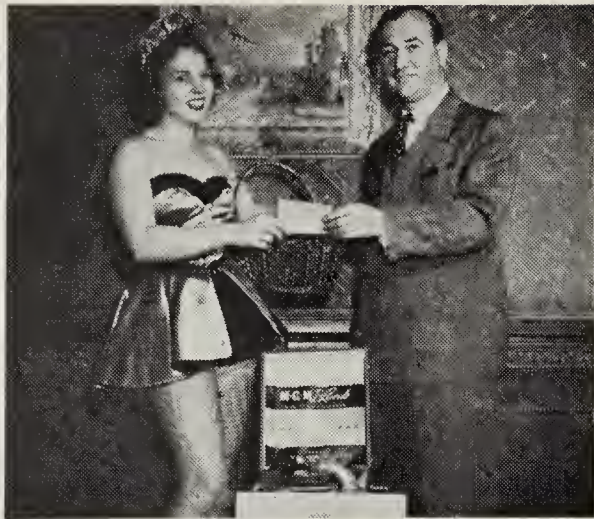
Nunnally Johnson, whose latest picture, "My Cousin Rachel," opens at the Rivoli towards the end of the year to compete for the Academy Award, arrived from Hollywood for a brief vacation.

Bruce Odlum, associate producer on the forthcoming Independent Artists' production, tentatively titled "It Happened in Spain," sailed on the S. S. Constitution for Madrid to initiate arrangements for the filming of the picture in Spain in the late spring.

Jeanmaire, French ballerina who co-stars in Samuel Goldwyn's "Hans Christian Andersen," flew in from Paris to attend the benefit premiere of the Technicolor picture at the Criterion. All proceeds from the opening go to the Will Rogers Memorial Hospital for tuberculosis research and treatment.

Carl Pederson is the new operator of the Gem, Carteret, N. J.

William M. Pizor, vice-president, Lippert Pictures, Inc., was in Hollywood for conferences with Robert L. Lippert, president.



Sam Pearlman, manager, Loew's State, New York City, was recently presented with a certificate for a special recording by Billy Eckstine of "Everything I Have Is Yours," as the MGM film of that title opened at the house. The model making the presentation also distributed thousands of cards.

Orton H. Hicks, director, 16mm. department, Loew's International Corporation, addressed the "Great Issues Course" of the senior class of the Great Neck High School, Great Neck, on "Motion Pictures and Their Effect On Public Opinion."

New Jersey Newark

Thieves broke into the Stanley and Mayfair. . . . Arthur Manfredonia, manager, Stanley, Jersey City, N. J., used a statue of Our Lady of Fatima, imported from Italy, as a lobby display on "The Miracle of Our Lady of Fatima." . . . B. Silverman, manager, Branford, concentrated on schools in allowing students discounts in behalf of "The Miracle of Our Lady of Fatima."

Milton Brenner, manager, Tivoli, used an army tank and a display of guns on "What Price Glory." . . . Frank Plowman, with Warner Brothers' Jersey Theatres for many years, and lately manager, Capitol, Belleville, N. J., and Franklin, Nutley, N. J., resigned. The theatres were taken over by manager John Mathews.

Dominec Barreca 55, Union City, N. J., who recently worked for Warner Theatres as manager, Globe and Ritz, died. . . . The Strand, Bayonne, N. J., closed for many months, was almost completely destroyed by fire.



A colorful window display setup at "Harry the Horse's" Sportsmen's Cafe in New York on behalf of 20th-Fox's "Bloodhounds of Broadway" recently caught the public's eye, and honored real-life Runyon characters.



Raoul Walsh, veteran motion picture director, passing through New York enroute to Hollywood after the recent completion of a picture in London, stopped to discuss promotion plans with Alfred E. Daff, U-I executive vice-president, on "The Lawless Breed," a Raoul Walsh production in Technicolor.

Manager Emanuel A. Adams reported that the response to the fourth "Ladies' Night" in as many months at the Paramount was "enough to encourage us to do it again." All escorted women are admitted free after 6 p.m. on "Ladies' Night," which is advertised with the phrase, "Don't be a living room prisoner." Adams explained the move was aimed at getting people into the habit of coming to downtown Newark. The theatre held the first "Ladies' Night" in August, and attendance has increased about 10 per cent at each one since.

New York State Albany

A well-balanced crew to batten down Tent 9 during 1953 has been elected by Variety Club members. It consists of two branch managers, Leo Greenfield, U-I, and Arthur J. Newman, Republic; three exhibitors, Sylvan Leff, Utica and Watertown; Julius Perlmutter, Lake George, Watervliet, and Richmondville, and Alan V. Iselin, Auto-Vision, East Greenbush; a candy company manager, George Schenck, Tri-State Automatic; a circuit official, Joe Saperstein, Fabian division buyer-booker; a head booker, Frank Carroll, Metro; a former Albany theatre owner, attorney Jack Olshansky; a local business man, Dave Marks, president, Fort Orange Radio Distributing Company, and a state worker, Aaron



Gun collector Donald Saunders, left, Syracuse, shows a Springfield rifle, manufactured in 1873 and still in working condition, to Sol Sorkin, manager, RKO's Keith, where WB's "Springfield Rifle" was recently shown.



When Benny Fields and Blossom Seeley made a personal appearance in connection with the recent showing of Paramount's "Somebody Loves Me" at the Stanley, Jersey City, N. J., on hand, were, left to right, Fields, Stanley manager Arthur Manfredonia, Miss Seeley, and William Clark, Warner Theatres' Jersey zone head of publicity.

Winig, brother of Nate Winig, 1952 Chief Barker. Perlmutter and Leff have other interests, the former a theatre booking service, and the latter, Realart and Astor upstate franchises as well as a large Watertown business building. The crew was to select officers at a meeting in the clubrooms.

The second postponement in a TOAA meeting set back the date to Dec. 1, but retained the place, Keeler's Restaurant. President Harry Lamont and executive director Lewis A. Sumberg were to present various matters for discussion. It was expected that Sumberg would report on his request to branch managers for an increase in prints. Exhibitors complained at the first TOAA meeting that the local exchange district was suffering from a "disproportionate" shortage of available prints, especially for important pictures. They asked that the number be hiked 50 per cent. Lamont announced at that time the matter would be routed to TOA offices in New York, for presentation to top distributing officials, if adequate relief were not obtained locally.

The Strand draws steadily not only from Albany but from Troy, Schenectady, and other surrounding towns, manager Al LaFlamme contends. One proof of Troy patronage is that he mailed no less than three pairs of lost glasses to persons from there in one week.



Linda Christian, left, and Marlene Cameron, of the cast of "The Happy Time," Kramer Company production for Columbia, are seen at a party recently held in New York.

Beresin Address Highlights VC Fete

ALBANY—A picture of Variety Clubs International as the personification of charity toward handicapped children in the United States, Canada, Mexico, England and Japan, and of the former's extension to the continent of Europe, as a spiritual force to combat Communism, was etched by International Chief Barker Jack Beresin at a dinner in the Ten Eyck Hotel marking the inauguration of the annual "Denial Day" drive for the Variety Club-Albany Boy's Club summer camp.

The Philadelphian added a bracing touch to his warmly human talk by stating he would donate \$250 to the \$15,000 goal which Tent 9 seeks to reach during the week of Nov. 27. Beresin had "pleasant memories" of a prior visit here for the 1950 kickoff dinner, when he also contributed \$250.

Chief Barker Nate Winig, in thanking him for "unusual generosity," reminded that he had told Beresin, in a cab coming from the Union Station, that no solicitations were to be made at the kickoff. The club welcomed the handsome gift, but did not wish it to embarrass members present. Winig asked them to "carry home the message delivered here, think it over, and let your conscience be your guide." The barkers will be solicited later.

Beresin reported on an official cross-country trip just completed. He also sketched the London club's achievement in rehabilitating three blocks of war-devastated slums for playground purposes. American Ambassador Walter Gifford wrote the State Department that

It is expected that Fabian's Grand will carry the closed circuit telecast of "Carmen" by the Metropolitan Opera Company on Dec. 11, although no official announcement has been made.

Buffalo

A United Artists' sub-branch in Albany has been opened under the management of Mannie A. Brown, local branch manager, and will be added to the territory supervised by Moe Dudelson. Michael Frashela has been added to the UA sales staff, servicing Rochester and Syracuse. Selwyn Ginsler is covering Buffalo.



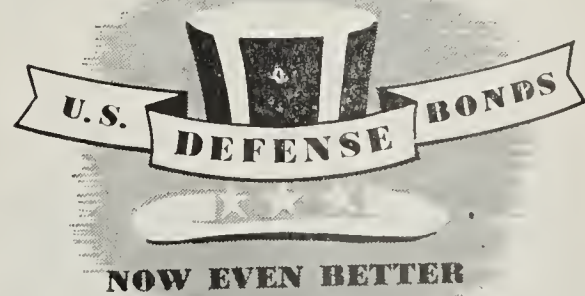
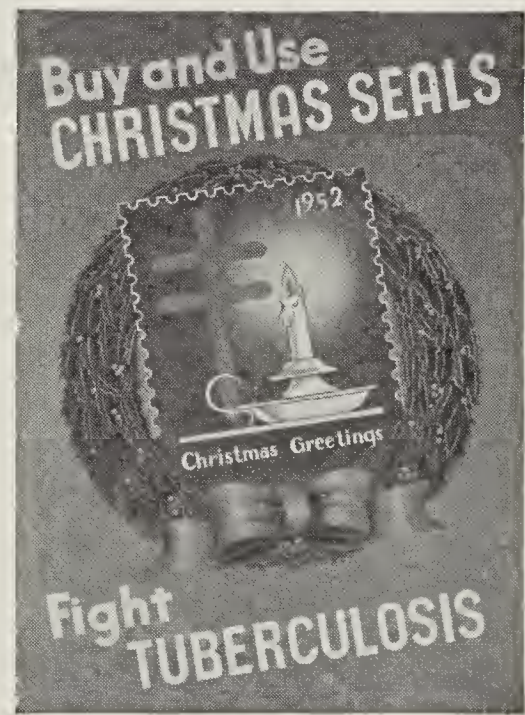
20th-Fox's "Stars and Stripes Forever," recently received credits on a 30-foot banner in front of the Hotel Abbey, New York, convention residence of the Sousa Band Fraternal Society.

the project had accomplished more in creating good will for the United States than anything recently done in England.

The Chief Barker held out strong hope that Variety Clubs would be established in Madrid, Rome, and Hamburg by June, 1953, when Queen Elizabeth is to be crowned. He "wouldn't be surprised" if they were functioning as parts of the great Variety charitable movement by that time. The possibility of setting up Variety units in Paris and Frankfurt was also mentioned by Beresin. The State Department, he reported, believes that the clubs could be effective counterweights to Communism in Europe and the Middle East. Eric Johnston's MPA representatives in European countries are cooperating in the formation of tents, the speaker pointed out.

Former Chief Barker Charles A. Smakwitz, in introducing him, stated that Tent 9 was honored by Beresin's presence. Smakwitz had previously been praised as a "dynamic force in Variety" by Chief Barker Winig, who also paid tribute to the late George Orchard Williams, for 22 years managing editor, The Times-Union and "daddy" of the Camp Thatcher project, who died suddenly. A seat which had been reserved for Williams on the dais was empty. Diners stood in silent homage to him, at Winig's suggestion. Russell Boyd, Boys' Club directorate, and Tom Bender, club and camp director, also spoke briefly.

Guests presented for bows included: Jonathan Carpenter, president, Albany County Restaurant and Liquor Dealers' Association, which for several years has cooperated effectively with the club in the drive; Thomas McCaffrey, president Albany Eastern league baseball club, and Willis K. Lawrence, exalted ruler, Albany Lodge of Elks.



EYEING THE *Exchanges*

NEW YORK — Alfred Kubart, head shipper, Paramount, was all smiles as he displayed the loot he won on the ABC radio program, "Live Like A Millionaire." Kubart, a former vaudevillian and a topnotch harmonica player, performed with able assists from his two children, Ronald, 9, and Judy, 6. The audience chose him over three other entries to be winner of the jackpot of prizes including \$100 in cash and a diamond studded wrist watch. He will also appear again on the television version of the same program.

MGM—Company executives spoke at the going-away luncheon for Norman Starr, cashier, and presented him with a check. . . . The office has not forgotten Martin Workman and Mike

Levet, who are in the army in Germany and Korea, respectively. They will each receive Christmas goodies. . . . Head shipper Gerard Lee was appointed chairman of arrangements for the Christmas party. . . . Night shipper Carmen Tringo was grieved by the death of his sister, Irene. . . . Inspectress Charlotte Cowal's father died in Philadelphia. . . . Shirley Gottlieb, head biller, and Frances Papparello, biller, were making their farewells before leaving. . . . Henrietta Issac will now be head biller, and Lila Rodriguez has been promoted to biller.

RKO — Switchboard operator June Jacobson will be joined by her immediate family in a dual celebration of her birthday and engagement. . . . Birthday wishes were in order for the film room's Sy Epstein and Paul Katz. . . . The new antique shop of Norman Lareau, biller, is open for business. He has his fingers crossed.

UNITED ARTISTS — Norman Latarde, booker, was off to Miami, Fla., with his Mrs. on a honeymoon. . . . Cheers go to Mina Weisner, cashier department, who became a citizen. . . . The girls went to see Janet Moses, who is recovering from illness. . . . Hilda Frishman will spend her December vacation on a Caribbean cruise. . . . Ben DeAugusta, booker, is setting up a dark room in his basement to practice his hobby, photography. . . . The mother of Carl Harte, assistant sales manager, is coming along after illness.

20TH-FOX — June Newman, whose mother, Matilda, is an inspectress, was married at the Fort Monmouth, N. J., army base to Lieutenant Ronald M. Edwards.

BONDED—Shipper Murray Vogel came off with five stitches when he was injured. . . . A family get-together marked the christening of Johnny Hogan's new daughter, Barbara Elizabeth. . . . Film examiner Al Tomkins will be a new addition to the shipping room. . . . Shipper Romeo Zaccone helped his wife celebrate her birthday.

U-INTERNATIONAL — Leonard Ruderman is back print booking after a sojourn in the army. . . . New Jersey salesman Phil Winnick returned from his vacation. . . . Bookkeeper Herbie Pollack took his final bows before he left for the army.

PARAMOUNT — Evelyn Hirsch, clerk, was expecting to hear from her husband, a recent inductee, and Nancy Olivero, typist, will be having similar expectations when husband, John, leaves for the army. . . . Louise Grattini, clerk, found an apartment.

RAMBLIN' 'ROUND—WB booker Manny Gross celebrated his silver wedding anniversary. . . . Lou Solkoff started booking at Bell. . . . B. H. Mills, Equity, Washington, was in at Screencraft's home office. . . . Etta Segall and the girls in Monogram's office turned out at funeral services for the father of secretary Ethel Israel. . . . Nayfack placed some burlesque shorts in Belgium. . . .

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Manager—Jahn Pouly
Baaker—Ann Murphy

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Monoger—Ben Felcher
Baakers—Borboro Hortman, William Abrams

LIESER
505 Pearl Street—CL 7149 - CL 5711
Manager—Lewis J. Lieser
Baakers—Minno Zockem, Rase Raberts

MGM
294 Franklin Street—WA 1224-5-6
Manager—Jack Mundstuk
Baakers—Betty Winga, Morion M. Ryon

MONOGRAM
505 Pearl Street—CL 2145-6
Manager—Horry Berkson
Baakers—Bud McDanaugh, H. W. McPherson

NATIONAL SCREEN SERVICE
505 Pearl Street—MO 1331-2
Manager—Horold Bennett
Baaker—Al Teschemocher

PARAMOUNT
464 Franklin Street—GA 1707-8-9
Manager—Ed. C. DeBerry
Baakers—Tany Mercuria, Ed. Balser

RKO
505 Pearl Street—CL 1742-3-4
Manager—Jahn Chinell
Baakers—Sora Weil, William J. Cuddy, Joan Leory

REPUBLIC
505 Pearl Street—CL 2421-2
Manager—Lean Herman
Baakers—Catherine Turona, Tony Gawinski

20TH CENTURY-FOX
290 Franklin Street
Manager—Chas. B. Kosco
Baakers—Ed. Jauch, William A. Graham, Ed. Nawak

UNITED ARTISTS
505 Pearl Street—WA 1500
Monoger—Monnie Brown
Baakers—Conrod A. Gruzca, James O. Ryan

U-I
301 Franklin Street—CL 0582-3-4 - CL 4890
Monoger—Dave Miller
Baakers—Jerry Yagerst, Dick Carrall, Frank Neumeister

WARNERS
470 Franklin Street—LI 2700-1-2
Monoger—C. G. Eastmon
Baakers—Ruth Roppopart, Bert Kemp, Arthur Pflieger

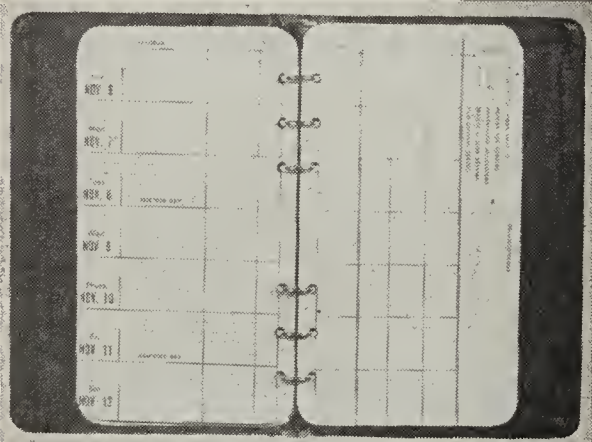
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After distribution rights for 90 Realart features expired, they reverted from Principal Pictures to Realart.

The Film Exchange Employees Union, Local B-51, will hold its election of officers on Dec. 1 at the Hotel Claridge. The nominees include: president, incumbent Joe Woods; Hilbert Starr, MGM; William Lytle, and George Rugg. Selig Epstein, RKO, is unopposed for vice-president. The race for business agent includes incumbent Jerry Tomasetti, Bonded's Conrad Forschner, who formerly held the office, and Alfred Giyliani, 20th-Fox. Gerard Lee, MGM, is unopposed for recording secretary. Incumbent Johnny Hogan, Bonded, is being opposed by 20th-Fox's Sam Katz for treasurer-financial secretary. The executive board of the union met recently to discuss a new contract. Contrary to previous years, Local B-51 will negotiate its own contract on the local level in lieu of the former method of negotiating on a national basis. —J. A. D.

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NEWS OF THE**Territory****Philadelphia
Crosstown**

His many industry friends were sorry to learn of the death of Homer Lord, veteran theatre manager, who for the past 10 years or more, was with Harry Dembow houses in Marcus Hook, Pa., and Media, Pa., and who, back in the Taylor and Zimmerman days, handled the Edgemont, now the Stanley, Chester, Pa. Lord obtained his managerial training under the late Harry Jordan at Keith's, Chestnut Street, where the Randolph now stands.

Paramount's "The Road To Bali" was previewed at the Stanley.

The Towne was sold to be converted for uses other than a theatre.

Vine Street

Sidney E. Samuelson, president-general manager, asked all members of Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., to reserve the afternoon of Nov. 25 for a most important meeting. He also reminded members that the industry is currently conducting a campaign for financial support of the Will Rogers Hospital, Saranac Lake, N. Y., and urged full support.

UA tub thumper Max Miller was in Detroit to handle Rita Gam for "The Thief." . . . Mrs. Elizabeth V. Ziegler, UA booker, was on vacation.

Al Davis, veteran local exhibitor, is creating some sort of a record with his blood donations for various causes.

His many friends will be glad to learn that Frank Buhler is getting along nicely at the hospital.

Columbia exploiteer Milt Young, on a Kansas City assignment, met Bill Brooker, now there for the company, and Brooker says "Hello." Young confirmed that it is true that Brooker is an advanced student of Yogi.

The board of directors of Motion Picture Associates held a luncheon meeting at the Ritz Carlton Hotel. Member George Nonamaker, associate editor, EXHIBITOR, has accepted, by request, the post of publicist for the organization. . . . Jack Goldman, out of the service, is back at Boxoffice Attractions. . . . Viola Honig, Screen Guild booker, was on vacation. . . . Edward Potash, U-I office manager, reported employees signing the Christmas "Salute" scroll for the Variety Clubs' Will Rogers Memorial Hospital, 100 per cent. . . . Harold Saltz, U-I sales manager, was on vacation. . . . Condolences go to Mrs. Isabelle Dalton, U-I, upon the death of her brother.

Mrs. Rose Gold, Republic biller, was happy over the Bar Mitzvah of her son, David, on Nov. 15 at Jewish Veterans' Post.

The National Institute of Arthritis and Metabolic Diseases of the United

States Public Health Service recently announced the award of a post-doctorate research fellowship to Dr. William A. Abelove for investigational studies in endocrinology, to be carried out at the Jefferson Medical College and Hospital. The grant will support research dealing with the experimental production of diabetesmellitus in laboratory animals. Dr. Abelove, son of Nat Abelove, treasurer, Exchange Finance, attended Central High School, the University of Pennsylvania, and was graduated from Jefferson Medical College in June, 1951. Following the completion of a one-year internship at the Northern Division of Albert Einstein Medical Center, he began his research work at Jefferson. He is a member of Phi Delta Epsilon medical fraternity.

Herb Elliott, veteran local exhibitor who now resides in Florida, came up for the funeral of his 90-year-old mother, who passed away after suffering an accident a few weeks before. Elliott sends regards to local areaites. Generally, he has been making semi-annual visits to inspect his local interests.

Martin B. Ellis attended the Chicago Allied and equipment convention, and then hopped to Florida for a vacation. . . . The Blumbergs, Harry and Ben, went to the TEDA-TESMA convention in Chicago, and came back enthused.

Circuits**Stanley-Warner**

Sound engineer Sam Derringer's son, Glenn, eight-year-old champ accordionist, won in the "new talent" group and is now a permanent member of the Horn

and Hardart Children's Hour on radio and TV. . . . Ellis Shipman, contact manager, is back after a two week vacation in Florida. . . . It's a good thing Everett Callow was wearing a tan suit to match the coffee the waitress spilled on him. Now, maybe he'll make a change from the restaurant he's been going to five days a week.

Milton Berle would have tough competition in the Logan section of Philadelphia. The kids in this area have found themselves a new idol, "Uncle Barney" Cohen, manager, Logan. Kids from 6 to 16 affectionately refer to him as "Uncle Barney."

The new boy in the mail department, replacing Johnny Eckert, is Allen Kutner.

The kiddie party usually held on Thanksgiving Day will not be held this year due to the fact that the Warner club rooms have been closed.

**District of Columbia
Washington**

MGM salesman Sidney Eckman and his bride, Adeline, are now at home at 8003 Newell Court, Silver Springs, Md. They were married in New York on Sept. 7.

Frederick Brisson, producer of RKO's "Never Wave At A WAC," screened the picture for top officials of the Department of Defense. Among those attending was Colonel Mary A. Halleren, commanding officer, Women's Army Corps. While in the Capitol, Brisson discussed plans for army cooperation in promoting the film tied in with a WAC recruiting drive.

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The Motion Picture Theatre Owners of Metropolitan D. C. became the seventh unit organization of the Theatre Owners of America unanimously to endorse the industry arbitration plan. The arbitration plan was presented at the meeting by TOA general counsel Herman M. Levy.

RKO booker Herb Doherty purchased a new home near Falls Church, Va. . . . Anna Taylor, RKO inspectress, resigned. . . . RKO publicity representative Steinhurst, was at Keith's. . . . RKO's George Sullivan watched his Elks Boys' Band on hand to greet General Eisenhower.

Allied Artists' L. E. Goldhammer, district manager, was in from the home office visiting. . . . Harold Levy, AA salesman, was in the Clinch. . . . Judy Glickman announced her coming wedding on Nov. 27 to Private Joseph Cohen, who is in the army awaiting the call to overseas.

Hazel Garrett will celebrate her birthday with a cake at Paramount. . . . Charles Bell, auditor, MGM, was in the office for a visit.

Lippert reported that Harry Valentine, formerly of Paramount and the Wilder Theatres, is now selling in Maryland. . . . Sandy reported that Fred Sandy is back from the Chicago convention. . . . Columbia's Alice Sauber was back home after a siege in the hospital.

Iris Shelley, percentage clerk, U-I, resigned. . . . Dorothy Kelly, Kay, reported that her son, Billy, is coming home for Thanksgiving holiday from the Massanutta Military Academy.

Equity has acquired All American pictures, featuring 23 features and shorts with all-Negro casts, plus the weekly news reel. . . . Eddie Side, owner, Lyric, Lexington, Va., and manufacturer, theatre front frames, visited enroute to Lexington, Ky.

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D. C. Industry To Honor Brylawski

WASHINGTON — The motion picture industry will honor A. Julian Brylawski at a combination birthday and anniversary dinner on Dec. 1 at the Shoreham Hotel.

Brylawski will celebrate his 70th birthday and 30 years in the motion picture business. During his film career he has been president, Motion Picture Theatre Owners of Metropolitan Washington, has operated his own theatres, and taken an active part in national exhibitor activities.

Member of the executive committee and chairman of the legislative unit, Theatre Owners of America, Brylawski was born in Baltimore, Md., on Dec. 1, 1882. He joined his father in the business in Washington in 1908, operating small theatres. In 1910, they built the Cosmo and in 1912 the Casino.

In 1924, they opened the Earle and building now Warner, and later sold to Stanley Company of America. In 1928, he took over the real estate, construction and maintenance department for the Warner Washington theatres, as well as labor relations, which positions he still occupies.

In 1941, prior to Pearl Harbor, he was appointed to head the amusement division, War Production Board. He is a member of the Motion Picture Theatre Pioneers, past Chief Barker, Variety Club, a 32nd Degree Mason, and a member of many organizations.

As head of Warner Theatres' real estate and construction department, he has supervised and built some of Washington's finest theatres, including

Loew's Capitol's Jack Fox and Orville Crouch, although not on the committee, helped with the decorations of the reception for President-elect Eisenhower. . . . Tom Carda, Keith's, revealed that there was a money tree set in front of the theatre. People were asked to hang \$1 bills to be used by The Salvation Army to furnish the needy with Thanksgiving baskets. This was for "It Grows On Trees."

Warner Theatres was busy with plans for the world premiere of "Thunderbird." Stars Eileen Christy, John Derek, and Forrest Tucker, all were scheduled to be in for the ceremonies. The United States Army Band, conducted by leader and commanding officer Major Hugh Curry, will handle the stage show, also featuring the United States Army Band Chorus, conducted by Captain Samuel Loboda. Vic Damone will do some of his famous warbling with the band.

Rodney Collier, manager, Stanley, Baltimore, Md., has been awarded a personal check from Warner Theatres' Washington zone manager George A. Crouch for the best overall job done by a Washington zone manager in the recent summer drive, covering the period from May through August. Other managers of the zone awarded prizes in various amounts for campaigns submitted in the drive were: Sidney Hoffman, man-

the Warner and office building. Traffic safety is his avocation. Appointed to the first Traffic Safety Committee in 1936, he has served as chairman of traffic safety and education committees for the past 15 years, and has watched Washington's traffic fatalities drop from 12.6 per 100,000,000 driving miles in 1936 to less than 3. last year, and the record for this year is even better.

In addition, he is secretary, building code committee, and past chairman, D. C. housing committee.

Married, he has three sons and six grandchildren. He is noted for his hospitality and capacious farm in Southern Maryland, where he raises tobacco and blooded Hereford cattle. His hobbies are boating, fishing, and raising fine tobacco which is a consistent prize winner at local fairs.

The dinner committee follows: Sidney Lust, general chairman; Joseph F. Donohue, honorary chairman and toastmaster, and Renah F. Camalier, Jerry Adams, Glenn Norris, Sam Galanty, and Fred Kogod, vice-chairmen; Frank LaFalce, Jack Foxe, and Herman Lowe, publicity; Camalier and Jeff Thornett, city participation; Mark Lansburg, civic clubs participation; Jerry Wagner, Lou Janof, Sol Kullen, and Vincent Iorio, printing and program; Jerry Baker and Harry Lohmeyer, decorations; George Crouch and Sidney Lust, gifts; Victor Orsinger, Sam Galanty, Robert Smeltzer, Barney Reed, Fred MacMillan, and Joseph Bernheimer, tickets, and Frank Boucher, hotel and menu, and George Crouch, Orville Crouch, and Jacob Biben, entertainment; Sam Roth, Allen Bachrach, Alvin Newmeyer, and Phil Ershler, distinguished guests; Fred Kogod and Harry Bachman, theatres, and Jerry Adams, Glenn Norris, and Sam Galanty, seating.

ager, Metropolitan, and Fred McMillan, manager, Warner; Claude Land, manager, Silver, Silver Spring, Md., and Jim Glennon, Sheridan, Out-of-town managers awarded prizes were: Frank Shaeffer, Dixie, Staunton, Va.; Edward Purcell, Virginia, Harrisonburg, Va.; Lamar Keen, Capitol, Winchester, Va.; Henry Clark, Warner, Lynchburg, Va., and Lou Kusner, Apollo, Martinsburg, W. Va. Managers are now working on campaigns for the drive for September, October, and November.

A contingent of stars joined civic dignitaries and high-ranking officers of the National Guard and other services at the gala world premiere of Republic's "Thunderbirds" at the Warner. The film had its day-and-date opening at the Warner and Ambassador. John Derek and Eileen Christy, who co-star with John Barrymore, Jr., Mona Freeman, Gene Evans, and Ward Bond in the picture, were joined by Republic star Forrest Tucker and Vic Damone, a National Guardsman. Frank Pace, Jr., Secretary of the Army, and Major General Raymond B. Fleming, chief, National Guard Bureau, are among the notables participating in the premiere activities, which included a cocktail party at the Carlton Hotel. Herbert J. Yates, Republic president, was represented at the premiere by his executive assistant, William Martin Saal, and By John H. Auer, associate producer-director. James

R. Grainger, Republic executive vice-president in charge of sales and distribution, attended the opening, as did district manager James V. O'Gara. Premiere events included the participation of the United States Army Band, conducted by Major Hugh Curry, the District National Guard Band, Color and Honor Guards, and the rendition of the national anthem by Miss Christy. Steve Edwards, Republic director of advertising and publicity, was in for the opening. Ed Dowden had been in for some time, working on the campaign in conjunction with Frank LaFalce, advertising director, area Warner Theatres.

—RICK LAFALCE

Delaware Wilmington

T. Carlyle Waller, Wilmington and Delmarva correspondent for EXHIBITOR for 15 years prior to February, 1947, retired on Nov. 15 from The Journal-Every Evening, where he was Delmarva Peninsula editor. He had 26 years of service with the newspaper and its predecessor, The Evening Journal. Waller's immediate plans are to catch up on a stack of reading material which has accumulated, and to hammer a bit on his typewriter.

Ashworth Burslem, drama critic and assistant city editor, The Journal-Every Evening, resigned to accept a position in the public relations department of the Hercules Powder Company, and was succeeded as assistant city editor by Philip F. Crosland.

Lemuel Showel Mumford, father of Norman Mumford, projectionist, Edge Moor, died after an illness of more than two years. . . . A. J. Vanni, Philadelphia out-of-town zone manager, S-W Theatres, was in. . . . Berlo Vending Company was contemplating the addition of an ice cream machine and a second popcorn machine at the S-W Ritz. . . . Henry L. Sholly, EXHIBITOR correspondent, and his wife, Elizabeth G. Sholly, manager, Rialto, attended the Delaware-Lafayette football game.

—T. C. W.

Maryland Baltimore

Responsibility for any possible change in Maryland's motion picture censorship laws was tossed back and forth between the State Board of Motion Picture Censors and the Legislative Council's judiciary committee. The problem of motion picture censorship was referred to the council by Hall Hammond, former attorney general, in a ruling last summer wherein he stated the board of censors can ban only indecent or obscene films. The ruling came after a U. S. Supreme Court decision on "The Miracle," which ruled films could not be banned on grounds that they are sacrilegious. Chairman Sidney Traub, Censor Board, traced for the committee various court actions which have restricted the rights of censorship, and discussed Hammond's ruling. However, although he said the Maryland law needs amendments, with particular clarification necessary on the section dealing with non-commercial films, he had no specific proposals to offer, and declared that his board is not asking any statu-

Levy Addresses D. C. Exhibitors on ARB.

WASHINGTON — Herman M. Levy, general counsel, Theatre Owners of America in addressing a meeting of the Motion Picture Theatre Owners of Metropolitan District of Columbia, said that, "While it is true that an industry system of arbitration will be a great step forward in creating better relations between distribution and exhibitor, and will eliminate many of the points of friction, it is not enough."

Levy held that an arbitration system "must be supplemented by an acute realization and appreciation, on the part of distribution, of the problems confronting exhibition, and distribution's obligations concerning those problems."

"The time for distribution to re-appraise its position and to act is now when the most good can be accomplished," he said. "The problems exist; they are clearly defined."

Levy conceded it might be that some of the fault for the "intra-industry litigation" and "internecine warfare" that are plaguing the film industry lies with exhibitor, that "a declining box-office has impelled reckless and unbusinesslike statements and actions by exhibition."

"But the major fault," he charged, "lies with distribution through the continued, unwarranted and unnecessary use of competitive bidding; through the maintaining of film rentals at high levels not commensurate with the quality of particular product, nor with boxoffice receipts from that product; through the insistence on adhering to a so-called national policy concerning film rental, without regard to specific situations; through the policy of demanding excessive terms for what are considered by distribution to be unusual pictures, and thus indirectly compelling exhibitors to advance admission prices, and through encouraging exhibitors to move up to prior runs and, thereupon, to employ competitive bidding."

"The time and process of trial and error are behind us. The experience gained by distribution has either been wasted, or not acted upon. Distribution has attempted to accept the court restrictions imposed on it without attempting to accept the philosophy which guided the court to those restrictions."

tory change. The section referred to allows showing of films by non-profit organizations for religious, charitable, or educational purposes without approval of the censors. Traub contended this frustrates the purposes of the law since Baltimore's public library and similar institutions can show and lend any film they might desire. Traub contended it was up to the council to recommend any changes in the present law. J. Edgar Harvey, deputy attorney general, said the U. S. Supreme Court ruling in "The Miracle" case left nothing for the censor board to do but to screen out indecent and obscene matter. Changes in the law to spell out the present provisions which permit banning of films that might incite to crime, he

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said, would be a difficult matter because of the uncertainty of the term. Mrs. Eva Holland, member of the censor board, told the committee there is a definite need for censorship, and, if the Hammond ruling holds, new legislation is necessary.

Bill Isaacs, Paramount, was a guest at the Variety Club annual dinner. . . . William Myers, VC ex-Chief Barker, made his television debut. . . . Barry Goldman, current VC Chief Barker, was in Pittsburgh.

J. Lawrence Schanberger, Keith's owner, announces the engagement of his son, John Edward, a medical student, to Miss Evelyn Hagie, Gettysburg, Pa. . . . Thomas W. Murphy, New manager, was away on vacation. . . . Lauritz Garman, Uptown owner, returned from a western trip. —G. B.

Leonardtwn

For "The Miracle Of Our Lady Of Fatima," New, manager K. B. Duke was busy giving it a big promotion and several special matinees. . . . Nat Hodgdon, who handled the Town Drive-In, California, Md., during the summer, is now managing the Plaza, Lexington Park, Md., and was planning a big tieup with the Patuxent River U. S. Naval Base on "Flat Top."

Pennsylvania Bethlehem

The Lehigh, property of the Lehigh Orpheum Theatre Company, was sold for \$21,000. It had been closed since early last summer. The future use of the property is undecided, but it will be altered to suit tenants.

Forty Fort

The Forty Fort is now being operated by Alec Alexander. It was formerly a Comerford house.

Frackville

The Lions Club held a "canned food" party in the Garden to collect food to be given distressed families in the area over the holidays' season. The entire club membership cooperated with the theatre management in carrying out the party. The club is planning also a fund-raising campaign to support a Frackville baseball team next season, and will give away a 31-inch television set on the Garden stage on Dec. 20, as part of the campaign.

Gettysburg

Richard L. Arndt, assistant manager to Sydney J. Poppay, Majestic, was inducted into the armed forces, and was guest of honor at a theatre party and was gifted with a gold wrist watch band by his fellow workers. Melvin Gulden, associated with the theatre on a part-time basis, succeeds Arndt as assistant.

Harrisburg

The Elks Lodge sponsored a benefit for the Elks National Foundation at the Senate. This resulted in page one publicity in the local daily.

Lock Haven

His many industry friends will be grieved to learn that Newton Fredericks, Garden, died.

Pottstown

Because Lower Pottsgrove Township School Board, levying an amusements tax last June, made a very modest estimate of the tax income, \$7,500 for the year, the members have been agreeably surprised to learn that the tax has already brought in nearly \$6,000 since its effective date. President Francis Donnon said that the \$6,000 is much above estimates for a half year.

Reading

Theatre managers here, reading about the proposal by a Philadelphia Councilman to abolish the amusements taxes, are hoping one of the new Councilmen here, the majority were not in office when the tax ordinance was passed, will get the same idea for Reading. The ordinance never did the theatres any good, and the city treasury never profited to the extent that starry-eyed proponents of the tax had expected.

The Rajah is launched on a fairly active season, with shows booked by Manny Davis, Allentown, and his co-booker, Henry Faust.

School parties from distant points came to Loew's to see "Ivanhoe." One of the smallest districts in Berks, Morgantown, sent a group of 67.

For one week only "Mom and Dad" was shown in the Rajah. . . . "Nais" was screened in the Jewish Community Center. The dialogue was in French, with English subtitles.

The Astor staff, J. Lester Stallman, manager, is preparing for the theatre's annual football night, when Dr. Harry J. Schad, president, Schad Theatres, and the Astor will carry out their annual custom of presentation of a trophy to the outstanding player on the Reading High team. This year there will be two trophies, tall silver statuettes. They are already on display in the Astor lobby. The high school band will take part in the ceremonies, and a street parade of students, with the band, will precede their entering the theatre.

Robesonia

The Pioneer was the scene of the 64th annual concert by the Rehrersburg, Berks County band on a Sunday afternoon.

Scranton

Captain Harold Auten, foreign manager for Greater Union Theatres, Australia, entered Mercy Hospital for an eye operation.

Virginia Galax

The Midway Drive-In, midway between Hillsville, Va., and Galax, Va., on Route 58, in which Robert F. Jones has been a partner and manager since its construction in 1948, will be sold at public auction to the highest bidder on Dec. 6 for the purpose of dissolution of partnership.

Richmond

An ordinance was to go before Council proposing the repeal of the city's five per cent tax on moving picture admissions. The legislation is being sponsored

TRADE SCREENINGS

PHILADELPHIA

RKO—(250 North 13th) Dec. 1, 10:30, "No Time For Flowers" (Viveca Lindfors, Paul Christian) (Made in Austria); 2:30, "Angel Face" (Robert Mitchum, Jean Simmons, Mona Freeman, Herbert Marshall); 8, 2:30, "Never Wave At A WAC" (Rosalind Russell, Marie Wilson, Paul Douglas).

WARNERS—(230 North 13th) Dec. 10, 2:30, "Stop, You're Killing Me" (Broderick Crawford, Claire Trevor, Virginia Gibson, Sheldon Leonard) (WarnerColor).

at the request of the Richmond Theatre Owners Association, represented before Council last week by Seymour Hoffman. Hoffman said the theatres were willing to pay their share of the tax, but called the admissions tax "most inequitable and most unfair." Mayor Haddock assured him that legislation to this end would be introduced. Hoffman appeared in the "gripe" session period, and set forth his arguments briefly. He said the theatres were willing to pay higher license taxes, along with others, if other revenue was needed, but asked that the tax be taken off. Theatres, he said, were hard hit by competition. He noted that recently five drive-ins have been established outside the city limits in this area, and that the theatres also were competing with automobile races outside the city. The plight of the movies, he said, was reflected in the declining returns from the admissions tax. Receipts from this source, he said, dropped from \$204,000 in 1949 to \$186,000 in 1950, and further to \$168,000 in 1951. During the same period, he said, the license tax receipts of the city had gone from \$1,341,000 in 1949, to \$1,318,000 in 1950, and \$1,432,000 in 1951. In telling Hoffman he would see that the legislation requested will be introduced, Mayor Haddock said he could not promise what action would be taken. The tax was enacted in 1946.

Roanoke

Members of City Council asked City Attorney R. G. Whittle to advise them if there is anything they can do to impose a reasonable closing hour on drive-ins in the area. The Council would like them to close at midnight. Complaints have been received, it is said, that some of the drive-ins in and around Roanoke are running far into the night and some from dusk to dawn. If Council can take the lead in regulating theatre hours, it was believed that it might encourage Roanoke County to cooperate by taking similar steps.

Variety Club Tent 13, Philadelphia

A Thanksgiving dance will be held in the clubrooms on Nov. 29. Dancing will be to the music of Joe Miller's orchestra.

"My Pal Gus" was screened through the courtesy of 20th Century-Fox.

The dinner honoring Victor H. Blanc, retiring Chief Barker, and incoming Chief Barker Ralph W. Pries is scheduled for Jan. 5.

Allied Artists

(For Monogram releases, see Monogram)

- BATTLE ZONE**—ACD—John Hodiak, Linda Christian, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 issue—(AA22).
TORPEDO ALLEY—MD—Mark Stevens, Dorothy Malone, Charles Winninger—Okeh service film can be exploited—84m.—see Nov. 19 issue—(AA-23).

TO BE REVIEWED OR IN PRODUCTION

- AFFAIR IN MONTE CARLO**—Richard Todd, Merle Oberon, Leo Genn—(Technicolor)—(English-made).
FORT VENGEANCE—James Craig, Reginald Denny, Rita Moreno—(Cinecolor).
COW COUNTRY—Edmond O'Brien, Helen Westcott, Peggy Castle.
HOMESTEADERS, THE—Bill Elliott, Barbara Allen, Robert Lowry.
JALOPY—Bowery Boys.
KANSAS PACIFIC—Sterling Hayden, Eve Miller, Barton MacLane—(Cinecolor).
MARKSMAN, THE—Wayne Morris, Elena Verdugo, Stanford Jolley.
ROAR OF THE CROWD, THE—Howard Duff, Helene Stanley.
SON OF BELLE STARR—Keith Larsen, Peggie Castle, Dona Drake—(Cinecolor).
STAR OF TEXAS, THE—Wayne Morris, Robert Lee Brice, Stanford Jolley, Lyle Talbot.
TIMBER WOLF—Kirby Grant, Chinook, Inga Borg.
WHITE LIGHTNING—Stanley Clements, Barbara Bestar, Steve Brodie.

Columbia

(1951-52 releases from 401
 1952-53 releases from 501)

- AFFAIR IN TRINIDAD**—MD—Rita Hayworth, Glenn Ford, Alexander Scourby—Hayworth draw should bring this into the better money—98m.—see Sept. 10 issue—Leg.: B—(501).
APACHE COUNTRY—W—Gene Autry, Carolina Cotton, Pat Buttram—Standard Autry—62m.—see June 4 issue—(474).
ASSIGNMENT—PARIS—MD—Dana Andrews, Marta Toren, George Sanders—Interesting topical meller can be sold—85m.—see Sept. 10 issue—(507).
BARBED WIRE—W—Gene Autry, Pat Buttram, Anne James—Routine series entry—61m.—see July 16 issue—(474).
BLUE CANADIAN ROCKIES—WMD—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—58m.—see Nov. 19 issue—(472).
BRAVE WARRIOR—MD—Jon Hall, Christine Larson, Jay Silverheels—Indians-soldiers show will fit into the duallers—73m.—see May 21 issue—(Technicolor)—(441).
BRIGAND, THE—COSMD—Anthony Dexter, Jody Lawrence, Gale Robbins, Anthony Quinn—Interesting costume meller has the angles—94m.—see June 4 issue—Leg.: B—(Technicolor)—(437).
CALIFORNIA CONQUEST—MD—Cornel Wilde, Teresa Wright, Alfonso Bedoya—Names should help melodrama—79m.—see July 30 issue—(Technicolor)—(440).
CAPTAIN PIRATE—MD—Louis Hayward, Patricia Medina, John Sutton—Good swashbuckler for the duallers—85m.—see Sept. 10 issue—(Technicolor)—(502).
CLOUDED YELLOW, THE—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—89m.—see Sept. 10 issue—(English-made)—(509).
CRIPPLE CREEK—W—George Montgomery, Karin Booth, Jerome Courtland—Standard western is okeh for the duallers—78m.—see July 2 issue—(Technicolor)—(442).
EIGHT IRON MEN—MD—Mary Castle, David McMahon, Bonar Colleano—Suspensive war film—80m.—see Oct. 22 issue—(515).
FOUR POSTER, THE—CD—Lilli Palmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 issue.
GOLDEN HAWK, THE—MD—Rhonda Fleming, Sterling Hayden, Helena Carter—Swashbuckler should do okeh in the action spots—83m.—see Sept. 10 issue—(Technicolor)—Leg.: B—(508).
HANGMAN'S KNOT—OMD—Randolph Scott, Donna Reed, Claude Jarman, Jr.—Okeh action entry—81m.—see Nov. 5 issue—(Technicolor)—(512).
HAPPY TIME, THE—C—Charles Boyer, Louis Jourdan, Marsha Hunt, Bobby Driscoll—Delightful comedy—94m.—see Sept. 10 issue—(506).
HAREM GIRL—F—Joan Davis, Peggie Castle, Arthur Blake—For the lower half—70m.—see Jan. 30 issue—(422).
JUNCTION CITY—W—Charles Starrett, Smiley Burnette, Jack Mahoney, Kathleen Case—Standard series entry—54m.—see July 16 issue—(486).
KID FROM BROKEN GUN, THE—W—Charles Starrett, Smiley Burnette, Angela Stevens—Fair series entry—56m.—see Aug. 13 issue—(481).
LADIES OF THE CHORUS—ROMCMU—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help reissue—61m.—see Oct. 22 issue—(514).
LADY AND THE BANDIT, THE—AD—Louis Hayward, Patricia Medina, Suzanne Dalbert—Okeh action drama for the duallers—79m.—see Aug. 13 issue—(403).
LAST TRAIN FROM BOMBAY—MD—Jon Hall, Christine Larson, Lisa Ferraday—Average lower half entry—72m.—see Sept. 10 issue—(504).
MINE WITH THE IRON DOOR, THE—MD—Richard Arlen, Cecilia Parker, Henry B. Walthall—Reissue has the angles—66m.—see Sept. 10 issue—(510).
MONTANA TERRITORY—OMD—Lon McCallister, Wanda Hendrix, Preston Foster—Outdoor action meller will fit into the twin bills—64m.—see June 18 issue—(Technicolor)—(438).
PAULA—D—Loretta Young, Kent Smith, Alexander Knox—Star draw should help interesting woman's show—80m.—see May 21 issue—(436).
RAINBOW 'ROUND MY SHOULDER—MU—Frankie Laine, Billy Daniels, Charlotte Austin—Okeh programmer with plenty of angles—78m.—see Sept. 10 issue—(Technicolor)—(503).

EXHIBITOR

SERVISECTION

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SECTION 2
 Vol. 49, No. 4

NOVEMBER 26, 1952

- RED SNOW**—MD—Guy Madison, Ray Mala, Carole Mathews—For the lower half—75m.—see July 2 issue—(439).
ROUGH, TOUGH WEST, THE—W—Charles Starrett, Smiley Burnette, Carolina Cotton—Standard series entry—54m.—see July 2 issue—(487).
STRANGE FASCINATION—D—Cleo Moore, Hugo Haas, Mona Barrie—Interesting programmer for the lower half—80m.—see Oct. 8 issue—(505).
VOODOO TIGER—AD—Johnny Weissmuller, Jean Byron, James Seay, Jeanne Dean—Okeh series entry for the lower half—67m.—Leg.: B—see Nov. 5 issue—(517).
WAGON TEAM—W—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—61m.—see Sept. 24 issue—(476).
WALK EAST ON BEACON—DOCMD—George Murphy, Finlay Currie, Virginia Gilmore—Well-made espionage meller—98m.—see May 7 issue—(426).

TO BE REVIEWED OR IN PRODUCTION

- ALL ASHORE**—Mickey Rooney, Peggy Ryan, Dick Haymes—(Technicolor).
AMBUSH AT TOMAHAWK GAP—David Brian, John Hodiak, Maria Elena Marques—(Technicolor).
CIRCLE OF FIRE—Barbara Stanwyck, Tommy Rettig.
5,000 FINGERS OF DR. T., THE—Peter Lind Hayes, Mary Healy, Tommy Rettig—(Technicolor).
FLAME OF CALCUTTA—Denise Darcel, Patric Knowles—(Technicolor).
GOLDTOWN GHOST RIDERS—Gene Autry, Smiley Burnette, Gail Davis.
INVASION, U.S.A.—Peggy Castle, Gerald Mohr, Eric Blythe—Leg.: B—74m.—(513).

- JACK McCALL, DESPERADO**—George Montgomery, Angela Stevens, Douglas Kennedy—(Technicolor).
JUGGLER, THE—Kirk Douglas, Milly Vitale, Paul Stewart.
LAST OF THE COMANCHES—Broderick Crawford, Barbara Hale, Johnny Stewart—(Technicolor)—(511).
LE PLAISIR—Jean Gabin, Simone Simon—(French-made).
LOVE SONG—Jane Wyman, Ray Milland, Aldo Ray, Valerie Bettis—(Technicolor).
MEMBER OF THE WEDDING, THE—Ethel Waters, Julie Harris, Brandon de Wilde, Nancy Gates.
ON TOP OF OLD SMOKY—Gene Autry, Smiley Burnette.
ONE GIRL'S CONFESSION—Hugo Haas, Cleo Moore.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PACK TRAIN—Gene Autry, Smiley Burnette, Gail Davis.
PANHANDLE TERRITORY—Jack Mahoney, Smiley Burnette, Jarma Lewis.
PATHFINDER, THE—George Montgomery, Helena Carter, Elena Verdugo—(Technicolor)—(516).
POSSE—Broderick Crawford, Wanda Hendrix, John Derek, Charles Bickford.
PRINCE OF PIRATES—John Derek, Barbara Rush—(Technicolor).
RED BERET, THE—Alan Ladd, Susan Stephens, Leo Genn—(Technicolor)—(Made in England).
SALOME, THE DANCE OF THE SEVEN VEILS—Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson—(Technicolor).
SAVAGE MUTINY—Johnny Weissmuller, Angela Stevens, Gregory Gay.
SERPENT OF THE NILE—Rhonda Fleming, William Lundigan, Raymond Burr—(Technicolor).
SIREN OF BAGDAD—Paul Henreid, Patricia Medina, Laurette Leuz—(Technicolor).
SLAVES OF BABYLON—Richard Conte, Linda Christian, Terry Kilburn—(Technicolor).
TARGET—HONG KONG—Richard Denning, Nancy Gates, Richard Loo.
TOUGH GIRL—Hugo Haas, Cleo Moore, Glenn Langan.
WINNING OF THE WEST—Gene Autry, Smiley Burnette, Gail Davis.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. Abbreviations following titles indicate type of picture.

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|-------------------------------------|----------------------------------|
| AD—Adventure drama | MUCD—Musical comedy drama |
| ACD—Action drama | MU—Musical |
| ACMU—Action musical | MUSAT—Musical satire |
| ADMD—Adult melodrama | MUW—Musical western |
| BID—Biographical drama | MY—Mystery |
| BIDMU—Biographical drama with music | MYC—Mystery comedy |
| BUR—Burlesque | MYCM—Mystery comedy musical |
| C—Comedy | MYD—Mystery drama |
| CAR—Cartoon feature | MYMD—Mystery melodrama |
| CD—Comedy drama | MYMU—Mystery musical |
| CDMU—Comedy drama musical | MYW—Mystery western |
| CFAN—Comedy fantasy | NOV—Novelty |
| CFANMU—Comedy fantasy musical | OPC—Operatic comedy |
| CMD—Comedy melodrama | OPD—Operatic drama |
| CMU—Comedy musical | OD—Outdoor drama |
| COMP—Compilation | OMD—Outdoor melodrama |
| COSMD—Costume melodrama | PD—Psychological drama |
| D—Drama | ROMC—Romantic comedy |
| DFAN—Drama fantasy | ROMCMU—Romantic comedy musical |
| DMU—Dramatic musical | ROMD—Romantic drama |
| DOC—Documentary | ROMDMU—Romantic drama with music |
| DOCD—Documentary drama | SAT—Satire |
| DOCMD—Documentary melodrama | SCD—Sex-comedy drama |
| ED—Educational feature | TRAV—Travelogue |
| F—Farce | W—Western |
| FAN—Fantasy | WC—Western comedy |
| FANMU—Fantasy musical | WCMU—Western comedy musical |
| FMD—Farce musical | WD—Western drama |
| HISD—Historical drama | WMD—Western melodrama |
| MDMU—Melodrama musical | WMDMU—Western melodrama musical |
| MD—Melodrama | WMU—Western musical |
| MUC—Musical comedy | |

Lippert

(1951-52 releases from 5101)

- HELLGATE**—MD—Sterling Hayden, Joan Leslie, Ward Bond—Exploitable prison film has the angles for the selling—87m.—see Aug. 27 issue—Leg.: B—(5113).

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JUNGLE, THE—MD—Rod Cameron, Marie Windsor, Cesar Romero—Tale of Indian jungle should be helped by exploitation values—74m.—see July 16 issue—(5112).
PIRATE SUBMARINE—MD—Pierre Dudan, Gerard Landry, Jean Vilar—Import will fit into the lower half—69m.—see Sept. 10 issue—(French-made)—(Dubbed English dialogue)—(5110).
SCOTLAND YARD INSPECTOR—MD—Cesar Romero, Lois Maxwell, Bernadette O'Farrell—For the duallers—79m.—see Nov. 5 issue—(English-made)—(5202).
SECRET PEOPLE—MD—Valentina Cortesa, Audrey Hepburn, Serge Reggiani—Import for the lower half—87m.—see July issue—(English-made)—(5116).
STOLEN FACE—MD—Paul Henreid, Elizabeth Scott, Andrew Morell—Name strength should help mild import—71m.—see June 4 issue—(English-made)—Leg.: B—(5109).
TROMBA, THE TIGER MAN—MD—Rene Deligen, Angelika Hauff, Krone Circus—Import will fit into the lower half—63m.—see Nov. 5 issue—(German-made)—(Dubbed English dialogue)—(5201).
UNKNOWN WORLD—FANMD—Victor Killan, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).

TO BE REVIEWED OR IN PRODUCTION

BAD BLONDE—Barbara Payton, Tony Wright—(English-made).
GAMBLER AND THE LADY—Dane Clark, Naomi Chance—(English-made)—(5204).
I'LL GET YOU—George Raft, Sally Gray—(English-made)—(5206).
JOHNNY THE GIANT KILLER—Animation feature—(Technical)—(French-made)—(5205).
MR. WALKIE TALKIE—Joe Sawyer, William Tracy—(5203).
SPACEWAYS—Howard Duff, Eva Bartok.
TALL TEXAN, THE—Lloyd Bridges, Marie Windsor, Lee J. Cobb—(5207).

Metro

(1951-52 releases from 201
 1952-53 releases from 301)

ABOVE AND BEYOND—D—Robert Taylor, Eleanor Parker, James Whitmore—Well-made drama—122m.—see Nov. 19 issue—(313).
APACHE WAR SMOKE—OMD—Gilbert Roland, Glenda Farrell, Robert Horton—Okeh action show for the lower half—67m.—see Sept. 24 issue—(305).
BAD AND THE BEAUTIFUL, THE—D—Lana Turner, Kirk Douglas, Dick Powell—Name values should make the difference—118m.—see Dec. 3 issue—(315).
BECAUSE YOU'RE MINE—CDMU—Mario Lanza, Doretta Morrow, James Whitmore—Headed for the better money—103m.—see Sept. 10 issue—(Technical)—(304).
DEVIL MAKES THREE, THE—MD—Gene Kelly, Pier Angeli, Richard Baber—Names should help interesting melodrama of post-war Germany—89m.—see Sept. 10 issue—(Made in Europe)—(302).
EVERYTHING I HAVE IS YOURS—CMU—Marge Champion, Gower Champion, Dennis O'Keefe—Champions' dancing should help pleasing musical—91m.—see Oct. 1 issue—(Technical)—(306).
FEARLESS FAGAN—C—Janet Leigh, Corleton Carpenter, Keenan Wynn—For the lower half—79m.—see July 16 issue—(241).
GLORY ALLEY—D—Leslie Coron, Ralph Meeker, Kurt Kasznar—For the lower half—79m.—see June 4 issue—Leg.: B—(234).
HOLIDAY FOR SINNERS—D—Gig Young, Keenan Wynn, Janice Rule—For the lower half—72m.—see July 2 issue—(239).
HOUR OF 13, THE—CMY—Peter Lawford, Dawn Addams, Roland Culver—For the lower half—78m.—see Oct. 8 issue—(Made in England)—(309).
IVANHOE—COSMD—Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders—High rating adventure entry—106m.—see July 2 issue—(Technical)—(Made in England)—(307).
LOVELY TO LOOK AT—MUC—Kathryn Grayson, Red Skelton, Howard Keel—Entertaining musical has much to offer—102m.—see June 4 issue—(Technical)—(237).
MERRY WIDOW, THE—MCD—Lana Turner, Fernando Lamas, Una Merkel—Musical should waltz into the better grosses—105m.—see Sept. 10 issue—(Technical)—(301).
MILLION DOLLAR MERMAID—BID—Esther Williams, Victor Mature, Walter Pidgeon—Headed for the better money—114m.—see Nov. 19 issue—(Technical)—(312).
MY MAN AND I—MD—Shelley Winters, Ricardo Montalban, Wendell Corey—Slow moving meller will need benefit of name strength—99m.—see Sept. 10 issue—(303).
PAT AND MIKE—C—Spencer Tracy, Katharine Hepburn, Aldo Ray—Name values should help pleasing comedy—95m.—see May 21 issue—(235).
PLYMOUTH ADVENTURE—D—Spencer Tracy, Gene Tierney, Van Johnson—Picturization of voyage of Pilgrims deserves the best selling—104m.—see Nov. 5 issue—(Technical)—(310).
PRISONER OF ZENDA, THE—COSMD—Stewart Granger, Deborah Kerr, James Mason—Headed for the better money—101m.—see Oct. 22 issue—(Technical)—(308).
SCARAMOUCHE—MD—Stewart Granger, Eleanor Parker, Janet Leigh, Mel Ferrer—Good swashbuckling meller—115m.—see May 21 issue—(Technical)—(236).
SKY FULL OF MOON—D—Corleton Carpenter, Jan Sterling, Keenan Wynn—Okeh programmer for the duallers—73m.—see Nov. 5 issue—(311).
WASHINGTON STORY—D—Van Johnson, Patricia Neal, Louis Calhern—Fair programmer—81m.—see July 2 issue—(238).
YOU FOR ME—CD—Peter Lawford, Jane Greer, Gig Young—Entertaining lower half entry—71m.—see July 30 issue—Leg.: B—(240).

TO BE REVIEWED OR IN PRODUCTION

ALL THE BROTHERS WERE VALIANT—Robert Taylor, Stewart Granger, Elizabeth Taylor.
BAND WAGON, THE—Fred Astaire, Cyd Chariss, Nanette Fabray—(Technical).
BATTLE CIRCUS—Humphrey Bogart, June Allyson, Keenan Wynn.
BIG MIKE—Gig Young, Jane Greer, Robert Horton.
BLUE GODDESS—Red Skelton, Cara Williams, James Whitmore.
CLOWN, THE—Red Skelton, Jane Greer, Timothy Conside.
CODE TWO—Ralph Meeker, Sally Forrest, Keenan Wynn, Robert Horton.
CONNIE—Janet Leigh, Van Johnson, Louis Calhern.
CRY OF THE HUNTED—Vittorio Gassman, Barry Sullivan, Polly Bergen.
DANGEROUS WHEN WET—Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel—(Technical).
DESPERATE SEARCH—Howard Keel, Jane Greer, Patricia Medina—(314).
DREAM WIFE—Cary Grant, Deborah Kerr, Walter Pidgeon.
FAST COMPANY—Howard Keel, Polly Bergen, Nina Foch.
GIRL WHO HAD EVERYTHING, THE—Elizabeth Taylor, Fernando Lamas, William Powell.
GIVE A GIRL A BREAK—Marge and Gower Champion, Debbie Reynolds—(Technical).
HOAXTERS, THE—Narration by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon.
I LOVE MELVIN—Donald O'Connor, Debbie Reynolds, Dean Miller—(Technical).
INVITATION TO THE DANCE—Gene Kelly, Igor Yousekevitch, Sadler's Wells Ballet—(Technical)—(Made in England).
JEOPARDY—Barbara Stanwyck, Barry Sullivan, Ralph Meeker.
JULIUS CAESAR—Marlon Brando, James Mason, Greer Garson, Deborah Kerr.
LATIN LOVERS—Lana Turner, Ricardo Montalban, Michael Wilding—(Technical).
LILI—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—(Technical).
MAIN STREET TO BROADWAY—Tallulah Bankhead, Olivia de Havilland, Henry Fonda, Tom Morton.
MOGAMBO—Clark Gable, Ava Gardner, Grace Kelly—(Technical).
NAKED SPUR, THE—James Stewart, Robert Ryan, Janet Leigh—(Technical).
NEVER LET ME GO—Clark Gable, Gene Tierney, Richard Haydn—(Made in England).
REMAINS TO BE SEEN—June Allyson, Van Johnson, Louis Calhern.
ROGUES' MARCH—Peter Lawford, Janice Rule, Richard Greene.
SEE HOW THEY RUN—Dorothy Dandridge, Robert Horton, Harry Belafonte.
SMALL TOWN GIRL—Jane Powell, Farley Granger, Ann Miller—(Technical).
SOMBRERO—Pier Angeli, Ricard Montalban, Yvonne De Carlo—(Technical)—(Made in Mexico).
SLIGHT CASE OF LARCENY, A—Mickey Rooney, Marilyn Erskine.
STORY OF THREE LOVES—Leslie Caron, Farley Granger, Ethel Barrymore—(Technical).
TIME BOMB—Glenn Ford, Anne Vernon, Victor Maddern—(English-made).
VAQUERO—Robert Taylor, Ann Gardner, Howard Keel—(Anscacolor).
VICKIE—Greer Garson, Walter Pidgeon, Agnes Moorehead—(Technical).
YEARS AGO—Spencer Tracy, Debbie Reynolds, Teresa Wright.
YOUNG BESS—Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton—(Technical).

Monogram

(For Allied Artists releases, see Allied Artists)
 (1951-52 releases from 5100
 1952-53 releases from 5201)

AFRICAN TREASURE—AD—Johnny Sheffield, Laurette Luez, Leonard Mudie—Standard "Bomba" series entry—70m.—see May 21 issue—(5207).
ARCTIC FLIGHT—MD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting melodrama—78m.—see Aug. 13 issue—(5210).
ARMY BOUND—MD—Stanley Clements, Karen Sharpe, Steve Brodie—Routine programmer for the lower half—61m.—see Sept. 10 issue—(5216).
CANYON AMBUSH—W—Johnny Mack Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244).
DEAD MAN'S TRAIL—W—Johnny Mack Brown, Jimmy Ellison, Barbara Allen—Series average—54m.—see Aug. 27 issue—(5243).
DESERT PURSUIT—OD—Wayne Marrls, Virginia Grey, George Tablas—Outdoor drama has the angles—72m.—see May 7 issue—(5209).
FARGO—W—Bill Elliott, Phyllis Coates, Myron Healey—Okeh western—69m.—see Sept. 24 issue—(5226).
FEUDIN' FOOLS—C—Leo Gorcey, Huntz Hall, Dorothy Fard—"Bowery Boys" entry will fit into the duallers—63m.—see Sept. 10 issue—(5213).
FLAT TOP—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinecolor)—(5201).
GOLD FEVER—OD—John Calvert, Ralph Morgan, Ann Cornell—For the lower half—63m.—see June 4 issue—(5220).
GUNMAN, THE—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Okeh series entry—52m.—see July 2 issue—(5252).

HERE COME THE MARINES—C—Leo Gorcey, Huntz Hall, Myrna Dell—Average "Bowery Boys" entry—66m.—see May 21 issue—(5212).
JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
KANSAS TERRITORY—W—Wild Bill Elliott, Peggy Stewart, Lane Bradford—Okeh western—64m.—see May 7 issue—(5225).
MAN FROM BLACK HILLS—W—Johnny Mack Brown, James Ellison, Florence Lake—Series average—58m.—see May 21 issue—(5242).
MONTANA INCIDENT—W—Whip Wilson, Rand Brooks, Noel Neill—Good series entry—54m.—see Sept. 10 issue—(5253).
NIGHT RAIDERS—W—Whip Wilson, Fuzzy Knight, Lois Hall—Average western—52m.—see June 4 issue—(5251).
NO HOLDS BARRED—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214).
OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57 1/2m.—see May 24 issue—(4952).
ROSE BOWL STORY, THE—CD—Marshall Thompson, Vera Miles, James Dobson—Pleasing football yarn has plenty of angles—73m.—see Aug. 27 issue—(Cinecolor)—(5204).
SEA TIGER—MD—Marguerite Chapman, John Archer, Harry Lautner—For the lower half—71m.—see Aug. 13 issue—(5218).
WAGONS WEST—W—Rod Cameron, Peggie Castle, Michael Chapin—Standard outdoor show—72m.—see June 18 issue—(Cinecolor)—(5203).
WILD STALLION—OD—Ben Johnson, Edgar Buchanan, Martha Hyer—Okeh horse entry has the angles—71m.—see May 7 issue—(Cinecolor)—(5205).
WYOMING ROUNDUP—W—Whip Wilson, Tommy Farrell, Phyllis Coates—Routine series entry—53m.—see Dec. 3 issue—(5254).
YUKON GOLD—MD—Kirby Grant, Chlnook, Martha Hyer—Okeh series entry for the duallers—62m.—see Sept. 10 issue—(5221).

TO BE REVIEWED OR IN PRODUCTION

BOMBA AND THE JUNGLE GIRL—Johnny Sheffield, Karen Sharpe.
BRONC RIDER—Whip Wilson, Fuzzy Knight, Pamela Duncan.
HIAWATHA—Vincent Edwards, Yvette Dugay, Keith Larsen—(Cinecolor)—(5202).
MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Cinecolor).
MAVERICK, THE—Wild Bill Elliott, Phyllis Coates, Myron Healey.
TANGIER INCIDENT—George Brent, Mari Alden.

Paramount

(1951-52 releases from 5101
 1952-53 releases from 5200)

BLAZING FOREST, THE—MD—John Payne, William Demarest, Agnes Moorehead—Fair action meller—90m.—see Oct. 1 issue—(Technical).
CARIBBEAN—COSMD—John Payne, Arlene Dahl, Sir Cedric Hardwicke—Okeh swashbuckler, with plenty of merchandising angles—97m.—see Sept. 10 issue—(Technical)—(5202).
CARRIE—D—Laurence Olivier, Jennifer Jones, Miriam Hopkins—Picturization of Theodore Dreiser novel should be strongest in class spots—120m.—see June 18 issue—Leg.: B—(5123).
HURRICANE SMITH—MD—Yvonne DeCarlo, John Ireland, Forrest Tucker—Okeh adventure programmer—90m.—see Sept. 24 issue—Leg.: B—(Technical)—(5204).
JUMPING JACKS—F—Dean Martin, Jerry Lewis, Mona Freeman—Martin and Lewis farce will ride into the better money—96m.—see June 18 issue—(5121).
JUST FOR YOU—CDMU—Bing Crosby, Jane Wyman, Ethel Barrymore—Good Crosby—104m.—see Sept. 10 issue—(Technical)—(5201).
ROAD TO BALI—C—Bob Hope, Bing Crosby, Dorothy Lamour—Star studded comedy is headed for the better grosses—90m.—see Dec. 3 issue—(Technical)—(5209).
SAVAGE, THE—OMD—Charlton Heston, Susan Morrow, Peter Hanson—Indians vs. cavalry film should satisfy the outdoor trade—95m.—see Sept. 24 issue—(Technical)—(5206).
SOMEBODY LOVES ME—CDMU—Betty Hutton, Ralph Meeker, Robert Keith—Star value and production numbers should make the difference—97m.—see Sept. 10 issue—(Technical)—(5203).
SON OF PALEFACE—C—Bob Hope, Jane Russell, Roy Rogers—Should ride into the better money—95m.—see July 16 issue—Leg.: B—(Technical)—(5124).
STOOGES, THE—C—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff—Martin and Lewis starrer will run into the better money—100m.—see Oct. 22 issue—(5212).
THUNDER IN THE EAST—MD—Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet—Name strength will have to make the difference—98m.—see Nov. 5 issue—(5210).
TURNING POINT, THE—MD—William Holden, Edmond O'Brien, Alexis Smith—Interesting meller—85m.—see Sept. 24 issue—(5205).

TO BE REVIEWED OR IN PRODUCTION

ARROWHEAD—Charlton Heston, Mary Sinclair, Jack Palance—(Technical).
BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technical).

COME BACK, LITTLE SHEBA—Burt Lancaster, Shirley Booth, Terry Moore—99m.—Leg.: B.
 FOREVER FEMALE—Ginger Rogers, William Holden, Paul Douglas.
 HERE COME THE GIRLS—Bob Hope, Tony Martin, Rosemary Clooney—(Technicolor).
 HOUDINI—Tony Curtis, Janet Leigh, Torin Thatcher—(Technicolor).
 JAMAICA—Ray Milland, Arlene Dahl, Wendell Corey—(Technicolor).
 LITTLE BOY LOST—Bing Crosby, Claude Dauphin, Nicolle Maurey.
 OFF LIMITS—Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff.
 PLEASURE ISLAND—Don Taylor, Audrey Dalton, Elsa Lanchester, Leo Genn—(Technicolor).
 PONY EXPRESS—Charlton Heston, Wendell Corey, Rhonda Fleming, Jan Sterling—(Technicolor).
 ROCK GRAYSON'S WOMEN—John Payne, Jan Sterling, Lyle Bettger—(Technicolor).
 ROMAN HOLIDAY—Gregory Peck, Audrey Hepburn, Eddie Albert—(Made in Italy).
 SCARED STIFF—Dean Martin, Jerry Lewis, Carmen Miranda.
 SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
 STALAG 17—William Holden, Don Taylor, Otto Preminger.
 STARS ARE SINGING, THE—Anna Marla Albergheggi, Rosemary Clooney, Lauritz Melchior, Tomi Morton, Fred Clark, John Archer, Lloyd Corrigan, Bob Williams and Red Dust—(Technicolor).
 TROPIC ZONE—Ronald Reagan, Rhonda Fleming, Estelita—(Technicolor)—94m.
 WAR OF THE WORLDS, THE—Gene Barry, Ann Robinson, Lee Tremayne—(Technicolor).
 WHITE CHRISTMAS—Bing Crosby, Fred Astaire, Rosemary Clooney—(Technicolor).

RKO

(1951-52 releases from 201)

1952-53 releases from 301)

ALLEGHENY UPRISING—MD—Claire Trevor, John Wayne, George Sanders—Star values should help—81m.—see Sept. 10 issue—(384).
 ANDROCLES AND THE LION—C—Jean Simmons, Alan Young, Victor Mature, Robert Newton—Will have strangest appeal for the art and class spots—98m.—Leg.: B—see Nov. 5 issue—(36B).
 ANNIE OAKLEY—CD—Barbara Stanwyck, Preston Foster, Melvyn Douglas—Reissue has the names and angles—91m.—see Sept. 10 issue—(383).
 BEWARE MY LOVELY—MD—Ida Lupino, Robert Ryan, Taylor Holmes—Fair meller will fit into the duallers—77m.—see Sept. 10 issue—(302).
 BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Thraatt—Good adventure yarn—122m.—see Sept. 10 issue—(361).
 CAPTIVE WOMEN—MD—Robert Clarke, Margaret Field, Gloria Saunders—Exploitable meller for the duallers—65m.—see Oct. 8 issue—Leg.: B—(306).
 CLASH BY NIGHT—D—Barbara Stanwyck, Paul Douglas, Robert Ryan, Marilyn Monroe—Woman's drama has the angles—104m.—see May 21 issue—(229).
 DESERT PASSAGE—W—Tim Holt, Richard Martin, Joan Dixon—Better than average western—60m.—see May 21 issue—(230).
 FACE TO FACE—COMP—James Mason, Robert Preston, Marjorie Steele—Okeh for the art and specialty spots—92m.—Leg.: B—see Nov. 19 issue—(309-310-311).
 FAITHFUL CITY—D—Jamie Smith, Ben Josef, John Slater—Highly interesting Israeli impart—86m.—see Sept. 10 issue—(Israeli-made)—(303).
 KING KONG—MD—Fay Wray, Robert Armstrong, Bruce Cabot—Exploitation reissue has plenty to sell—100m.—see May 21 issue—(269).
 LEOPARD MAN, THE—MD—Dennis O'Keefe, Margo—Reissue has the angles—66m.—see May 21 issue—(270).
 LOOK WHO'S LAUGHING—F—Edgar Bergen, Charlie McCarthy, Lucille Ball—Reissue has names to help—79m.—see Sept. 10 issue—(381).
 LUSTY MEN, THE—D—Susan Hayward, Robert Mitchum, Arthur Kennedy—Interesting action drama has the names to help—113m.—see Oct. 8 issue—(384).
 MONTANA BELLE—OD—Jane Russell, Scott Brady, George Brent—Name draw should help familiar outdoor show—81m.—Leg.: B—see Nov. 5 issue—(Trucolor)—(308).
 ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth, William Talman—Well-made Korean war story has angles for the selling—105m.—see Sept. 10 issue—(301).
 ROAD AGENT—W—Tim Holt, Richard Martin, Noreen Nash—Okeh western—60m.—see Feb. 13 issue—(223).
 SUDDEN FEAR—D—Joan Crawford, Jack Palance, Gloria Grahame—High rating suspenseful drama—110m.—see Sept. 10 issue—(362).
 TARZAN'S SAVAGE FURY—AD—Lex Parker, Dorothy Hart, Patric Knowles—Satisfactory series entry—80m.—see Mar. 26 issue—(225).
 TOO MANY GIRLS—MUC—Lucille Ball, Desi Arnaz, Richard Carlson—Names should be factor—85m.—see Sept. 10 issue—(382).
 UNDER THE RED SEA—DOC—Dr. Hans Hass, Lottie Berl—Interesting documentary has angles for the class and art spots—67m.—see Oct. 8 issue—(Made in Africa)—(385).
 WILD HEART, THE—D—Jennifer Jones, David Farrar, Cyril Cusack—Moody impart will need plenty of push—81m.—see June 4 issue—(English-made)—(Technicolor)—Leg.: B—(Selznick)—(274).

TO BE REVIEWED OR IN PRODUCTION

ANGEL FACE—Robert Mitchum, Jean Simmons, Mona Freeman, Herbert Marshall.

BEAUTIFUL BUT DANGEROUS—Jean Simmons, Robert Mitchum, Arthur Hunnicutt.
 BLACKBEARD THE PIRATE—Robert Newton, Linda Darnell, Keith Andes—(Technicolor)—(307).
 BREAK-UP—Victor Mature, Jean Simmons, James Gleason, Mary Jo Tarola.
 HANS CHRISTIAN ANDERSEN—Danny Kaye, Farley Granger, Renee Jeanmaire—(Technicolor)—(Goldwyn).
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
 NEVER WAVE AT A WAC—Rosalind Russell, Marie Wilson, Paul Douglas.
 NO TIME FOR FLOWERS—Viveca Lindfors, Paul Christian—(Made in Austria).
 PERSUADER, THE—Frank Lovejoy, Edmund O'Brien, Elizabeth Fraser.
 PETER PAN—Disney cartoon feature—(Technicolor).
 SEA AROUND US, THE—Documentary based on Rachel Carson's book—(Technicolor).
 SEA DEVILS—Yvonne DeCarlo, Rock Hudson, Maxwell Reed—(Made in England)—(Technicolor).
 SPLIT SECOND—Stephen McNally, Jan Sterling, Alexis Smith.
 SWORD AND THE ROSE, THE—Richard Todd, Geynis Johns, Michael Gough—(English-made)—(Technicolor)—(Disney).
 SWORD OF VENUS—Robert Clarke, Catherine McLeod, Renee DeMarco.
 TARZAN AND THE SHE DEVIL—Lex Barker, Joyce MacKenzie, Raymond Burr.

Republic

(1951-52 releases from 5101)

BAL TABARIN—MYDMU—Muriel Lawrence, William Ching, Claire Carleton—For the lower half—84m.—(Partly made in France)—see July 2 issue—Leg.: B—(5129).
 BLACK HILLS AMBUSH—W—Allan "Rocky" Lane, Eddy Waller, Leslye Banning—Standard Lane—54m.—see June 18 issue—(5172).
 BORDER SADDLEMATES—W—Rex Allen, Mary Ellen Kay, Slim Pickens—Okeh Allen—67m.—see May 7 issue—(5143).
 DESPERADOES' OUTPOST—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Okeh series entry—54m.—see Oct. 22 issue—(5174).
 GOBS AND GALS—C—George and Bert Bernard, Cathy Downs—Navy comedy will fit into the duallers—88m.—see May 7 issue—(5128).
 I DREAM OF JEANIE—DMU—Ray Middleton, Bill Shirley, Muriel Lawrence—Family trade should like picturization of Stephen Foster's life—90m.—see June 4 issue—(Trucolor)—(5106).
 OLD OKLAHOMA PLAINS—W—Rex Allen, Slim Pickens, Elaine Edwards—Okeh Allen—60m.—see Aug. 27 issue—(5144).
 QUIET MAN, THE—CD—John Wayne, Maureen O'Hara, Barry Fitzgerald—High rating—129m.—see May 21 issue—(Technicolor)—(Partly made in Ireland)—(5105).
 RIDE THE MAN DOWN—W—Brian Donlevy, Rod Cameron, Ella Raines—Satisfactory outdoor action show—90m.—see Nov. 5 issue—(Trucolor)—(5202).
 SOUTH PACIFIC TRAIL—WMU—Rex Allen, Estelita, Slim Pickens—Usual series entry—60m.—see Nov. 19 issue—(5145).
 THUNDERBIRDS—ACD—John Derek, John Barrymore, Jr., Mona Freeman—Realistic war drama has the angles—99m.—see Nov. 19 issue—(5201).
 THUNDERING CARAVANS—W—Allan "Rocky" Lane, Eddy Waller, Mona Knox—Good Rocky Lane—54m.—see Aug. 13 issue—(5173).
 TOUGHEST MAN IN ARIZONA—W—Vaughn Monroe, Joan Leslie, Victor Jory—Vaughn Monroe draw should help outdoor show—90m.—see Oct. 22 issue—(Trucolor)—(5109).
 TROPICAL HEAT WAVE—CMD—Estelita, Robert Hutton, Grant Withers—For the lower half—74m.—see Oct. 8 issue—(5126).
 WAC FROM WALLA WALLA, THE—C—Judy Canova, Stephen Dunne—Okeh programmer for the duallers—83m.—see Nov. 5 issue—(5123).
 WILD HORSE AMBUSH—W—Michael Chapin, Eilene Jansen, James Bell—Okeh for the youngsters—54m.—see May 7 issue—(5069).
 WOMAN OF THE NORTH COUNTRY—MD—Ruth Hussey, Rod Cameron, John Agar, Gale Storm—Meller has names to help—90m.—see July 30 issue—(Trucolor)—(5107).

TO BE REVIEWED OR IN PRODUCTION

FAIR WIND TO JAVA—Fred MacMurray, Vera Ralston, Victor McLaglen—(Trucolor).
 FLYING SQUADRON, THE—Massimo Serato, Dina Salsoli, Umberto Spadaro—(Italian-made).
 LADY WANTS MINK, THE—Ruth Hussey, Dennis O'Keefe, Eve Arden, William Demarest—(Trucolor).
 MARSHAL OF CEDAR ROCK—Allan "Rocky" Lane, Eddy Waller, Phyllis Coates.
 OLD OVERLAND TRAIL—Rex Allen, Virginia Hall, Slim Pickens.
 SOUTH OF SAN ANTONIO—Rod Cameron, Arleen Whelan, Forrest Tucker.
 SUN SHINES BRIGHT, THE—Charles Winninger, Arleen Whelan, John Russell.
 SWEETHEART TIME—Ray Middleton, Lucille Norman, Eileen Christy.
 VALLEY OF THE MISSING MEN—Rocky Lane, Eddy Waller, Phyllis Coates.
 WOMAN THEY ALMOST LYNCHED, THE—John Lund, Brian Donlevy, Audrey Totter.

20th Century-Fox

(1951 releases from 101)

1952 releases from 201)

BLACK SWAN, THE—MD—Tyrone Power, Maureen O'Hara, Laird Cregar—Reissue has the names and angles—85m.—see July 2 issue—(258).

BLOODHOUNDS OF BROADWAY—CMU—Mitzi Gaynor, Scott Brady, Mitzi Green—Pleasing musical—91m.—see Nov. 5 issue—(Technicolor)—Leg.: B—(236).
 DIPLOMATIC COURIER—MD—Tyrone Power, Patricia Neal, Stephen McNally—Well-made spy thriller has the angles—97m.—see June 18 issue—(Partly made in Europe)—(222).
 DON'T BOTHER TO KNOCK—MD—Richard Widmark, Marilyn Monroe, Anne Bancroft—Will need plenty of push—76m.—see July 16 issue—Leg.: B—(224).
 DREAMBOAT—CMU—Clifton Webb, Ginger Rogers, Anna Francis—Amusing comedy—83m.—see July 30 issue—(223).
 KANGAROO—MD—Maureen O'Hara, Peter Lawford, Finlay Currie—Interesting Australian-made meller is packed with selling angles—84m.—see June 4 issue—(Made in Australia)—(Technicolor)—(217).
 LADY IN THE IRON MASK—MD—Louis Hayward, Patricia Medina, Alan Hale, Jr.—Okeh programmer for the twin bills—78m.—see June 18 issue—(Natural Color)—(218).
 LAURA—MYD—Gene Tierney, Dana Andrews, Clifton Webb—Fair reissue—88m.—see July 2 issue—(252).
 LEAVE HER TO HEAVEN—D—Gene Tierney, Cornel Wilde, Jeanne Crain, Vincent Price—Reissue has the names to help—110m.—see May 21 issue—(Technicolor)—(255).
 LES MISERABLES—MD—Michael Rennie, Debra Paget, Robert Newton—Impressive picturization of classic—104m.—see July 30 issue—(225).
 LURE OF THE WILDERNESS—OD—Jean Peters, Jeffrey Hunter, Constance Smith, Walter Brennan—Outdoor drama has the angles—92m.—see July 30 issue—(Technicolor)—(227).
 LYDIA BAILEY—MD—Dale Robertson, Anne Francis, Charles Korvin—Colorful picturization of best-seller is loaded with merchandising opportunities—89m.—see June 4 issue—(Technicolor)—(219).
 MONKEY BUSINESS—C—Cary Grant, Ginger Rogers, Charles Coburn—Amusing entry has the names and angles—97m.—see Sept. 10 issue—Leg.: B—(230).
 MY PAL GUS—CD—Richard Widmark, Joanne Dru, Audrey Totter—Fair programmer—83m.—Leg.: B—see Nov. 5 issue—(233).
 MY WIFE'S BEST FRIEND—C—Anne Baxter, Macdonald Carey, Cecil Kellaway—Pleasant programmer—87m.—see Oct. 8 issue—(231).
 NIGHT WITHOUT SLEEP—D—Linda Darnell, Gary Merrill, Hildegard Neff—Name draw will have to make the difference—77m.—see Oct. 8 issue—Leg.: B—(235).
 O. HENRY'S FULL HOUSE—COMP—Jeanne Crain, Farley Grainger, Charles Laughton, David Wayne, Richard Widmark, Dale Robertson, Anne Baxter, Jean Peters, Fred Allen, Marilyn Monroe—Entertaining package—118m.—see Aug. 27 issue—(228).
 OUTCASTS OF POKER FLAT, THE—MD—Anne Baxter, Dale Robertson, Miriam Hopkins—Name draw should help melodrama—81m.—see May 7 issue—(216).
 PONY SOLDIER—OD—Tyrone Power, Cameron Mitchell, Penny Edwards—Good outdoor show—83m.—see Nov. 5 issue—(Technicolor)—(237).
 RAINS CAME, THE—D—Myrna Loy, Tyrone Power, George Brent, Brenda Joyce—Reissue has the names and angles—95m.—see May 21 issue—(256).
 SNOWS OF KILIMANJARO, THE—D—Gregory Peck, Susan Hayward, Ava Gardner—Star-packed drama has potentialities for the better grasses—114m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(247).
 SOMETHING FOR THE BIRDS—C—Patricia Neal, Victor Mature, Edmund Gwenn—Amusing programmer—82m.—see Oct. 22 issue—(238).
 STARS AND STRIPES FOREVER—MU—Clifton Webb, Debra Paget, Robert Wagner—Good programmer—89m.—see Nov. 19 issue—(Technicolor)—(239).
 STEEL TRAP, THE—MD—Joseph Cotten, Teresa Wright—Suspensive melodrama has names to help—87m.—see Oct. 22 issue—(232).
 THIEF OF VENICE, THE—MD—Maria Montez, Paul Christian, Massimo Serato—Import is packed with the angles—91m.—see Nov. 19 issue—(Made in Italy)—(304).
 THIS ABOVE ALL—D—Tyrone Power, Joan Fontaine, Thomas Mitchell—World War II reissue has names to help—110m.—see July 2 issue—(253).
 TO THE SHORES OF TRIPOLI—CD—John Payne, Maureen O'Hara, Randolph Scott—Name values should aid reissue—86m.—see July 2 issue—(Technicolor)—(257).
 WAIT 'TIL THE SUN SHINES, NELLIE—CD—Jean Peters, David Wayne, Hugh Marlowe—Nostalgic comedy drama has the angles—108m.—see June 4 issue—(Technicolor)—(220).
 WAY OF A GAUCHO—OD—Rory Calhoun, Gene Tierney, Richard Boone—Unusual outdoor drama of early gaucho days has plenty of angles for the selling—91m.—see Oct. 8 issue—(Partly made in Argentina)—(Technicolor)—(229).
 WE'RE NOT MARRIED—C—Ginger Rogers, Fred Allen, Victor Moore, Marilyn Monroe, David Wayne, Louis Calhern, Zsa Zsa Gabor, Paul Douglas, Eve Arden, Eddie Bracken, Mitzi Gaynor—Names should help amusing comedy—85m.—see July 2 issue—Leg.: B—(221).
 WHAT PRICE GLORY?—CDMU—James Cagney, Corinne Calvet, Dan Dailey—Should ride into the better money—see July 30 issue—111m.—(Technicolor)—(226).

TO BE REVIEWED OR IN PRODUCTION

BAPTISM OF FIRE—Victor Mature, Alvy Moore, Greer Mitchell.
 CALL ME MADAM—Ethel Merman, Vera-Ellen, George Sanders, Donald O'Connor—(Technicolor).
 DESERT RATS, THE—James Mason, Richard Burton, Chips Rafferty.
 DESTINATION GOBI—Richard Widmark, Don Taylor, Judy Dans—(Technicolor).
 DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor)—Leg.: B—(214).

FARMER TAKES A WIFE, THE—Betty Grable, Dale Robertson, Thelma Ritter—(Technicolor)—(307).
 GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Elliot Reid—(Technicolor).
 GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).
 GUNSMOKE—Jeanne Crain, Dale Robertson—(Technicolor).
 I DON'T CARE GIRL, THE—Mitzi Gaynor, David Wayne, Oscar Levant—(Technicolor)—(302).
 INVADERS FROM MARS—Jimmy Hunt, Helena Carter, Arthur Franz.
 MABEL AND ME—Dan Dailey, Corinne Calvert.
 MAN ON A TIGHTROPE—Fredric March, Terry Moore, Cameron Mitchell, Gloria Grahame—(Made in Germany).
 MY COUSIN RACHEL—Olivia de Havilland, Richard Burton, Ronald Squires—(301).
 NEARER MY GOD TO THEE—Clifton Webb, Barbara Stanwyck, Thelma Ritter, Richard Basehart.
 NIAGARA—Joseph Cotten, Jean Peters, Marilyn Monroe—(Technicolor)—(306).
 PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter.
 POWDER RIVER—Rory Calhoun, Cameron Mitchell, Corinne Calvert, Penny Edwards—(Technicolor).
 PRESIDENT'S LADY, THE—Susan Hayward, Charlton Heston, Fay Bainter.
 RUBY GENTRY—Jennifer Jones, Charlton Heston, Karl Malden—(303).
 SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made in England).
 SILVER WHIP, THE—Rory Calhoun, Kathleen Crowley, Dale Robertson—(309).
 STAR, THE—Bette Davis, Sterling Hayden, Natalie Wood.
 TAXI—Dan Dailey, Constance Smith, Blanche Yurka—(305).
 TONIGHT WE SING—Ezlo Pinza, Roberta Peters, David Wayne—(Technicolor).
 TREASURE OF GOLDEN CONDOR, THE—Cornel Wilde, Constance Smith, Finlay Currie—(Technicolor)—(Made in Guatemala)—(308).
 WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum—(Technicolor).

United Artists

ACTORS AND SIN—CD—Edward G. Robinson, Marsha Hunt, Eddie Albert—Two-part offering is best for the art and specialty spots—83 1/2m.—see June 4 issue—(Kuller).
 BREAKING THE SOUND BARRIER—D—Ralph Richardson, Ann Todd, Nigel Patrick—Interesting import has the angles—109m.—see Nov. 19 issue—(English-made)—(Lean).
 CONFIDENCE GIRL—MD—Tom Conway, Hillary Brooke, Eddie Marr—Interesting programmer for the lower half—81m.—see June 18 issue—(Stone).
 FIGHTER, THE—MD—Richard Conte, Vanessa Brown, Lee J. Cobb—Interesting fight meller—78m.—see May 7 issue—(Gottlieb).
 GUEST WIFE—C—Claudette Colbert, Don Ameche, Richard Foran—Name draw will help reissue—87m.—see Sept. 10 issue—(Relissue)—(Skrlball).
 HIGH NOON—W—Gary Cooper, Grace Kelly, Thomas Mitchell—Cooper draw will make the difference—85m.—see May 7 issue—(Kramer).
 ISLAND OF DESIRE—AD—Linda Darnell, Tab Hunter, Donald Gray—Fair romantic adventure entry—93m.—see Aug. 13 issue—Leg.: B—(Made in Jamaica, B.W.I.)—(Technicolor)—(Rase).
 IT'S IN THE BAG—C—Fred Allen, Jack Benny, Blinnie Barnes—Relissue has names to sell—87m.—see Sept. 10 issue—(Relissue)—(Skrlball).
 KANSAS CITY CONFIDENTIAL—MD—John Payne, Coleen Gray, Preston Foster—Suspenseful meller—98m.—see Nov. 19 issue—Leg.: B—(Small).
 LADY VANISHES, THE—MYD—Margaret Lockwood, Michael Redgrave, Paul Lukas—Relissue has the angles for the selling—95m.—see Sept. 10 issue—(English-made)—(Hitchcock).
 LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metropolitan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).
 ONE BIG AFFAIR—C—Evelyn Keyes, Dennis O'Keefe, Mary Anderson—Fair comedy for the duallers—80m.—see Mar. 12 issue—Leg.: B—(Bogaus).
 OUTCAST OF THE ISLANDS—AD—Sir Ralph Richardson, Trevor Howard, Wendy Hiller—Engrossing adventure yarn—92m.—see May 21 issue—(English-made)—Leg.: B—(Lopert).
 OUTPOST IN MALAYA—MD—Claudette Colbert, Jack Hawkins, Anthony Steel—Programmer will fit into the duallers—88m.—see Nov. 19 issue—(Made in Malaya and England)—(Stafford).
 PARK ROW—MD—Gene Evans, Mary Welch, Bela Kovacs—Hard-hitting newspaper meller has the angles—83m.—see Aug. 13 issue—(Fuller).
 RED PLANET MARS—D—Peter Graves, Andrea King, Orley Lindgren—Drama of inter-planetary communication will fit into the duallers—87m.—see June 4 issue—(Hyde-Vellter).
 RED RIVER—OD—John Wayne, Montgomery Clift, Joanne Dru, Walter Brennan—Relissue has the names to help—125m.—see June 4 issue—(Monterey).
 RING, THE—MD—Gerald Mohr, Rita Moreno, Lala Rios—Will fit into the duallers—78m.—see Aug. 27 issue—(King).
 THIEF, THE—D—Ray Milland, Martin Gabel, Rita Gam—Suspenseful drama without dialogue should land in the better money—85m.—see Sept. 24 issue—(Popkin).
 TULSA—MD—Susan Hayward, Robert Preston, Pedro Armendariz—Relissue has the angles—88m.—see June 4 issue—(Technicolor)—(Wanger).
 UNTAMED WOMEN—MD—Mikel Conrad, Doris Merrick, Richard Monahan—Dualler has exploitation angles—70m.—see Aug. 27 issue—(Jewell).

TO BE REVIEWED OR IN PRODUCTION

BABES IN BAGDAD—Paulette Goddard, Gypsy Rose Lee—(Danziger).
 BANDITS OF CORSICA, THE—Louis Hayward, Richard Greene, Paula Raymond—(Small).
 ENCOUNTER—Paul Muni, Joan Loring, Vittorio Manunta—(Made in Italy)—(Riviera).
 ESPERENZA—(Argentine-made)—(Ben Ami).
 FAKE, THE—Dennis O'Keefe, Coleen Gray—(Pallos).
 GLASS WALL, THE—Vittorio Gassman, Gloria Grahame, Robert Raymond—(Shane-Tors).
 MELBA—Patrice Munsel, Robert Morley, Martita Hunt—(Technicolor)—(Eagle).
 MISS HARGREAVES—Katharine Hepburn—(Huston).
 MONSOON—Ursula Thiess, Diana Douglas, George Nader—(Made in India)—(Technicolor)—(Film Group).
 MOULIN ROUGE—Jose Ferrer, Collette Marchand, Zsa Zsa Gabor—(Technicolor)—(Made in France)—(Huston).
 RETURN TO PARADISE—Gary Cooper, Barry Jones, Molra, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).
 ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Stross).
 SAVAGE FRONTIER—Yvonne De Carlo—(Small).
 SCARLET SPEAR, THE—John Archer, Martha Hyers—(Anscolor)—(Made in Africa)—(Breakston-Stahl).
 SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).
 SWORDS AGAINST THE MAST—John Payne, Donna Reed, Lon Chaney—(Technicolor)—(Small).
 WITNESS, THE—Ingrid Bergman, Marlon Brando—(Eagle).

Universal-International

(1951-52 releases from 201
 1952-53 releases from 301)

AGAINST ALL FLAGS—AD—Errol Flynn, Maureen O'Hara, Anthony Quinn—Colorful pirate drama has the names to help—84m.—see Dec. 3 issue—(Technicolor)—(305).
 BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's show—95m.—see Oct. 8 issue—(302).
 BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 issue—(304).
 BONZO GOES TO COLLEGE—F—Maureen O'Sullivan, Edmund Gwenn, Charles Drake—Amusing programmer—79 1/2m.—see Sept. 10 issue—(232).
 DUEL AT SILVER CREEK—OACD—Audie Murphy, Faith Domergue, Stephen McNally—Okeh outdoor show—77m.—see July 16 issue—(Technicolor)—(228).
 FRANCIS GOES TO WEST POINT—F—Donald O'Connor, Alice Kelley, Lori Nelson—Series entry should have plenty of appeal—81m.—see June 18 issue—(224).
 HAS ANYBODY SEEN MY GAL—CMU—Charles Coburn, Piper Laurie, Rock Hudson, Gigli Perreau—Pleasing musical has plenty of entertainment—89m.—see June 18 issue—(Technicolor)—(226).
 HORIZONS WEST—OMD—Robert Ryan, Julia Adams, Rock Hudson—Names should help standard outdoor show—81m.—see Sept. 24 issue—(Technicolor)—(235).
 IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).
 ISLAND ESCAPE—AD—David Niven, Glynis Johns, George Coulouris—Pleasing war film for the art and class spots—87m.—see July 2 issue—(283).
 IT GROWS ON TREES—C—Irene Dunne, Dean Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).
 JUST ACROSS THE STREET—C—Ann Sheridan, John Lund, Robert Keith—Amusing comedy—78m.—see June 4 issue—(223).
 LOST IN ALASKA—F—Bud Abbott, Lou Costello, Mitzi Green—Name draw will make the difference—76m.—see July 30 issue—(229).
 NO ROOM FOR THE GROOM—C—Tony Curtis, Piper Laurie, Don DeFore—Fair comedy—82m.—see May 7 issue—Leg.: B—(220).
 PROMOTER, THE—C—Alec Guinness, Glynis Johns, Valerie Hobson—Good entry for the art spots—88m.—see Sept. 24 issue—(English-made)—(Rank)—(285).
 RAIDERS, THE—WD—Richard Conte, Viveca Lindfors, Barbara Britton—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).
 RED BALL EXPRESS, THE—CD—Jeff Chandler, Alex Nicol, Judith Braun—Story of transport corps has the angles for the selling—83m.—see May 7 issue—(218).
 SALLY AND SAINT ANNE—CD—Ann Blyth, Edmund Gwenn, John McIntire—Entertaining comedy—90m.—see July 2 issue—(225).
 SCARLET ANGEL—MD—Yvonne De Carlo, Rock Hudson, Richard Denning—Okeh programmer—81m.—see June 4 issue—Leg.: B—(Technicolor)—(222).
 STEEL TOWN—MD—Ann Sheridan, John Lund, Howard Duff—Names should help steel mill meller—84m.—see Mar. 12 issue—(Technicolor)—(215).
 STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Bogarde, Jon Whitely, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 issue—(English-made)—(284).
 UNTAMED FRONTIER—OMD—Joseph Cotten, Shelley Winters, Scott Brady—Name values help moderate outdoor show—75m.—see July 30 issue—(Technicolor)—(230).
 WILLIE AND JOE IN BACK AT THE FRONT—C—Tom Ewell, Harvey Lembeck, Marl Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 issue—(233).
 WORLD IN HIS ARMS, THE—MD—Gregory Peck, Ann Blyth, Anthony Quinn—High rating—104m.—see June 18 issue—(Technicolor)—(227).

YANKEE BUCCANEER—MD—Jeff Chandler, Scott Brady, Suzan Ball—Okeh adventure show—86m.—see Sept. 24 issue—(Technicolor)—(234).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO GO TO MARS—Bud Abbott, Lou Costello, Marl Blanchard.
 APACHE LANDING—Stephen McNally, Julia Adams, Richard Carlson—(Technicolor).
 CITY BENEATH THE SEA—Robert Ryan, Susan Ball, Anthony Quinn—(Technicolor)—(308).
 CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Meira Lister—(English-made)—(Rank).
 COLUMN SOUTH—Audie Murphy, Jean Evans, Robert Sterling—(Technicolor).
 DESERT LEGION—Alan Ladd, Richard Conte, Arlene Dahl—(Technicolor).
 EAST OF SUMATRA—Jeff Chandler, Gloria Grahame—(Technicolor).
 FLAME OF TIMBERLINE—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).
 FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild.
 GIRLS IN THE NIGHT—Patricia Hardy, Joyce Holden, Leonard Freeman.
 GOLDEN BLADE, THE—Rock Hudson, Piper Laurie—(Technicolor).
 GUN SMOKE—Audie Murphy, Susan Cabot, Paul Kelly—(Technicolor).
 IMPORTANCE OF BEING EARNEST, THE—Michael Redgrave, Joan Greenwood, Dame Edith Edwards—(Technicolor)—(English-made).
 LAW AND ORDER—Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster—(Technicolor).
 LAWLESS BREED, THE—Rock Hudson, Julia Adams, Mary Castle—(Technicolor)—(306).
 LONE HAND—Joel McCrea, Barbara Hale, Alex Nicol—(Technicolor).
 MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.
 MA AND PA KETTLE GO TO PARIS—Marjorie Main, Percy Kilbride, Ray Collins.
 MALTA STORY, THE—Alec Guinness, Jack Hawkins, Anthony Steel—(Rank).
 MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Technicolor).
 MANDY—Phyllis Calvert, Jack Hawkins, Godfrey Tearle—(English-made).
 MEET ME AT THE FAIR—Dan Dailey, Diana Lynn—(Technicolor)—(307).
 MISSISSIPPI GAMBLER—Tyrone Power, Piper Laurie, Julia Adams—(Technicolor).
 NIGHT FLOWERS—Patricia Hardy, Leonard Freeman, Harvey Lembeck.
 PENNY PRINCESS, THE—Yolande Donlan, Kirk Bogarde—(Technicolor)—(English-made).
 PRINCE OF BAGDAD—Victor Mature, Marl Blanchard—(Technicolor).
 REDHEAD FROM WYOMING, THE—Maureen O'Hara, Alex Nicol, Hugh O'Brien—(Technicolor)—(309).
 SEMINOLE—Rock Hudson, Barbara Hale, Anthony Quinn—(Technicolor).
 SIOUX UPRISING—Jeff Chandler, Lyle Bettger, Faith Domergue—(Technicolor).
 SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(380).
 THUNDER BAY—James Stewart, Joanne Dru, Marcia Henderson—(Technicolor).

Warners

(1951-52 releases from 101
 1952-53 releases from 201)

APRIL IN PARIS—CMU—Doris Day, Ray Bolger, Claude Dauphin—Highly entertaining—101m.—see Nov. 19 issue—(Technicolor)—(209).
 BIG JIM McLAIN—D—John Wayne, Nancy Olson—Wayne entry will need plenty of push—90m.—see Sept. 10 issue—(Made in Hawaii)—(201).
 CARSON CITY—OAD—Randolph Scott, Lucille Norman, Raymond Massey—Good outdoor action drama—87m.—see May 7 issue—(WarnerColor)—(123).
 CRIMSON PIRATE, THE—MD—Burt Lancaster, Nick Cravat, Eva Bartok—Good melodrama—104m.—see Sept. 10 issue—(Made in Europe)—(Technicolor)—(202).
 HIGH SIERRA—MD—Humphrey Bogart, Ida Lupino, Jean Leslie—Relissue has some name values—see July 2 issue—95m.—(126).
 IRON MISTRESS, THE—BID—Alan Ladd, Virginia Mayo, Joseph Calleia—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).
 MIRACLE OF OUR LADY OF FATIMA, THE—D—Gilbert Roland, Angela Clark, Frank Silvera—Well-made religious film—102m.—see Sept. 10 issue—(WarnerColor)—(203).
 OPERATION SECRET—MD—Cornel Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—108m.—see Oct. 22 issue—Leg.: B—(205).
 SHE'S WORKING HER WAY THROUGH COLLEGE—CMU—Virginia Mayo, Ronald Reagan, Gene Nelson—Entertaining musical should benefit from name draw—101m.—see June 18 issue—Leg.: B—(Technicolor)—(128).
 SPRINGFIELD RIFLE—ACD—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better money—93m.—see Oct. 8 issue—(WarnerColor)—(204).

STORY OF WILL ROGERS, THE—BIOD—Will Rogers, Jr., Jane Wyman, Carl Benton Reid—Biographical drama has the angles—109m.—see July 30 issue—(Technicolor)—(129).

TO HAVE AND TO HAVE NOT—MD—Humphrey Bogart, Lauren Bacall, Walter Brennan—Names may help reissue—see July 2 issue—100m.—(127).

3 FOR BEDROOM C—C—Gloria Swanson, James Warren, Janine Perreau—Fair comedy for the duallers—74m.—see June 4 issue—(NaturalColor)—(124).

WHERE'S CHARLEY?—CMU—Ray Bolger, Allyn McLerie, Mary Germaine—Musical version of "Charley's Aunt" has the angles for the selling—see July 2 issue—97m.—(Made in England)—(Technicolor)—(130).

WINNING TEAM, THE—BID—Ronald Reagan, Doris Day, Frank Lovejoy—Name values should assist baseball show—98m.—see June 4 issue—(125).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke, Fran Warren—(SuperCinecolor)—(20B).

BY THE LIGHT OF THE SILVERY MOON—Doris Day, Gordon MacRae, Rosemary DeCamp—(Technicolor).

CALAMITY JANE—Doris Day, Howard Keel, Gene Nelson—(Technicolor)—(207).

CATTLE TOWN—Dennis Morgan, Rita Moreno, Philip Carey.

CITY IS DARK, THE—Gene Nelson, Phyllis Kirk.

DESERT SONG, THE—Gordan MacRae, Kathryn Grayson, Steve Cochran—(Technicolor).

END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.

HIS MAJESTY O'KEEFE—Burt Lancaster, Joan Rice, Benson Fong—(Technicolor)—(Made in Fiji Islands).

I CONFESS—Montgomery Clift, Anne Baxter, Karl Malden.

JAZZ SINGER, THE—Danny Thomas, Peggy Lee, Allyn Joslyn—(Technicolor).

LAST PATROL, THE—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).

MAN BEHIND A GUN, THE—Randolph Scott, Patrice Wymore, Philip Carey—(Technicolor).

MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

PLUNDER OF THE SUN—Glenn Ford, Diona Lynn, Patricia Medina.

SHE'S BACK ON BROADWAY—Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore, Phyllis Coates—(WarnerColor).

STOP, YOU'RE KILLING ME—Broderick Crawford, Claire Trevor, Virginia Gibson, Sheldon Leonard—(WarnerColor).

SYSTEM, THE—Frank Lovejoy, Joan Weldon.

TOP OF THE WORLD—Frank Lovejoy, Steve Cochran.

TROUBLE ALONG THE WAY—John Wayne, Donna Reed, Charles Coburn.

Miscellaneous

(Distributors' addresses will be furnished on request)

BATTLES OF CHIEF PONTIAC—OMD—Lex Barker, Helen Westcott, Lon Chaney—Indian entry will fit into the lower half—72m.—see Nov. 19 issue—(Realtart).

BELA LUGOSI MEETS A BROOKLYN GORILLA—CMD—Bela Lugosi, Duke Mitchell, Sammy Petrillo, Charlita—For exploitation spots and lower half—74m.—see Sept. 24 issue—Leg.: B—(Realtart).

BLACK LASH, THE—W—Lash LaRue, Fuzzy St. John, Peggy Stewart—Routine western—55m.—see May 7 issue—(Realtart).

BREAKDOWN—D—Ann Richards, William Bishop, Ann Gwynne, Sheldon Leonard—Okeh for the lower half—75m.—see July 30 issue—(Realtart).

DU PONT STORY, THE—HISD—Eduard Franz, Marcel Journet, Sigrid Gurle—Impressive history of Du Pont Company holds interest—72m.—see July 16 issue—(Technicolor)—(Modern).

GEISHA GIRL—CMD—Martha Hyer, William Andrews, Archer MacDonald—Okeh for the exploitation spots and duallers—67m.—see June 18 issue—(Made in Japan)—(English dialogue)—Leg.: B—(Realtart).

IF MOSCOW STRIKES—DOC—Narrated by Westbrook Van Voorhis—Well-made documentary has the angles—69m.—see May 21 issue—(The March of Time).

KID MONK BARON—D—Richard Rober, Bruce Cabot, Allene Roberts—Okeh for the lower half—79m.—see May 7 issue—Leg.: B—(Realtart).

MODELS, INC.—MD—Howard Duff, Coleen Gray, John Howard—For the duallers—74m.—see May 21 issue—Leg.: B—(Mutual).

ORIENTAL EVIL—MD—Martha Hyer, Byron Michie, George Breakston—Routine meller—65m.—see Sept. 24 issue—(Made in Japan)—(Classic).

SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 issue—(Astor).

Foreign-Made

(Distributors' addresses will be furnished on request)

AFFAIRS OF A MODEL—CD—Aif Kjellin, Maj-Britt Nilsson, Marianne Lofgren—Swedish import has some angles—80m.—see Aug. 13 issue—(Swedish-made)—(English titles)—(Union).

AMAZING MONSIEUR FABRE, THE—BID—Pierre Fresnay, Elina La Bourdette, Andre Randall—High rating import—89m.—see Sept. 24 issue—(French-made)—(English dialogue)—(Fuitter).

ANGEL STREET—MD—Anton Walbrook, Diana Wynyard, Frank Pettingell—Slow moving British import—80m.—see Nov. 19 issue—(English-made)—(Commercial).

ANNA—D—Silvana Mangano, Gaby Morlay, Vittorio Gassman—Well-made but lengthy import—111m.—see July 30 issue—(Italian-made)—(English titles)—(Lux).

ANGELO IN THE CROWD—CD—Angelo Maggio, Umberto Spadara, Isa Pola—Dreary Italian import—82m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

BEAUTY AND THE DEVIL—DFAN—Michel Simon, Gerard Philipe, Nicole Besnard—Engrossing art house entry—95m.—see Sept. 10 issue—(French-made)—(English titles)—(Davis).

BEHIND CLOSED SHUTTERS—MD—Massimo Girotti, Eleonora Rossi, Giulietta Masina—Mediocre Italian meller—91m.—see July 16 issue—(Italian-made)—(English dubbing)—Leg.: C—(Lux).

BERLINER, THE—SAT—Gert Frobe, Aribert Wascher, Tatjana Sois—Minor German import—80m.—see Nov. 5 issue—(German-made)—(English titles and narration)—(Burstyn).

BRANDY FOR THE PARSON—CD—James Donald, Kenneth More, Jean Lodge—Amusing British offering should please art house audiences—75m.—see Sept. 24 issue—(English-made)—(Mayer Kingsley).

CADETS OF GUASCOGNA, THE—CMU—Ferruccio Tagliavini, Luclano Sangiorgi, Fulvia Mammi—Okeh comedy for Italian audiences—103m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

CAIRO ROAD—MD—Eric Portman, Laurence Harvey, Maria Mauben—Import will fit into the lower half—82m.—see Aug. 27 issue—(English-made)—(Realtart).

CAPTAIN BLACK JACK—MD—George Sanders, Herbert Marshall, Patricia Roc—Interesting import has names to help—90m.—see Sept. 10 issue—(European-made)—(Classic).

CASQUE D'OR, THE STORY OF A BLONDE—MD—Simone Signoret, Serge Reggiani, Claude Dauphin—French meller has the angles—95m.—see Sept. 24 issue—(French-made)—(English titles)—(Discina).

CURTAIN UP—C—Robert Morley, Margaret Rutherford, Olive Sloane—Some art spots may be able to use it—93m.—see Sept. 24 issue—(English-made)—(Rank).

CUPBOARD WAS BARE, THE—Fernandel, Berthe Bovy, Dinan—Macabre French farce for the art spots—85m.—see June 18 issue—(French-made)—(English titles)—(Hakim).

DANCE HALL GIRLS—DMU—Bonar Colleano, Donald Houston, Diana Dors—Import will fit into the lower half—67m.—see Sept. 24 issue—Leg.: B—(English-made)—(Bell).

DANGER IS A WOMAN—MD—Henri Vidal, Francoise Arnoul, Maria Mauban—French meller has the angles—90m.—see May 7 issue—(French-made)—(English titles)—(Discina).

DANGEROUS ASSIGNMENT—MYC—Brian Reece, Jay Shelton, Christine Narden—Routine British whodunit—67m.—see Sept. 10 issue—(English-made)—(Famous).

DARK MAN, THE—MD—Edward Underdown, Maxwell Reed, Natasha Parry—Interesting British meller—73m.—see July 2 issue—(English-made)—(Fine Arts).

DAY WILL COME, THE—D—Dieter Borsche, Maria Schell, Lil Dagover—Well made German import—92m.—see June 4 issue—(German-made)—(English titles)—(Lux).

DEATH OF AN ANGEL—MYMD—Patrick Barr, Jane Baxter, Julie Somers—Routine import—65m.—see Sept. 24 issue—(English-made)—(Famous).

EDWARD AND CAROLINE—F—Daniel Gelin, Anne Vernon, Jacques Francois—Delightful French farce—90m.—see May 7 issue—(French-made)—(English titles)—(Commercial).

ELUSIVE PIMPERNEL, THE—MD—David Niven, Margaret Leighton, Cyril Cusack—Okeh for the art houses—107m.—see July 2 issue—(English-made)—(Technicolor)—(Rank).

FALL OF BERLIN, THE—AD—M. Gelovani, Boris Andreyev, M. Kovaleva—Okeh offering far houses playing Russian films—125m.—see July 2 issue—(Magicalar)—(Russian-made)—(English titles)—(Artkino).

FALL OF THE HOUSE OF USHER, THE—Kay Tendeter, Gwendaline Watford, Irving Steen—Mediocre horror import—70m.—see June 18 issue—(English-made)—(Bernard-Manson).

FATHER'S DILEMMA—F—Aldo Fabrizi, Gaby Moray, Adronna Mazzotti—Highly amusing import—80m.—see Nov. 5 issue—(Italian-made)—(English titles and narration)—Leg.: B—(Arthur Davis).

FLOWERS OF ST. FRANCIS—BID—Aldo Fabrizi, Monks of Nocere Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Burstyn).

FORCE OF DESTINY, THE—OPD—Nelly Corradi, Gino Sinimberghi, Tito Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 issue—(Italian-made)—(English narration)—(Screen Arts Sales).

FOUR STEPS, THE—CD—Ginette Lagace, Nicos Hadjiscos, John Prineas—Pleasant entertainment for Greek audiences—110m.—see Nov. 19 issue—(Greek-made)—(No English titles)—(Metaxas).

FRENCH WAY, THE—ROMCMU—Josephine Baker, Michelle Puelle, Georges Marchal—Slow-moving French import—74m.—see Sept. 24 issue—(French-made)—(English titles)—(Manor).

GODS OF BALI, THE—DOC—Cast taken on location under direction of Robert Snyder—Balinese film can be exploited—61m.—see Nov. 5 issue—(Filmed in Bali)—(English narration)—(Classic).

GRAND CONCERT, THE—MU—Valeriya Barsova, Kseniya Derzhinskaya, Olga Lepeshinskaya—Topnotch Soviet entry—100m.—see Sept. 24 issue—(Magicalar)—(Russian-made)—(English titles)—(Artkino).

HIGH TREASON—MD—Liam Redmond, Mary Morris, Andre Morrell—Good British spy meller—90m.—see June 18 issue—(English-made)—(Pacemaker).

HIS EXCELLENCY—C—Eric Portman, Cecil Parker, Helen Cherry—Moderate art house fare—84m.—see July 16 issue—(English-made)—(Rank).

I BELIEVE IN YOU—D—Cecil Parker, Celia Johnson, Harry Fowler—Exploitation may sell ordinary import—96m.—see Sept. 24 issue—(English-made)—(Rank).

IN THE CIRCUS ARENA—DOC—Circus artists of the USSR—Entertaining Soviet import—119m.—see May 7 issue—(Russian-made)—(English titles)—(Magicalar)—(Artkino).

KATY'S LOVE AFFAIR—D—Anna Neagle, Michael Wilding, Gladys Young—Okeh offering for the art and class spots—76m.—see July 16 issue—(English-made)—(Snader).

LADY GODIVA RIDES AGAIN—C—Dennis Price, John McCallum, Stanley Holloway—Minor import has obvious selling angles—98m.—see Sept. 24 issue—(English-made)—(London).

LAST MISSION, THE—MD—Smaroula Yiouli, Miranda Myrat, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 issue—(Greek-made)—(no English titles)—(Finos).

LIFE OF DONIZETTI, THE—BIDMU—Amedeo Nazzari, Mariella Latti, Marlo Ferrari—Routine Italian import—97m.—see May 7 issue—(Italian-made)—(English titles)—Leg.: B—(Lupa).

LOYOLA—THE SOLDIER SAINT—BID—Rafael Duran, Manuel Luna, Maria Rosa Jimenez—Religious import may attract in Catholic areas—93m.—see May 7 issue—(Spanish-made)—(Dubbed in English)—(Simpex Religious Classics).

MAGIC BOX, THE—BID—Robert Donat, Margaret Johnson, Maria Schnell—Superior English import—103m.—see Oct. 22 issue—(English-made)—(Technicolor)—(Moyer-Kingsley).

MAGIC SWORD, THE—DFAN—Rade Markovich, Milvoje Zhivanovich, Vera Ilich-Djukieh—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 issue—(Yugoslav-made)—(English titles)—(Ellis).

MAYTIME IN MAYFAIR—MCD—Anna Neagle, Michael Wilding, Peter Graves—Lightweight British musical—94m.—see May 21 issue—(Technicolor)—(English-made)—(Realtart).

MERRY WIVES OF WINDSOR, THE—OPC—Sonja Ziemonn, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 issue—(German-made)—(English titles)—(Central Cinema).

MISS ITALY—D—Gina Lollobrigida, Richard Ney, Constance Dawling—Okeh import has some angles to sell—91m.—see May 21 issue—(Italian-made)—(English titles)—(Lux).

MR. DENNING DRIVES NORTH—MD—John Mills, Phyllis Calvert, Sam Wanamaker—Good melodramatic import—93m.—see Sept. 24 issue—(English-made)—(London).

NEW CHINA, THE—DOC—Directed by Sergei Gerosimov—Excellent study of Red China—103m.—see Oct. 22 issue—(Russian-made)—(Made in China)—(Artkino).

NIGHTMARE IN RED CHINA—D—No cast available—Mediocre exploitation film—63m.—Leg.: B—see Nov. 19 issue—(Made in China)—(English dialogue)—(Friedgen).

OLD MOTHER RILEY—F—Arthur Lucan, Kitty McShane, Lill Bouchier—Zany English farce will fit into the lower half—67m.—see July 16 issue—(English-made)—(Bristol).

PERFECTIONIST, THE—D—Pierre Fresnay, Renee Devillers, Marcel Andre—Okeh French drama—91m.—see May 21 issue—(French-made)—(English titles)—(Discina).

PRIZE, THE—F—Bourvil, Baconnet, Duvaleix—Well spiced Gallic import—88m.—see June 18 issue—(French-made)—(English titles)—(Classic).

ROBINSON CRUSOE LAND—C—Stan Laurel, Oliver Hardy, Susy Delair—Laurel and Hardy import may satisfy the juvenile trade—82m.—see Sept. 24 issue—(French-made)—(Dubbed in English)—(Franca-London).

SAVAGE TRIANGLE—D—Maeleine Robinson, Frank Villard, Pierre Michell Beck—High rating French import—112m.—see Oct. 22 issue—(French-made)—(English titles)—Leg.: C—(Burstyn).

STRANGE ONES, THE—DFAN—Nicole Stephane, Edouard Dermite, Renee Cosima—Import has limited art house appeal—98m.—see Sept. 10 issue—(French-made)—(English titles)—(Mayer-Kingsley).

TARAS SHEVCHENKO—BID—Sergei Bondarchuk, Ivan Pereverez, Gnat Yura—Okeh Soviet import—102m.—see Sept. 24 issue—(Russian-made)—(English titles)—(Magicalar)—(Artkino).

THIRST OF MEN, THE—D—Georges Marchal, Dany Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 issue—(French-made)—(English titles)—(Union).

THREE SINNERS—D—Fernandel, Jacques Barennes, Raymond Souplex, Jeanne Moreau—Gallic entry has limited art house appeal—84m.—see July 30 issue—(French-made)—(English titles)—(Sachson).

TRAIN OF EVENTS—D—Valerie Hobson, John Clements, Irina Baronova—Routine British offering—67m.—see June 18 issue—(English-made)—(Fine Arts).

TRIP TO AMERICA—MUCD—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 issue—(French-made)—(English titles)—(Lewis).

TOPAZE—C—Fernandel, Helene Perdier, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 issue—(French-made)—(English titles)—(Discina).

WHITE CORRIDORS—D—Google Withers, James Donald, Godfrey Reare—Interesting import for the art spots—102m.—see July 16 issue—(English-made)—(Rank).

YOU CAN'T BEAT THE IRISH—CD—Jack Warner, Barbara Mullen, Joan Kenny—Laugh-filled art house offering—73m.—see June 18 issue—(English-made)—(Stratford).

YOUNG WIVES' TALE—C—Joan Greenwood, Nigel Patrick, Derek Farr—Mild import for art and class spots—74m.—see June 4 issue—(English-made)—(Stratford).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1950-51 shorts product will be found on pages 3138, 3139, 3140, 3158, 3159, 3276, 3277, 3278, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hooked And Rooked (Clyde)	F	16 1/2m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15 1/2m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)			
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunc, Dance (Foy)	G	18 1/2m.	
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Love Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Berth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Scare			
SERIALS (3)					
	(Nov. 6)	Son Of Geronimo	G	15ep.	3410
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16 1/2m.	3392
5402	(Oct. 16)	Three Dark Horses			
5403	(Dec. 4)	Cuckoo On A Choo Choo			
One Reel ANIMAL CAVALCADE (8)					
5651	(Nov. 20)	Chimp-Antics	G	10 1/2m.	3418
CANDID MICROPHONE (6)					
5551	(Oct. 16)	No. 1	F	10 1/2m.	3404
5552	(Dec. 4)	No. 2			
COLOR FAVORITES (15) (Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Grapes	G	8m.	3379
5602	(Oct. 2)	Wacky Wigwags	G	8m.	3404
5603	(Nov. 6)	Toll Bridge Troubles	F	7m.	
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	
5605	(Dec. 11)	Cinderella Goes To A Party	F	7m.	
JOLLY FROLICS (6) (Technicolor)					
5501	(Sept. 25)	Pete Hothead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Footsy	G	6 1/2m.	3392
5702	(Dec. 25)	Captain Outrageous			
SCREEN SNAPSHOTS (12) (Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun			
5854	(Dec. 18)	Young Hollywood			
THRILLS OF MUSIC (8) (Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Ray McKinley and Orch.	G	10m.	
5953	(Dec. 25)	Ray Anthony and Orch.	G	10 1/2m.	
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9 1/2m.	
5803	(Nov. 20)	Rasslin' Mat-Adors			
MGM					
One Reel CARTOONS (16) (Technicolor)					
W-431	(Sept. 6)	Pushbutton Kitty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Caballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387
W-434	(Nov. 18)	Little Wise Quacker	G	7m.	3402
		The Dog House (T-J)	G	7m.	3392
		Busybody Bear	G	7m.	3418
		The Missing Mouse (T-J)	E	7m.	3418
		Barney's Hungry Cousin	F	7m.	
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-411	(Sept. 20)	Pretoria To Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-461	(Oct. 4)	Wild And Woolfy	G	8m.	3380
PETE SMITH SPECIALTIES (10)					
S-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
S-452	(Oct. 4)	Sweet Memories	G	9m.	3404
S-453		Keep It Clean	E	9m.	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Paramount					
Two Reel MUSICAL PARADES (6) (Reissues) (Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Champagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Samba Mania	G	18m.	3375
FF12-12	(June 27)	Catalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6) (Technicolor)					
B12-1	(Oct. 24)	True Boo	G	7m.	3410
GRANTLAND RICE SPORTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rangers	G	9m.	3388
R12-2	(Oct. 24)	Canine I. Q.	G	9m.	
R12-3	(Dec. 19)	Highland Sports			
HERMAN AND KATNIP (4)					
H12-1	(Oct. 3)	Mice Capades	G	7m.	3410
KARTUNE (Technicolor)					
X12-1	(Nov. 14)	Forest Fantasy	G	7m.	
NOVELTOON (Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cockeyed Canary			
P12-2	(Dec. 26)	Feast And Furious			
PACEMAKERS (6)					
K12-1	(Oct. 3)	Parlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Have A Parade	G	10m.	
K12-3	(Dec. 26)	All Girls On Deck			
POPEYE CARTOONS (8) (Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-4	(Dec. 12)	Big Bad Sinbad	F	10m.	
POPEYE CHAMPIONS (4) (Technicolor) (Reissues)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7 1/2m.	3379
Z12-3	(Oct. 3)	Pitching Woo At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	7 1/2m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In Interesting People	G	10m.	
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
RKO					
Two Reel EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375
33502	(Oct. 17)	The Kitchen Cynic	F	18m.	3375
33503	(Nov. 14)	You Drive Me Crazy	F	17m.	3375
33504	(Dec. 12)	Radio Rampage	F	16m.	3375
33505	(Jan. 9)	Alibi Baby	F	18m.	3374
33506	(Feb. 6)	Mother-in-Law's Day	F	18m.	3375
LEON ERROL REISSUES (6)					
33701	(Sept. 5)	A Polo Phony	F	18m.	3375
33702	(Oct. 3)	Who's A Dummy	G	17m.	3375
33703	(Oct. 31)	The Wrong Room	G	19m.	3375
33704	(Nov. 28)	He Asked For It	F	18m.	3374
33705	(Dec. 26)	A Panic In The Parlor	F	18m.	3375
33706	(Jan. 23)	Home Work	F	19m.	3374
MUSICAL REVIEWS (2) (Reissues)					
33201	(Sept. 12)	Harris In The Spring	F	19m.	3375
33202	(Oct. 10)	Louis Prima—Swing It	F	16m.	3379
SPECIALS (13)					
33101	(Aug. 15)	Professor F.B.I.	E	15m.	3387
33102	(Sept. 12)	I Am A Paratrooper	G	15m.	3392
33103	(Oct. 10)	Caution, Danger Ahead	F	15m.	3410
33104	(Nov. 7)	Men Of Science			
		Racing Heritage			
		Operations A-Bomb (Color)			
SPORT SPECIALS (2)					
	(Sept. 24)	Walcott-Marciano Fight	G	21m.	3392
33901	(Dec. 12)	Football Highlights Of 1952			
33801	(Apr. 17)	Basketball Highlights			
TRUE-LIFE ADVENTURES (2) (Technicolor)					
33301	(June 26)	Water Birds	E	31m.	3387
One Reel SCREENLINERS (13)					
34201	(July 4)	Sweet Land Of Liberty	E	9m.	3380
34202	(July 25)	Male Vanity	G	8m.	3380
34203	(Aug. 15)	Mexican Rhythm	G	8m.	3380
34204	(Sept. 5)	Flying Pinwheels	F	8m.	3392
34205	(Sept. 26)	Porpoise Roundup	G	8m.	3412
34206	(Oct. 17)	Log Jam	F	7m.	3412
34207	(Nov. 7)	College Circus			
34208	(Nov. 28)	Johnny Gets His Route			
SPORTSCOPES (13)					
34301	(July 4)	Aqua Champs	G	8m.	3380

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
34302	(Aug. 10)	Let's Go Fishing	G	8m.	3380
34303	(Aug. 20)	Lure Of The Turf	F	9m.	3396
34304	(Sept. 15)	The Roaring Game	F	9 1/2m.	3396
34305	(Oct. 3)	Sportsmen's Playground	F	8m.	3412
34306		Husky Dog	F	8m.	3418
WALT DISNEY CARTOONS (18) (Technicolor)					
(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
34101	(Sept. 19)	Pluto's Party (P)	F	6m.	3388
34102	(Oct. 10)	Trick Or Treat (D)	G	8m.	3392
34103	(Oct. 31)	Two Weeks Vacation (G)	F	6m.	3410
34104	(Nov. 21)	Pluto's Christmas Tree (M)	F	7m.	3379
34105	(Dec. 12)	How To Be A Detective (G)	E	6m.	3379
34106	(Jan. 2)	Father's Day Off			
34107	(Jan. 23)	The Simple Things			
34108	(Feb. 13)	Father's Week End			
34109	(Mar. 6)	Fountain Of Youth			
34110	(Mar. 27)	For Whom The Bulls Toil			
34111	(Apr. 17)	How To Dance			
34112	(May 8)	Football (Now And Then)			
34113	(May 29)	The New Neighbor			
34114	(June 10)	Canvasback Donald			
34115	(July 10)	Casey's Daughters			
34116	(July 31)	Pot Luck			
34117	(Aug. 21)	How To Sleep			
34118	(Sept. 11)	Donald's Diary			
Republic					
SERIALS (4)					
5281	(July 16)	Zombies Of The Stratosphere	F	12ep.	3348
5282	(Oct. 8)	Dick Tracy vs. The Phantom Empire (Reissue of Dick Tracy vs. Crime, Inc.)	G	16ep.	3392
One Reel THIS WORLD OF OURS (6) (Trucolor)					
5185	(Apr. 15)	Israel	G	10m.	3287
5186	(July 1)	India	G	9m.	3327
5187	(Aug. 25)	The Philippines	G	9m.	3357
20th Century-Fox					
One Reel ART FILMS (7) (Technicolor)					
7251	(Sept.)	I Remember The Glory	G	9m.	3301
7252	(Sept.)	Curtain Call	G	10m.	3289
7253	(Sept.)	Light In The Window	G	10m.	3402
		Joy Of Living	E	10m.	3402
		The Young Immortal	G	10m.	3402
		The Nightwatch			
		Birth Of Venus			
LEW LEHR RE-RELEASES (2)					
9281	(Feb.)	Fuss And Feathers	G	9m.	3294
9282	(June)	Jungle Land	G	9m.	3335
3201	(Feb.)	The Fighting Cohoes	G	9m.	3311
3202	(Apr.)	Sails And Blades	G	8m.	3319
3203	(July)	Mel Allen's Football Review	G	10m.	3348
3204	(Sept.)	U. S. Olympic Champions	G	9m.	3396
3205		Kalamazoo Klouters	F	9m.	3412
SPORT (6)					
3201	(Feb.)	The Fighting Cohoes	G	9m.	3311
3202	(Apr.)	Sails And Blades	G	8m.	3319
3203	(July)	Mel Allen's Football Review	G	10m.	3348
3204	(Sept.)	U. S. Olympic Champions	G	9m.	3396
3205		Kalamazoo Klouters	F	9m.	3412
(Reissues)					
2201		Conquering The Colorado	E	9m.	3418
TERRYTOONS (26) (Technicolor)					
5201	(Jan.)	Papa's Little Helpers	G	7m.	3219
5202	(Jan.)	Heckle and Jeckle In Movie Madness	F	7m.	3195
5203	(Feb.)	The Mechanical Bird	F	7m.	3201
5204	(Feb.)	Heckle and Jeckle In Seaside Adventure	F	7m.	3211
5205	(Mar.)	Little Roquefort In City Slicker	G	7m.	3209
5206	(Mar.)	Mighty Mouse In Prehistoric Peril	G	7m.	3219
5207	(Mar.)	Terry Bears In Papa's Day Of Rest	F	7m.	3243
5208	(Apr.)	Dinky In Flat Foot Fledglings	F	7m.	3251
5209	(Apr.)	Time Gallops On	F	7m.	3251
5210	(May)	Heckle and Jeckle Off To The Opera	G	7m.	3266
5211	(May)	The Happy Cobblers	G	7m.	3279
5212	(June)	Little Roquefort In Hypnotized	G	7m.	3279
5213	(June)	Mighty Mouse In Hansel and Gretel	F	7m.	3301
5214	(June)	Flipper Frolics	F	7m.	3318
5215	(July)	Terry Bears In Little Anglers	F	7m.	33

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5222	(Oct.)	Mighty Mouse In Happy Holland	F	7m. 3348	
5223	(Oct.)	Heckle And Jeckle In Moose On The Loose	F	7m. 3348	
5224	(Nov.)	Dinky In Sink Or Swim	G	7m. 3387	
5225	(Dec.)	Little Roquefort In Flop Secret	F	7m. 3388	
5226	(Dec.)	Terry Bears In Picnic With Papa	G	7m. 3402	
(Re-releases) (4)					
5227	(Jan.)	Harvest Time	F	7m. 3219	
5228	(Feb.)	Plane Goofy	F	7m. 3219	
5229	(Apr.)	The First Robin	F	7m. 3219	
5230	(May)	8illy Mouse's Awkwacade	G	7m. 3294	
(1952-53) (26)					
5301	(.....)	Mighty Mouse In A Soapy Opera	F	7m. 3402	
5302	(.....)	Terry Bears In Thrifty Cubs	F	7m. 3410	
5303	(.....)	Heckle And Jeckle In Hair Cut-Ups	F	7m. 3418	

United Artists

Two Reel

MEDAL OF HONOR (4)

(.....)	Richard P. Hobson	G	26 1/2m. 3410
(.....)	Dr. Mary Walker	G	26m. 3410
(.....)	Julius Langbein	G	26 1/2m. 3410
(.....)	Joseph C. Rodriguez	G	27 1/2m. 3410

Universal-International

Two Reel

NAME BAND MUSICALS (13)

7301	(Nov. 7)	Tommy Dorsey and his Orchestra	E	15m. 3185
7302	(Dec. 5)	Woody Herman's Varieties	G	15m. 3185
7303	(Jan. 9)	Nat "King" Cole and Joe Adams' Orchestra	G	15m. 3218
7304	(Jan. 30)	Dick Stabile And His Orch.	G	15m. 3218
7305	(Mar. 12)	Blue Barron and Orch.	G	15m. 3243
7306	(May 7)	Ada Leonard & Her All Girl Orch. with Connee Boswell	G	15m. 3318
7307	(June 18)	Buddy Morrow & Orch.	G	15m. 3326
7308	(July 2)	Perez Prado & Orch.	F	15m. 3341
7309	(July 30)	Dick Jurgens & Orch.	G	15m. 3341
7310	(Aug. 20)	Billy May & Orch.	G	15m. 3341
7311	(Sept. 25)	Jimmy Dorsey Varieties	G	15m. 3379

MUSICAL FEATURETTES

8301	(.....)	Xavier Cugat and his Orchestra	G	15m. 3418
8302	(.....)	Don Cornell Sings	G	15m. 3418
8303	(.....)	The Modernaires with Lawrence Welk's Orchestra	F	15m. 3418

SPECIALS (2)

7201	(Dec. 19)	Danger Under The Sea	E	16 1/2m. 3185
7202	(June 18)	Knights Of The Highway	E	17m. 3318

THE EARTH AND ITS PEOPLE (13)

7361	(Nov. 5)	Nomads Of The Jungle	E	22m. 3167
7362	(Nov. 26)	Water For Dry Lands	G	19m. 3167
7363	(Dec. 24)	An Island Nation	E	21m. 3167
7364	(Jan. 21)	Desert Nomads	G	22m. 3219
7365	(Feb. 18)	Eskimo Sea Hunters	E	21m. 3243
7366	(Mar. 17)	Living In A Metropolis	G	20m. 3266
7367	(Apr. 21)	Land Behind The Dikes	E	20m. 3279
7368	(May 19)	Tropical Mountain Island	G	21m. 3318
7369	(June 16)	Food For Paris Markets	E	22m. 3326
7370	(July 14)	Farming In South China	F	19m. 3342
7371	(Aug. 11)	Cattle And The Corn Belt	G	20m. 3341

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7372	(Sept. 8)	Tropical Lowlands	G	21m. 3375	
7373	(Oct. 6)	Riches Of The Veld (1952-53)	E	19 1/2m. 3387	
8361	(.....)	Horsemen Of The Pampa	G	21m. 3417	
One Reel					
CARTOON MELODIES (8)					
7381	(Nov. 12)	Reuben, Reuben	G	10m. 3185	
7382	(Dec. 31)	Uncle Sam's Songs	G	10m. 3211	
7383	(Mar. 17)	Songs That Live	F	10m. 3243	
7384	(May 19)	Memory Song Book	G	10m. 3243	
7385	(June 23)	Song Dreams	G	10m. 3267	
7386	(July 28)	Toasts Of Song	G	10m. 3418	
SPECIAL					
(.....)	(.....)	From Then Till Now	G	9m. 3333	
VARIETY VIEWS (8)					
7341	(Nov. 5)	Italian Interlude	G	9m. 3212	
7342	(Jan. 21)	Brooklyn Goes South	G	9m. 3219	
7343	(Feb. 25)	Sail Ho	E	9m. 3219	
7344	(Apr. 14)	Rhythm On The Reef	E	9m. 3219	
7345	(June 16)	The Army's Finest	G	9m. 3267	
7346	(Aug. 4)	Future Generals	G	9m. 3380	
7347	(Sept. 8)	Village Metropolis	G	9m. 3327	
7348	(Oct. 13)	Man In The Peace Tower	F	9m. 3418	

WALTER LANTZ CARTUNES (13)

(Reissues)					
(Technicolor)					
7321	(Oct. 29)	Loose Nut	G	7m. 3185	
7322	(Nov. 19)	Abou Ben Boogie	F	7m. 3185	
7323	(Dec. 10)	Painter And Polter	F	7m. 3211	
7324	(Jan. 7)	Bathing Buddies	G	7m. 3219	
7325	(Feb. 4)	Sliphorn King Of Polaroo	F	7m. 3219	
7326	(Mar. 3)	Crow Crazy	G	7m. 3251	
7327	(Mar. 31)	Reckless Driver	G	7m. 3294	
7328	(Apr. 28)	Poet And Peasant	G	7m. 3294	
7329	(May 26)	Mousie Come Home	F	7m. 3311	
7330	(June 23)	Fairweather Fiends	F	7m. 3333	
7331	(July 21)	Apple Andy	G	7m. 3333	
7332	(Aug. 18)	Wacky Weed	F	7m. 3333	
7333	(Sept. 15)	Musical Moments	G	8m. 3388	

WOODY WOODPECKER CARTUNES (6)

(Technicolor)					
7351	(Dec. 24)	Destination Meatball	G	7m. 3185	
7352	(Feb. 25)	Born To Peck	G	7m. 3243	
7353	(Apr. 21)	Stage Hoax	F	7m. 3266	
7354	(Aug. 11)	Woodpecker In The Rough	F	7m. 3318	
7355	(Sept. 8)	Scalp Treatment	F	7m. 3380	
7356	(Oct. 6)	The Great Who-Dood-It	F	7m. 3379	

Warners

Two Reel

SPECIALS (8)

(Technicolor)					
9001	(Sept. 6)	Killers Of The Swamp	G	17m. 3387	
9002	(Oct. 25)	Man Without A Country	E	21m. 3387	
9003	(Dec. 6)	Cruise Of The Zaca	F	17m.	
9004	(Jan. 24)	Flag Of Humanity			

CLASSICS OF THE SCREEN (6)

9101	(Sept. 27)	Monsters Of The Deep	G	20m. 3387
9102	(Nov. 22)	Oklahoma Outlaws	E	20m. 3410
9103	(Dec. 27)	Are Animals Actors?		

One Reel

BLUE RIBBON HIT PARADES (13)

(Reissues)					
(Technicolor)					
9301	(Sept. 13)	A Feud There Was	G	7m. 3387	
9302	(Oct. 11)	Daffy Doodles	G	7m. 3387	
9303	(Nov. 8)	Day At The Zoo	E	7m. 3410	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9304	(Nov. 29)	Early Worm Gets The Bird	G	7m. 3410	
9305	(Jan. 10)	Tale Of Two Mice	G	7m.	
BUGS BUNNY SPECIALS (8)					
(Technicolor)					
9723	(Sept. 20)	Rabbit Seasoning	F	7m. 3392	
9724	(Nov. 15)	Rabbit's Kin			
9725	(Dec. 20)	Hare Lift			
JOE McDOAKES COMEDIES (6)					
9401	(Sept. 20)	So You're Going To the Dentist	G	10m. 3392	
9402	(Nov. 8)	So You Want To Wear The Pants	G	10m. 3412	
9403	(Jan. 10)	So You Want To Be A Musician			

MELODY MASTER BANDS (6)

9801	(Oct. 11)	Freddie Fisher And Band	G	10m. 3388
9802	(Nov. 15)	Junior Jive Bombers	E	10m. 3412
9803	(Dec. 27)	Circus Band	G	9m.

MERRIE MELODIES (22)

(Technicolor)					
9701	(Sept. 6)	Mousewarming	F	7m. 3388	
9702	(Oct. 4)	The Egg-cited Rooster	G	7m. 3392	
9703	(Oct. 18)	Tree For Two	F	7m. 3410	
9704	(Nov. 1)	The Super Snooper	G	7m. 3410	
9705	(Nov. 29)	Terrier Stricken	F	7m.	
9706	(Dec. 13)	Fool Coverage			
9707	(Jan. 13)	Don't Give Up The Sheep			
9708	(Jan. 17)	Snow Business			
9709	(Jan. 31)	A Mouse Divided			

SPORTS PARADE (10)

(Technicolor)					
9501	(Oct. 4)	They Fly Through The Air	E	10m. 3388	
9502	(Nov. 1)	Unfamiliar Sports	F	10m. 3412	
9503	(Dec. 20)	Fiesta For Sports	F	9m.	
9504	(Jan. 31)	Sporting Courage			

VITAPHONE NOVELTIES (7)

9601	(Sept. 13)	Ain't Rio Grande	F	9m. 3396
9602	(.....)	I Saw It Happen		
9603	(Oct. 18)	Hunting The Devil Cat	G	10m. 3418
9604	(Jan. 3)	Too Much Speed		

Miscellaneous

Championship Race, The (Artkino)					
			G	20m. 3387	
Charm Of Life (Pictura)					
			G	15m. 3387	
Eva Peron Story, The (Astor)					
			G	29m. 3387	
Images From Debussy (AF)					
			E	18m. 3402	
Gallery Of Modern Sculptors (AF)					
			G	14m. 3417	
Glasgow Orpheus Choir (BIS)					
			G	14m.	
Kabylia (AF)					
			F	9m. 3418	
Prisoners Of The Tower (Baker-Brill)					
			G	17m. 3410	
Queen Of The Border (Tech.) (BIS)					
			G	10m.	
Stranger Left No. Card, The (Meteor)					
			E	23m. 3410	
Suite Of Berber Dances (AF)					
			G	10m. 3404	
Zanzabelle In Paris (Discina)					
			G	15m. 3392	

THINGS YOU SHOULD KNOW —about this service— THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatched . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 8 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

- | | |
|-----------------------------|-----------------------------|
| 1. TITLE | 5. ONE-LINE CRITICISM |
| 2. TYPE OF SHOW | 6. RUNNING TIME |
| 3. COLOR or BLACK AND WHITE | 7. PRODUCTION NUMBER |
| 4. LEADING PLAYERS | 8. DATE OF COMPLETE REVIEW |
| | 9. LEGION OF DECENCY RATING |

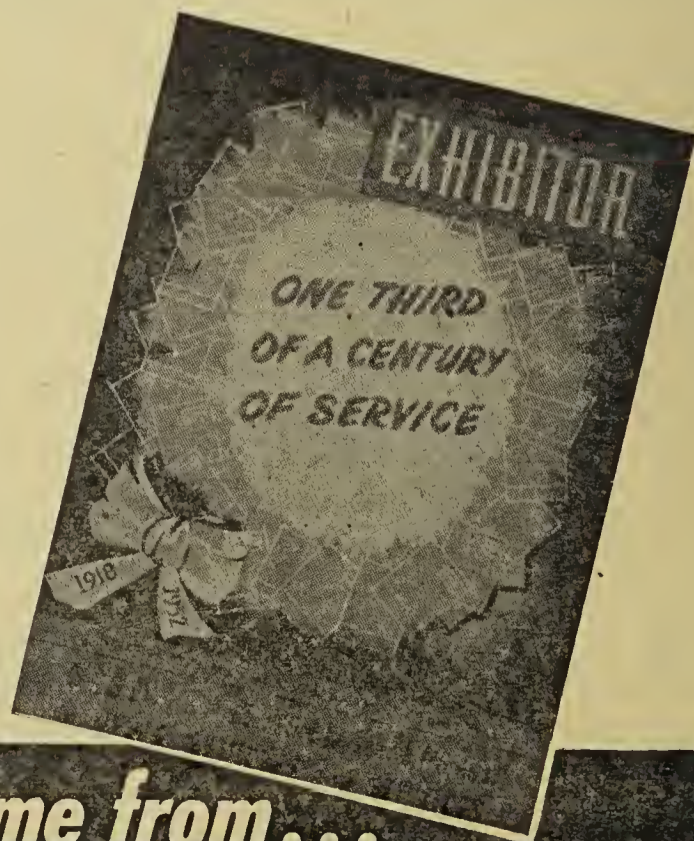
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9-POINT SUMMARY

in the entire Trade Press that follows this service method.



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Pictures in order of release, with principal players, are placed in the margin or release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPETT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
OCTOBER Assignment—Paris M. Toren, D. Andrews, G. Sanders The Golden Hawk R. Fleming, S. Hayden, J. Sutton (Technicolor)	OCTOBER Scotland Yard Inspector C. Romera, L. Maxwell (English-made)	OCTOBER Because You're Mine M. Lanza, D. Morrow, J. Whitmore, S. Byington (Technicolor) Everything I Have Is Yours M. and G. Champion, D. O'Keefe, M. Lewis (Technicolor) Apache War Smoke G. Roland, R. Horton, B. Ruitck	OCTOBER Battle Zone J. Hodiak, L. Christian, S. McNally (AA) Army Bound S. Clements, K. Sharpe, S. Brodie Arctic Flight W. Morris, L. Albright Canyon Ambush, W J. M. Brown, P. Coates, D. Moore	OCTOBER Somebody Loves Me B. Hutton, R. Meeker, A. Jergens (Technicolor) Hurricane Smith Y. De Carlo, J. Ireland, F. Tucker (Technicolor)	OCTOBER Under The Red Sea H. Haas, L. Berl, J. Weidler (Foreign-made) The Lusty Men S. Hayward R. Mitchum, A. Kennedy	OCTOBER Toughest Man In Arizona V. Monroe, J. Leslie, V. Jory (Trucolor) Desperadoes R. Lane, C. Barrett Tropical Heat Wave Estelita, R. Hutton, K. Miller South Pacific Trail, W R. Allen, Estelita The WAC From Waikiki J. Canova, S. Dunne, J. Vincent	OCTOBER My Wife's Best Friend A. Baxter, M. Carey Way Of A Gaucho G. Tierney, R. Calhoun, R. Boone (Made in Argentina) (Technicolor) Something Far The Birds V. Mature, P. Neal, E. Gwenn The Snows Of Killmanjaro G. Peck, S. Hayward, A. Gardner (Technicolor)	OCTOBER The Thief R. Milland, R. Gam, M. Gabel (Papkin) Limelight C. Chaplin, C. Bloom, B. Keaton (Chaplin) (Pre-release engagements)	OCTOBER Willie and Joe in Back At The Front T. Ewell, H. Lembeck, M. Blanchard Yankee Buccaneer J. Chandler, S. Brady, S. Ball (Technicolor) Horizons West R. Ryan, J. Adams, R. Hudson (Technicolor) The Promoter A. Guinness, G. Johns, V. Hobson (English-made) (Rank)	OCTOBER The Miracle Of Our Lady Of Fatima G. Roland, A. Clark, F. Silvera (WarnerColor) Springfield Rifle G. Cooper, P. Thaxter, D. Brian (WarnerColor)
NOVEMBER Hangman's Knot R. Scatt, D. Reed, C. Jarman, Jr. (Technicolor) Voodoo Tiger J. Weismuller, J. Burkhardt, J. Dean Blue Canadian Rockies G. Autry, G. Davis, P. Buttram Ladies Of The Chorus M. Monroe, A. Jergens, R. Brooks (Reissue)	NOVEMBER Tromba, The Tiger Man Krone Circus (Foreign-made) Mr. Walkie Talkie W. Tracy, J. Sawyer	NOVEMBER Plymouth Adventure S. Tracy, G. Tierney, V. Johnson (Technicolor) The Prisoner Of Zenda S. Granger, D. Kerr, J. Mason (Technicolor) The Hour Of 13 P. Lawford, D. Addams (Made in England)	NOVEMBER Flat Top S. Hayden, R. Carlson, P. Coates (Cinecolor) Torpedo Alley M. Stevens, D. Malane, B. Williams (AA) Wyoming Roundup, W. W. Wilson, P. Coates, T. Farrell No Holds Barred Bawery Boys	NOVEMBER The Savage C. Heston, P. Hanson, J. Taylor, S. Morrow (Technicolor) The Turning Point W. Holden, A. Smith, E. O'Brien	NOVEMBER Face To Face J. Mason, M. Steele, G. Lockhart, R. Preston Mantana Belle J. Russell, G. Brent, S. Brady (Trucolor)	NOVEMBER Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Trucolor) Thunderbirds J. Derek, M. Freeman, G. Evans	NOVEMBER Night Without Sleep L. Darnell, G. Merrill, H. Neff The Steel Trap J. Cotton, T. Wright Bloodhounds Of Broadway M. Gaynor, S. Brady, M. Chapman (Technicolor) Pony Soldier T. Power, C. Mitchell, P. Edwards, T. Gomez (Technicolor)	NOVEMBER The Glass Wall V. Gassman, G. Grahame, R. Raymond (Shane-Tors) Monsoon U. Thies, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Breaking The Sound Barrier R. Richardson, A. Todd, N. Patrick (Lean) (English-made)	NOVEMBER Because Of You L. Young, J. Chandler, A. Nicol It Grows On Trees I. Dunne, D. Jagger, J. Evans The Raiders R. Conte, V. Lindfors, B. Britton (Technicolor)	NOVEMBER Operation Secret C. Wilde, S. Cachran, P. Thaxter The Iron Mistress A. Ladd, V. Maya, J. Calleia (Technicolor)
DECEMBER Eight Iron Men M. Castle, D. McMahan, B. Calleana Strange Fascination C. Moore, H. Haas, M. Barrie The Happy Time C. Bayer, L. Jourdan, M. Hunt, B. Driscoll Invasion, U.S.A. P. Castle, G. Mahr, E. Blythe	DECEMBER Gambler and The Lady D. Clark, N. Chance (Foreign-made) I'll Get You G. Raft, S. Gray	DECEMBER Million Dollar Mermaid E. Williams, V. Mature, W. Pidgeon (Technicolor) Sky Full Of Moan J. Sterling, C. Carpenter, K. Wynn	DECEMBER Hiawatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Jungle Girl J. Sheffield, K. Sharpe Kansas Pacific S. Hayden, E. Miller, B. McLene (Cinecolor) (AA)	DECEMBER The Blazing Forest J. Payne, A. Moorehead, S. Morrow (Technicolor) Cleopatra C. Colbert, W. Williams, H. Wilcoxon (Reissue)	DECEMBER Blackbeard The Pirate R. Newton, L. Darnell, K. Andes, W. Bendix (Technicolor) Hans Christian Anderson D. Kaye, Jeanmarie, F. Granger (Technicolor) (Galdwyn)	DECEMBER Valley Of Missing Men, W. R. Lane, E. Waller, P. Coates	DECEMBER The Thief Of Venice M. Montez, P. Christian, F. Marlowe (Made in Europe) My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Tatter Stars And Stripes Forever C. Webb, R. Hussey, D. Paget, R. Wagner (Technicolor)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) (Pre-release engagements only) Outpost In Malaya C. Colbert, J. Hawkins (Stafford) (Made in Malaya and England) Babes In Bagdad P. Goddard, G. R. Lee, R. Ney (Danziinger) (European-made)	DECEMBER The Black Castle S. McNally, P. Corday, R. Green B. Karloff, L. Chaney Against All Flags E. Flynn, M. O'Hara, A. Quinn (Technicolor)	DECEMBER Cattle Town D. Margan, R. Morena, P. Carey Abbott and Costello Meet Captain Kidd B. Abbott, L. Costello, C. Laughlin, H. Broake (SuperCinecolor)

OBSERVANCES

Nov. 27—Thanksgiving Day
Dec. 25—Christmas

REALART

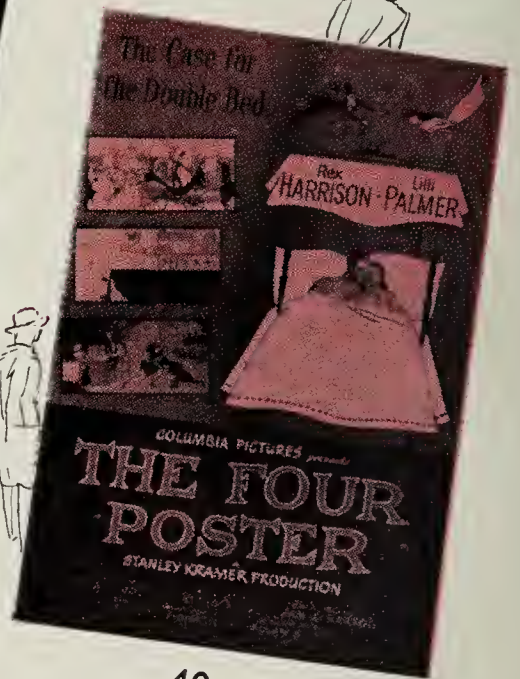
October—Bela Lugosi Meets A Brooklyn Gorilla—B. Lugosi
House Of Darkness—L. Harvey, S. Shaw (Foreign-made)
Cairo Road—E. Portman, M. Mauben (Foreign-made)

November—Flame and The Devil—M. Auer, M. Bueford (Foreign-made)
Battles Of Chief Pontiac—L. Barker, H. Westcott
Lucy Goes Wild—L. Ball, G. Brent (Reissue)
Cuban Pete—D. Arnez, E. Smith (Reissue)

December—Inside Job—A. Curtis, A. Rutherford (Reissue)
Mug Town—Dead End Kids (Reissue)
My Death Is A Mockery—D. Huston, K. Byron
(English-made)

Keep 'em Coming

WITH
SHOWMANSHIP!



40 x 60



RIALTO
NOW SHOWING



DISPLAYAWAY



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



STANDEE

EXHIBITOR




**THE THIEF
OF VENICE
CAPTURES
NEW YORK!**

**MAYFAIR THEATRE
NEVER HAD IT
So Good!**

Get your date in by Dec. 20
and have your theater name
appear in COLLIER'S and LOOK
Magazines. See your 20th Century-
Fox Representative for details!



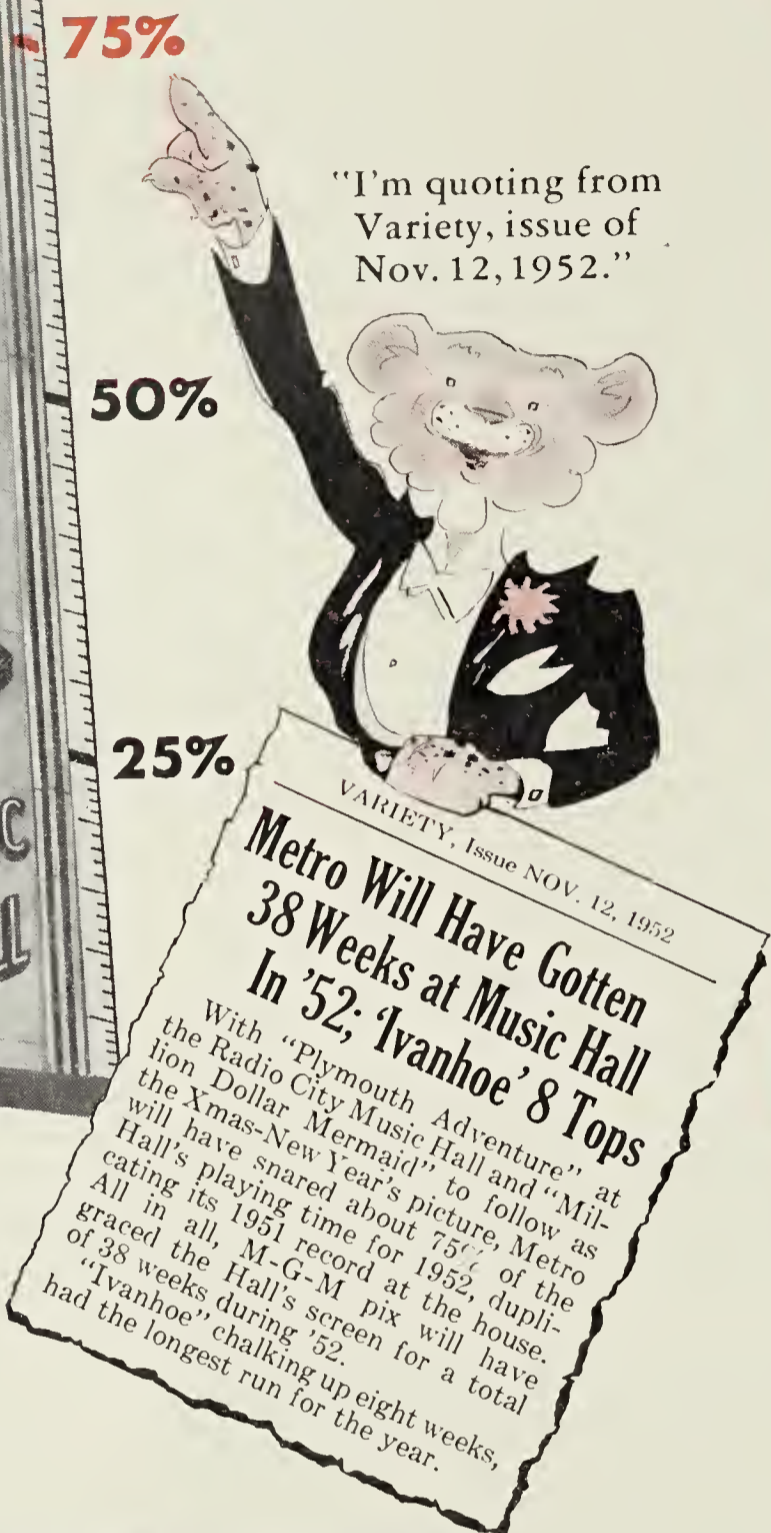
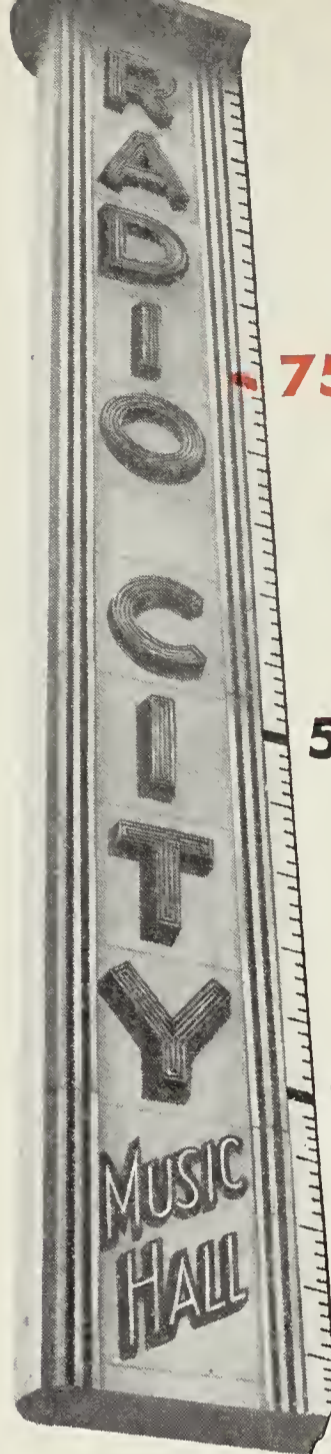
Number 5
Sections: Section One

DECEMBER 3, 1952

ED AS SECOND-CLASS MATTER MARCH 15, 1939. AT THE POST
C AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

during **THE SERVICESECTION**



**AT THE MUSIC HALL
WHICH PLAYS THE
BIGGEST
PICTURES—
75%
OF THE PLAYING
TIME THIS
YEAR (The same as
last year!) IS
M-G-M!**

Next at the Music Hall

"MILLION DOLLAR MERMAID"

"A solid hit! A big M-G-M Technicolor class show! It will clean up!" —HOLLYWOOD REPORTER

M-G-M presents "MILLION DOLLAR MERMAID" starring Esther Williams • Victor Mature • Walter Pidgeon • David Brian • with Donna Corcoran • Color by Technicolor • Screen Play by Everett Freeman
Directed by Mervyn LeRoy • Produced by Arthur Hornblow, Jr.

And next thereafter at the Music Hall

"THE BAD AND THE BEAUTIFUL"

M-G-M's great drama, a sensation at this week's Trade Shows! Watch for the trade press raves!

M-G-M presents Lana Turner • Kirk Douglas • Walter Pidgeon • Dick Powell in "THE BAD AND THE BEAUTIFUL" co-starring Barry Sullivan • Gloria Grahame • Gilbert Roland • with Leo G. Carroll • Vanessa Brown • Screen Play by Charles Schnee • Based on a story by George Bradshaw • Directed by Vincente Minnelli
Produced by John Houseman

Start the New Year
in Big-Time Style
with M-G-M
Attractions of
Music Hall Bigness



THE EXHIBITORS who see MGM's "The Bad and the Beautiful" will probably note something familiar about the framed scrolls on the wall of the office of Walter Pidgeon, who takes the part of a Hollywood producer in the film. MGM wanted something authentic to show that the producer in question was of real high calibre, so it borrowed some LAUREL AWARDS scrolls, as given annually by EXHIBITOR, and used them to indicate just how important Pidgeon was. To make it official, the MGM legal department had us sign a release giving permission to use the scrolls. Watch for it soon: coming to your favorite theatre.



ONE OF THE best Christmas presents for the troops in Alaska, Korea, Greenland, and the Caribbean will be the Hollywood stars who will entertain during the holiday period, thanks to the Hollywood Coordinating Committee.



JUST in passing, it is hoped that the carpeting at the theatres participating in the Dec. 8 theatre-TV hookup for the Lees Carpet Company is in good condition. Otherwise, inspired by the enthusiasm at the sales confab, the houses are likely to find themselves immediate prospects for business.



CANDIDATE for one of the highest posts to which an exhibitor was elected recently is Illinois Senator Charles Carpentier, East Moline, Ill., exhibitor, chosen for State Secretary.

—H. M. M.

I N D E X

VOL. 49, No. 5 DECEMBER 3, 1952

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"THE IATSE STANDS FIRM"	4, 5
NEW YORK NEWS LETTER	8
THE INTERNATIONAL SCENE	10
THIS WAS THE WEEK WHEN	12
THE SCORE BOARD	14
PEOPLE	14
IN THE NEWSREELS	15
BETTER MANAGEMENT	18

SECTION TWO

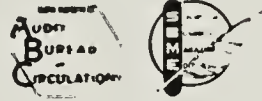
THE SERVICESECTION	SS-1—SS-8
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THE COVER PHOTO

Junius Quinn, oldest living member of Minneapolis Stage Employees Local 13 and a former International vice-president, is introduced by President Richard F. Walsh at the 41st convention of the International Alliance of Theatre Stage Employees in Minneapolis. In the background is O. Freeman, Democratic gubernatorial candidate.

EXHIBITOR

Vol. 49, No. 5



DECEMBER 3, 1952

Help The Christmas "Salute"

THIS is the time of the year when complete cooperation of the entire industry is due one of its most worthy causes, the Christmas "Salute" on behalf of the Variety Clubs International-Will Rogers Memorial Hospital, Saranac Lake, N. Y.

IN LAST year's "Salute," 98,601 members of the industry signed the scrolls and contributed \$95,617.59. This year, the goal is 150,000 signers and \$200,000 in contributions. It should not be difficult to meet this, and even top it.

THE "Salute" is part of the three-fold planning on behalf of the hospital. The other methods by which the institution is aided are through the display and coin collection containers for theatres, etc., which have proved successful in thousands of houses, and through the \$2000 yearly subscription for sponsors' rooms at the hospital.

HEADING the "Salute" are national exhibitor chairman Sam Switow and national distributor chairman Charles Feldman. Joe Vogel is in charge of the collection cans and Abe Montague, president of the hospital, heads the sponsored-room program.

THE "Salute" period is from Nov. 1-Jan. 1, during which time everyone within the business is being given an opportunity to help swell the coffers, and prove that the industry's heart, so magnificent for other endeavors, is in the right place as regards its own.

THE JOB this year is bigger than ever before. Exhibitors, branch managers, theatre suppliers and vendors, trade papers equipment folk, union representatives, and even radio, television, newspapers, and night clubs allied with the field are being given the opportunity to aid.

WE KNOW they will come through, as always.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 8113 1/2 West Fourth Street, Los Angeles 48, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Coates, business manager; Marguerite Gibsan, circulation manager; George Nanamaker and Mel Kane-coff, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia-Washington, Southern, Midwest-Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address all correspondence to the Philadelphia office.



THE IATSE PACKS THE HUGE MUNICIPAL AUDITORIUM IN MINNEAPOLIS FOR THE OFFICIAL OPENING SESSION OF THE 41ST BIENNIAL CONVENTION.

The IATSE Stands Firm

While Cooperating With The Industry On Tax And Other Matters, It Works For Fair Treatment



President Richard I. Walsh greets Martin Berkeley, SWG and an ex-Communist, who told the delegates of the Red plot in Hollywood in the past, as R. M. Brewer, Hollywood, watches.

RENEWED determination to work with all other segments of the industry on behalf of the common good was a dominant thought at the 41st international convention of the IATSE in Minneapolis.

This spirit, of course, is traditional with the IATSE.

One of the most important actions of the 1138 delegates was the passage of a resolution calling upon each IA local to urge its members to visit all candidates for Congress in their district, seeking pledges of support for repeal of the 20 per cent admission tax, and, after the new Congress convenes, this will be followed up by letters and visits to the Senators and Representatives in Washington.

By now, members of the Alliance have assisted materially in the progress which has been made toward the repeal goal. Significantly, they have the backing of the American Federation of Labor as a

whole. IA International President Richard F. Walsh helped obtain that at the AFL convention in September.

Another encouraging outgrowth of the IATSE gathering appears in the organization's Official Bulletin, through which President Walsh appealed to all members to write Attorney General James McGranery opposing the 16mm. anti-trust suit which would compel film companies to release their product prematurely for television showing. In this, too, AFL support has been obtained.

While moving to aid the industry in every possible way, the IA convention delegates, as always, stood firmly for fair treatment by their employers. They served notice that pay scales must be protected in these times of high living costs, and they vigorously condemned United States producers who make pictures abroad, for the American market, to evade taxes and exploit cheap labor.



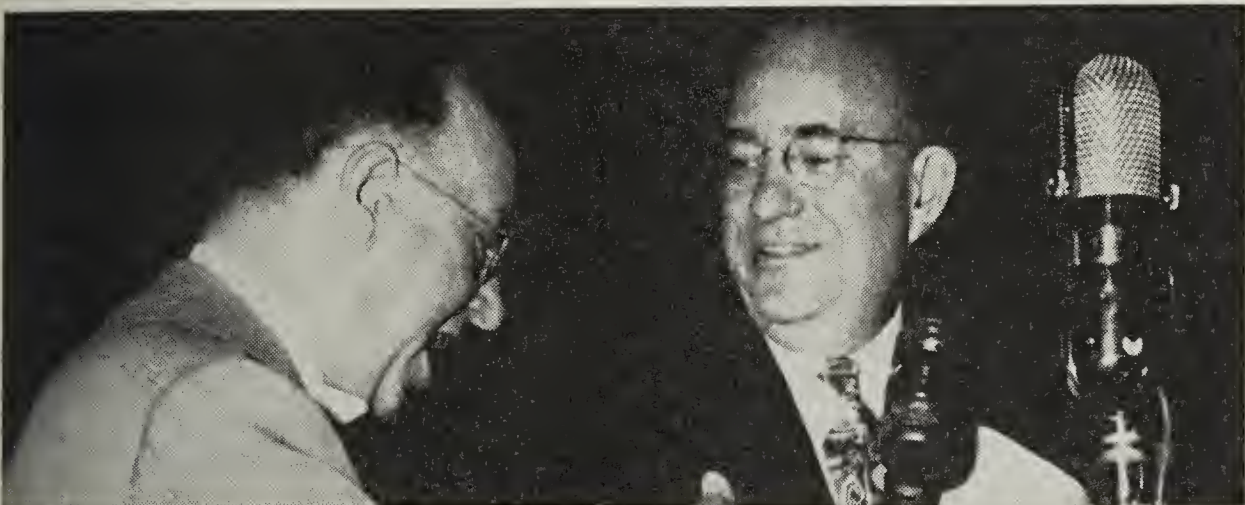
Benjamin Berger, president, North Central Allied, and Variety Club Chief Barker, makes a talk.



Minnesota Senator Hubert Humphrey is a principal speaker at the opening day's ceremonies.



Mayor Eric G. Hoyer, Minneapolis, speaks at the first session of the biennial IATSE convention.



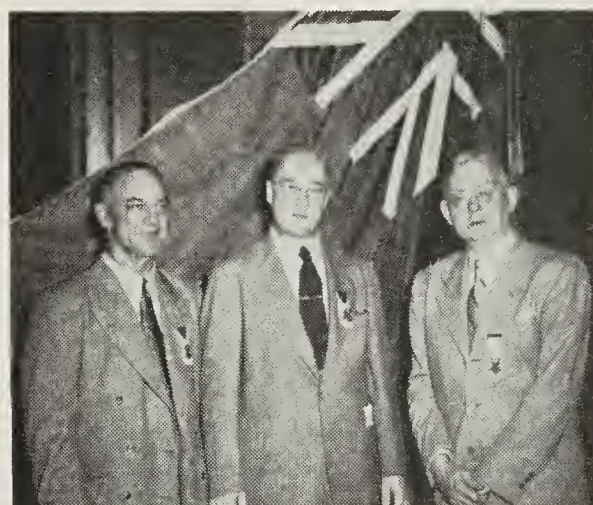
Congressman Roy W. Wier, a member of Minneapolis State Employees Local 13, who was temporary chairman of the convention, turns over his gavel to President Walsh as the meeting officially opens.



The MPPA's Eric Johnston gets technical pointers from William Donnelly, stage employees Local 13.



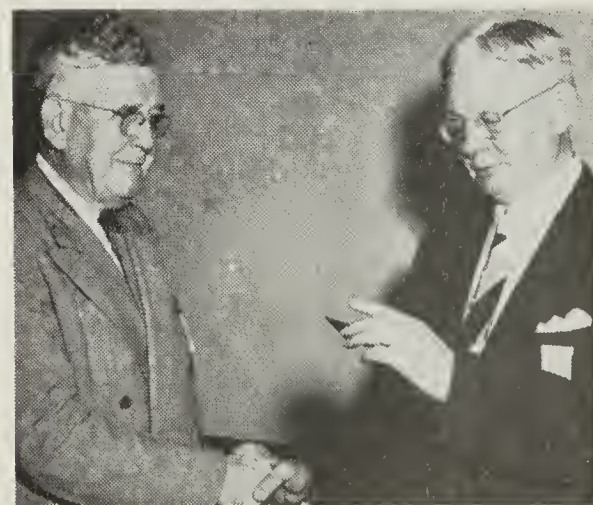
Steve B. Newman, former assistant International president, inducts the new officers, left to right, Harry J. Abbott, Philadelphia; Roger M. Kennedy, Detroit; Hugh J. Sedgwick, Hamilton, Ont.; Harland Holmden, Cleveland; William C. Scanlon, Lynn, Mass.; Walsh, Brooklyn; Orin M. Jacobson, Tacoma, Wash.; Carl G. Cooper, Los Angeles; Louise Wright, Dallas; James J. Brennan, New York; Felix D. Snow, Kansas City; James McNabb, Seattle, and William P. Raoul, Atlanta, who was later honored.



Here, the newly elected officers from Canada, left to right, Arthur Wise, delegate to the Trades and Labor Congress of Canada, and Sedgwick, vice-president, pose with Raoul, general secretary-treasurer and southern states chairman.



Robert P. Wentz, delegate from Local 136, Hamilton, O., receives the gavel at the close of the convention as a gift from President Walsh. His number had just been drawn from a bowl by Fred W. Newcomb, middle, Local 28, Providence, R. I. Newcomb had previously been honored and awarded a scroll for years of faithful service to the International organization in his secretarial capacity.



R. E. Morris, secretary-business agent, stage employees Local 142, Mobile, Ala., presents a gold membership card to Raoul, who presided at the southern states meeting earlier this year.

"Incentive Selling" Success In Texas

Experiment Indicates That Both Distributor And Exhibitor Benefit Under Plan; Colonel Cole Praises Idea

DALLAS—Reports of the results of an "incentive selling" program created by Texas COMPO for the purpose of benefiting exhibitor and distributor, made available by Kyle Rorex, executive director, last week, indicated that the test has been a success.

The program, conducted by Paul Short, involved a non-competitive Texas town with a population of 10,000 in which an independent exhibitor operated an "A" and two "B" houses, one part-time, and a drive-in. The "A" theatre used for the test had 750 seats, made three changes weekly, the admission price was 40 cents, and the theatre played single features. The theatre played product from all major film companies except one.

During the preferred time for 1951 the exhibitor did an average gross business of \$989 weekly, paid an average film rental of 35 per cent, and spent \$45 for advertising. The agreement between the exhibitor and distributor was that the exhibitor would increase his film rental to 40 per cent on his last year's average of \$989 gross for his preferred time change. The distributor would receive 25 per cent of any additional gross over \$989.

The picture the exhibitor selected grossed \$1,960, which was \$971 over the previous year's average of \$989, but paid a film rental of 32 per cent instead of an average 35 per cent paid the year before. The distributor last year received \$346.15 on the average of \$989 gross while on the \$1,690 gross he received \$638.35. The exhibitor spent \$75 for advertising against \$45 average for last year. On this particular picture, the distributor was asking for a sliding scale of 40 per cent through 50 per cent.

The picture chosen by the distributor grossed \$1,680, which was \$691 over the previous year's average of \$989, but the exhibitor paid a film rental of 33 per cent instead of the average 35 per cent paid the previous year. The distributor last year received \$346.15 average on the \$989 average gross while on the new \$1,680 he received \$568.35. The exhibitor spent \$70.50 for advertising against last year's average of \$45. On this particular picture, the distributor was asking for a sliding scale of 37½ per cent through 50 per cent.

Observations disclosed that as a result of the increased attendance during the preferred time change, an increase of 11.8 per cent was noted for the two following changes the same week.

Colonel H. A. Cole, co-chairman, Texas COMPO, and chairman of the board, Allied Theatre Owners of Texas, has long felt that the smart exhibitor has been penalized for his extra efforts selling according to an upward sliding scale film rental.

He stated, "the interests and problems of the exhibitor and distributor are mutual, and the procedure of reversing



George Eby, Variety Clubs International Dough Guy, recently announced that he is opening his own accounting organization in Pittsburgh.

'penalty selling' for 'incentive selling' is decidedly advantageous and profitable to both."

He continued, "I know of countless instances where the exhibitor has closed his boxoffice two hours early and completely disregarded even routine selling to keep from entering into a higher percentage bracket. I know this is downright sinful to be this extravagant, yet in numberless cases the exhibitor is totally justified."

Colonel Cole concluded: "For practical purposes the program needs clarification and qualification. It can be enormously successful if the exhibitor selects only one picture from each film company, and the distributor selects only one picture during a 12-month period. In my opinion the average exhibitor dissipates his efforts if he endeavors to sell more than 16 pictures a year. The superior and comprehensive selling of 16 pictures per year will carry the routine merchandising of the other pictures on the program to a substantial profit."

Morgan Gives Report On Shorts Survey

NEW YORK—"A marked upheaval in the approach of United States and Canadian exhibitors to the question of theatre programming as reflected in advertising has contributed substantially to an upswing in boxoffice returns, it being responsible for the regaining of a sizeable segment of the so-called 'lost audience' which otherwise might have been lost forever," Oscar Morgan, Paramount short subjects and newsreel sales manager, disclosed last week in a report on the initial phase of a personal investigation he is conducting into marketing conditions.

During the past several months, Morgan has conferred on business conditions with exhibitors and Paramount branch executives in various sections of the United States and Canada. He said that further field investigations he will make before February, when a decision will have to be reached on the number of short subjects Paramount will release in 1953-54, are expected to bear out the facts.

Holiday Helps Broadway Grosses

NEW YORK—Grosses in the Broadway first-runs last week benefited considerably by the Thanksgiving holiday and an influx of new product. The Roxy was closed for refurbishing.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE IRON MISTRESS" (WB). Paramount, with stage show, was heading toward a \$64,000 second week.

"PLYMOUTH ADVENTURE" (MGM). Radio City Music Hall, with stage show, hit \$95,000 for Thursday through Sunday, with the third, and last, week expected to tally \$125,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion hit a new high record, with the first week sure to go to \$64,000.

"THE SNOWS OF KILIMANJARO" (20th-Fox). Rivoli reported \$16,000 for the 11th week.

"KANSAS CITY CONFIDENTIAL" (UA). Globe had a \$23,000 opening week.

"THE THIEF OF VENICE" (20th-Fox). Mayfair was heading toward a \$25,000 opening week.

"LIMELIGHT" (UA). Astor reported \$19,000 for the sixth week.

"OUTPOST IN MALAYA" (UA). Loew's State expected the opening week to tally \$18,000.

"THE PRISONER OF ZENDA" (MGM). Capitol hoped the fourth, and last, week would reach \$18,000.

"BREAKING THE SOUND BARRIER" (UA). Victoria was down to \$16,000 on the fourth week.

Hear Arguments In AFM Case

WASHINGTON—The U. S. Supreme Court last week heard argument on, and took under advisement, an appeal as to whether the American Federation of Musicians can make theatre owners pay for local musicians even when the exhibitors do not want them.

The case involves unfair labor charges brought by Gamble Enterprises' Palace, Akron, O., against the union. The NLRB ruled the union had not violated the Taft-Hartley Law in its demands on the Palace, but the U. S. Circuit Court at Cincinnati ruled that the AFM was guilty of a Taft-Hartley violation. The union appealed to the U. S. Supreme Court.

RKO Loss Increases

NEW YORK—The operations of RKO Pictures Corporation and subsidiary companies for the three months ended on Sept. 27 resulted in a net unaudited loss, after all charges, of \$1,064,932, which compares with a profit of \$588,816 for the third quarter of 1951, it was revealed last week.

For the nine months ended on Sept. 27, operations resulted in a net unaudited loss, after all charges of \$4,777,766, which compares with a loss of \$145,904 for the same period of 1951.

What kind of town
is yours?



whistle-stop?

big-town?

small-town?

great metropolis?

village?



It makes no difference!

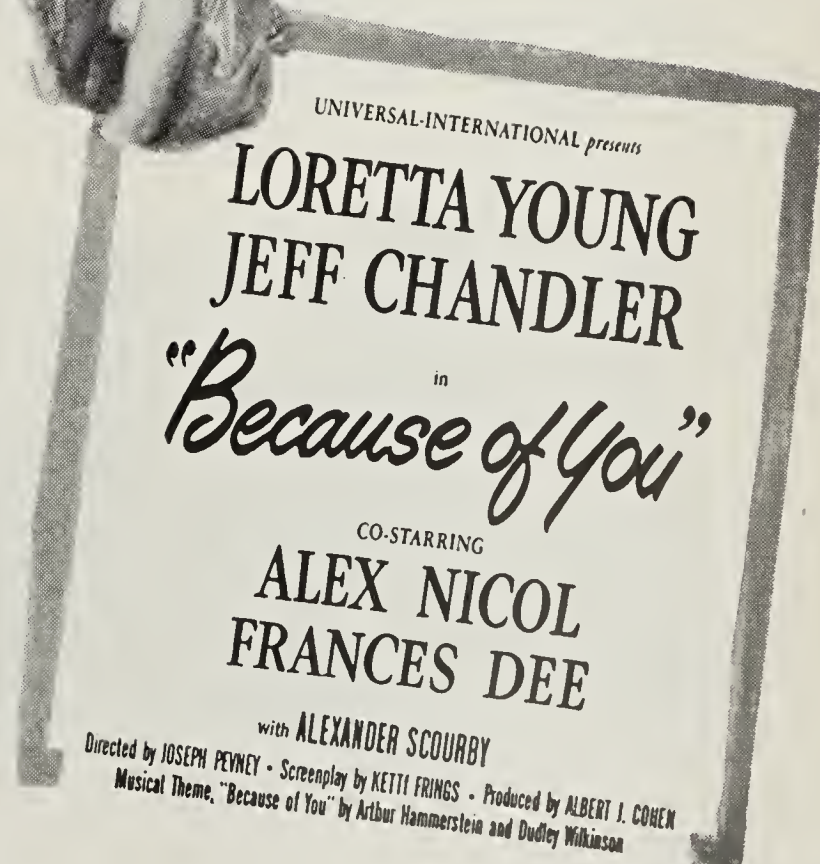
"Because of You"
has box-offices booming
everywhere!

BIGGEST U-I GROSSER OF ALL TIME...

at Plaza Theatre, Laredo, Texas; Palace Theatre, Bryan, Texas . . . **Bigger than "EGG AND I"** at Civic Theatre, Portland, Maine . . . **Topping "WORLD IN HIS ARMS"** in Worcester, Mass., Brunswick, Me., Burlington, Vt., Springfield, Mo., Greenfield, Mass. . . . **Beating "BEND OF THE RIVER"** all over Texas—San Angelo, Mount Pleasant, Nacogdoches (and lots more) . . .

2nd WEEK in Boston, Washington, Atlanta, Salt Lake City, Atlantic City, Baltimore.

Bountiful business... Because of U-I



New York News Letter

— By Mel Konecuff —

WELL, another year has rolled by and it became time for another dinner-celebration of Picture Pioneers, made up of the youngest oldsters in the business at the



KONECOFF

Astor, in the heart of Times Square. We arrived a few minutes early, and snared a cocktail. Exhibitor Sam Switow, from Kentucky, insisted on telling us his latest yarn from down south. His punchline and the call to dinner were day-and-date, and the 500-odd members rapidly filled the

available tables. Jane Pickens sang the national anthem, and Rabbi Ralph Silverstein delivered the invocation, and participated in the requiem ceremonies for pioneers and other industryites who passed on during the year. During dinner the Radio City Music Hall Glee Club entertained and music was provided by Al Rickey and his pioneer orchestra. The decorations in the winter motif were by Jake Starr, the Aircraft Strauss man responsible for most of the huge spectacles on Broadway.

As the courses came by so did the following, who passed our table, and said hello:

Lew Breyer, Nate Golden, Jack Goldstein, Sam Rosen, Maurice Bergman, Al Horwits, Dave Lipton, Bill Scully, Abe Goodman, Jack Ellis, Jack Levin, Matty Fox, John Cassidy, Harry Thomas, and Jerome Cohen, among others. The induction of 60 new members followed, and after dinner, president Jack Cohn introduced dinner chairman Ned Depinet, who, in turn, paid tribute to the working committee, John J. O'Connor, Bergman, Charlie Alicoate, Gilbert Josephson, Dave Bader, Ray Gallagher, Leon Leonidoff, Hank Linet, and Milt Livingston. Harry



Nate Blumberg, center, U-I board chairman, was recently honored at a dinner given by the Motion Picture Pioneers at the Hotel Astor, New York. Ned Depinet, right, dinner chairman, is shown presenting Blumberg with a plaque as Jack Cohn MPP president, looks on interestedly.

Takiff, secretary-treasurer and vice-president Marvin Kirsch were presented with inscribed silver trays for their work on behalf of the organization.

New Pioneers Inducted

The list of new inductees into the Motion Picture Pioneers included:

Bennett Amdur, William Blum, Louis A. Bonn, Lew Breyer, Carl Buermele, Pedro Calderon, Will J. Conner, Edward P. Curtis, Thomas Di Lorenzo, Morris Dudelson, L. J. Duncan, Samuel Eckman, Jr., William Elson, Robert J. Fannon, Harold Fitzgerald, William Flemion, Sr., Norman E. Gluck, William Goldman, Irving H. Greenfield, George S. Gullette, William Hissner, Henry M. Hobart, Peter P. Horner, Benjamin Kalmenson, Jules Lapidus, Martin Levine, Lewis Lieser, William Meinhardt, Peter Mole, Raymond E. Moon, Milton A. Mooney, Edward E. Muhl, J. J. O'Leary, William Onie, Frederick C. Quimby, A. A. Renfro, Hal Roach, Samuel Rosen, J. Robert Rubin, Edward Ruby, William F. Ruffin, John A. Schnack, Harry W. Schroeder, Eddie Senz, Hyman Silverman, Fred G. Sliter, Nathan Sobel, David M. Sohmer, Alfred Starr, Harold Sugarman, C. J. Telvin, David Weshner, Morris M. Wexler, Dudley M. Williston, Benjamin Wray, Max M. Yellin, Edward F. Zabel, and Adolph Zukor.

Depinet, before introducing toastmaster George Jessel, reported that Jessel was well on his way to becoming an inde-

How To Join The Pioneers

Applicants for membership in the Motion Picture Pioneers must qualify to a minimum of 25 years active association with the production, distribution, or exhibition branch of the industry. The application form, available from the Pioneers at 729 7th Avenue, New York 18, New York, must be endorsed personally by two members. Each application must be accompanied by check for \$25, to cover initiation fee. All details must be filled in, and applicant's signature notarized.

pendent producer, and he asked exhibitors to give him a break. He also took the occasion to present the entertainer with a platinum watch.

Jessel, in fine shape, introduced the lengthy dais including Sam Dembow, Jr., Sam Rinzler, William Goetz, Leonard Goldenson, J. Robert Rubin, Martin Quigley, Robert J. O'Donnell, Adolph Zukor, Jack Alicoate, Robert R. Young, Major Albert Warner, Serge Semenenko, T. J. Hargrave, Harry M. Warner, Ned Depinet, Barney Balaban, Milton Rackmil, J. J. O'Connor, Herman Robbins, Abel Green, William German, Harry Brandt, James J. Grainger, George Skouras, Louis Lurie, General Ted Curtis, Sam Pinanski, Frank Folsom, Harold Fitzgerald, Danny Kaye, and Father Patrick Peyton.

Harold Fitzgerald recalled a number of past incidents which involved the guest of honor and the "Pioneer of the Year," Nate Blumberg. Danny Kaye and Jesse Block both paid high tribute to the guest of honor, with Block recalling his days in vaudeville when he had to deal with theatre manager Blumberg. Phone calls which came in earlier and were recorded were played over the loudspeakers, from Jimmy Stewart, Jimmy Durante, and Jack Benny. Father Peyton paid tribute not only to Blumberg but to the men of the motion picture industry as well as the industry itself for their part in helping America.

Depinet, who received a tremendous hand, also went back to the early days in the business, and recalled his and Blumberg's early days together. He referred to Blumberg's abilities as an executive, a human being, and a friend, and presented him with a plaque designating him as "Pioneer of the Year 1952." Blumberg responded as newsreels and still cameramen clicked away, obviously touched, pleased, and very happy, a man with many friends. (Continued on page 12)



Officers and delegates of Variety Clubs International attending the recent mid-winter convention in Pittsburgh were, front row: Ben Goffstein, George Eby, Al Grubstick, Nate Golden, Bill McCraw, International Chief Barker

Jack Beresin, George Hoover, Murray Weiss, Jack Chisholm, Ed Emanuel, Jack Dumestro, Jack Rose, and Murray Whiteman, with the others in back. Plans were made for the next annual convention to be held in Mexico City.



When they sing,
your heart dances!
When they dance,
your heart sings!

Oui!
Oui!
and
Whee!
Whee!

WARNER
BROS.
MUSICAL
SPREE
IN
PAREE
FOR
NEW
YEARS!



DORIS
DAY

RAY
BOLGER

in

April
in Paris

COLOR BY
TECHNICOLOR



WITH
CLAUDE DAUPHIN

AND
EVE MILLER • GEORGE GIVOT • PAUL HARVEY • JACK ROSE AND MELVILLE SHAVELSON
Musical Numbers Staged and Directed by LeRoy Prinz • Song "April in Paris", Lyrics by E. Y. Harburg.

WRITTEN BY

Music by Vernon Duke • Original Songs, Lyrics by Sammy Cahn, Music by Vernon Duke • Musical Direction by Ray Heindorf PRODUCED BY WILLIAM JACOBS • DIRECTED BY DAVID BUTLER



The International Scene

Canada

Private enterprise is to be allowed to participate in television on a limited basis. They will be allowed into areas which cannot now be served by the Canadian Broadcasting Corporation. The most profitable locations, therefore, are to be reserved to the government-owned stations. Although a loud cry has been set up by the private broadcasters because these profitable areas are being reserved to the CBC, John J. Fitzgibbons, president, Famous Players Canadian Corporation, has taken the position of supporting the CBC. He said he thought that the Canadian government had taken a step in the right direction. His company has applied for the right to establish Telemeter facilities in Toronto, Kitchener, and Kingston. "Technically, the CBC is doing a good job," he said. "Their programs now are as good as any seen in the United States."

Booking of films by parish halls in the Quebec diocese of the province of Quebec is in future to be handled by a central booking office, according to directive issued by Archbishop Maurice Roy. Importance of this action is seen in the fact that children under 16 are not permitted to attend theatres, whether or not they are accompanied by adults. They see their movies in parish halls, and this on occasion has brought protests from the theatre operators. In 1951, Quebec had 177 community enterprises, in which category the Dominion Bureau of Statistics places parish halls, and these grossed \$1,179,170 from 3,352,042 paid admissions.

The Alberta Theatres Association has declared itself in unanimous accordance of a proposal by the Motion Picture Industry Council of Canada that a public relations project be started. The decision to solicit the support of Alberta exhibitors followed a report of the recent MPICC meeting in Ottawa by one of Alberta's delegates, secretary Leroy Chown, Calgary. The entire board was reelected with the exception of D. M. Goldin, who had resigned. His place was filled by D. Barron of Calgary. The board is now as



The two border countries were represented at the recent Pittsburgh Variety Clubs International convention by, left to right, Antonio Perez and Sylvia Neham, Mexico City tent, and Dan Krendel and George Altman, Toronto, Canada, tent.



Conn Smythe, president, Maple Leaf Gardens, and manager, Toronto hockey team, recently donated old hockey skates and goal posts to the metal salvage drive instigated by George Altman, Mavety Film Delivery Limited, for additional funds for Variety Village, Toronto. To date, more than 151,000 pounds of scrap has been sold, netting the Variety Club \$4500. Both Altman and Smythe are members of the tent.

follows: Honorary presidents: Alex Entwistle, Edmonton, and K. M. Leach, Calgary; president, A. W. Shackelford, Lethbridge; vice-presidents: Walter Wilson, Edmonton, and Doug Miller, Tabor; secretary-treasurer: Leroy J. Chown, Calgary; assistant secretary: Don Menzies, Calgary; directors: Miss M. H. Playle, Drumheller; Matt Park, Calgary; D. A. Boyle, MacLeod; D. Barron, Calgary; D. C. Fox, Pincher Creek; E. T. Lewis, High River; Lee Brewerton, Raymond; J. J. Lieberman, Edmonton; F. Christou, A. E. Staniland, Edmonton; Ralph Mitcheltree, Calgary; Arnold Entwistle, Edmonton; W. Pilkie, Jr., Vermilion; Harry Cohen, Calgary, and William Ramsay, Canmore.

Since the first of the year, 61 new theatres have been opened in Canada, with three recently opening their doors. Twenty-three of these were drive-ins. Under construction now are 32 standard-type houses and 12 drive-ins, in which is included the rebuilding of three houses destroyed by fire. Work will continue as long as weather permits on the 12 drive-ins, and will be completed early next year in time for spring opening. On the planing boards are 14 roofed-in projects and 11 ozoners.

Managerial changes in Odeon Theatres of Canada Limited include the appointment of Frank Lawson, Paradise, Toronto, to manage the Danforth, Toronto, following the resignation of Claude Hunter. Hunter had been manager, Odeon, Peterboro, for some years, and previously at the Odeon, Kingston. George Sheppard has been transferred from the Savoy, Hamilton, to the Odeon, Peterboro, where W. H. Sutton had been manager recently. Robert Cooke has taken charge of the Odeon, Kingston, from which Al Ford had been moved to the London Odeon several weeks ago.

Harry Boyce of Lethbridge has been elected president, Calgary district, Canadian Picture Pioneers, succeeding Arnold

Entwistle, Edmonton, who became seriously ill. The annual meeting contributed \$100 to the work of the Variety Club, Toronto. First vice-president for the new term is Roly Keil, Edmonton; second vice-president, Joe Godfrey, Picture Butte, and second secretary, Ralph Neill, Calgary.

Quebec province has brought in its promised legislation covering the censorship of television. The measure specifically refers to telecasts of movie films. It would also charge the censorship board with "general supervision over television programs and shows." Penalties for infractions are similar to those in effect in connection with movie films shown in theatres. Transmission of an uncensored program would be punishable by a \$500 fine or a three-month jail term.

CANADIAN CLIPS: Danny Kaye was playing to capacity crowds in Vancouver. . . . The Warner organization in Canada is getting ready for the "Haskell Masters Clean-Up Week", Jan. 11-17. Masters is the Canadian general manager. . . . Dan Krendell was among those attending the Pittsburgh conclave of Variety Clubs International. . . . Ken Mayo has been transferred from the Odeon, Sapperton, B.C., to the Odeon Kingsway, Vancouver. He replaces Cecil Cameron, moving to California. . . . Ralph Bromhead, leading British producer, was a visitor to Toronto for talks with Cardinal Films Limited, then going on to New York for talks with United Artists. . . . York Confections Limited, Toronto, in which Marvin Fremes and Bert Wilkes, are partnered, now addressed at 277 Victoria Street. . . . Loew's, Toronto, is undergoing face-lifting with its marquee. . . . The house record of the Imperial, Toronto, largest house in Canada, and flagship of Famous Players, was broken by "The Snows Of Kilimanjaro", which moved into another FPCC unit, the University, Toronto. . . . Over \$3,000 was given Variety Tent 28, Toronto, by George Altman from his collection and sale of scrap metal. . . . Linda Christian's p.a. in Ottawa in connection with the premiere of "The Happy Time", helped industry public relations. . . . Dr. Leon Lortie, professor of Inorganic Chemistry, McGill University, has been appointed to the National Film Board. . . . Shirley Bolstad, daughter of Mr. and Mrs. Rube Bolstad, is one of this season's debutantes in Montreal. Bolstad is vice-president, FPCC. . . . Roy Miller, managing director, Lincoln, St. Catharines, was honored by the Kinsman Club for services as chairman of the 1952 district convention of the service group. . . . Last drive-in to close for the season in eastern Canada was the Clappison Drive-In, near Watertown, Ont. . . . J. Robertson, manager, Rio, Elmira, was named manager, Fox, Stoney Creek, Ont.

HARRY ALLEN, JR.

England

In London, the Variety Club announced that it will sponsor a Royal Performance of the circus on Dec. 18 as a dual benefit for the National Playing Field Association and the Central Council of Physical Recreation, two organizations devoted to the welfare of British youth. The tent hopes to realize 15,000 pounds.

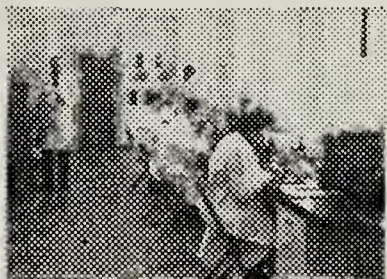
count your blessings

Give Thanks

FOR THE HEALTH YOU HAVE

BY HELPING THOSE

WHO LACK IT.....



Thanksgiving 1952

Let us view with gratitude the position we occupy as "stockholders" in the Will Rogers Memorial Hospital...

Memorial Hospital...

Already we have restored 1109 persons to useful lives, and we have the enviable record of having *cured* more than 90% of all our cases of tuberculosis.

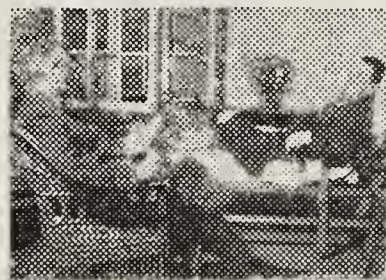
Our hospital stands ready to help anyone in the amusement industry who needs TB care.. without cost or obligation.

It's wonderful to have a part in such a beneficent movement—and it's also gratifying to know that the facilities, the skill, and the human understanding is there for our *own* use, too, should we ever need it.

So, let's be thankful that there IS a Will Rogers Hospital—grateful that *we* are *part* of it... and let's be generous in our support of it. Give gratefully to this year's Christmas Salute—give "a dime, a dollar, or an endowment".

Where the light of knowledge, skill and brotherly love combine to combat mankind's ruthless enemy. . . . Here exhaustive research never ends. The best care—the best medical and surgical techniques. This is your contribution to mankind. All this is your protection, and your responsibility.

WE CARE FOR OUR OWN



Variety Clubs



The **SIGN
CHRISTMAS
SALUTE
SCROLL**

WILL ROGERS MEMORIAL HOSPITAL
SARANAC LAKE NEW YORK

New York Office: 1501 Broadway, New York 36, N.Y. • BRyant 9-1046

This Was The Week When . . .

When Paramount announced that "The Greatest Show On Earth" has had 2537 full weeks of bookings during 18 weeks, an all-time company record. . . . "My Cousin Rachel", 20th-Fox release, was set for its world premiere in New York City on Christmas Day at the Rivoli. . . . "Bwana Devil", Natural Vision three-dimensional feature, had its bow at the Paramount Downtown and Paramount, Hollywood. . . . The midwest bow of "Abbott And Costello Meet Captain Kidd" was set for Dec. 17 at the United Artists, Chicago, with the stars on hand. . . . MGM began filming the subject for "The March of Dimes" in its coast studios. . . . Six "Million Dollar Mermaids", to publicize MGM's "Million Dollar Mermaid", started their tour across the country. . . . The board of National Theatres, Inc., declared a dividend of 15 cents per share on the common stock.

The Los Angeles, Charlotte, and New Haven exchanges held down first places in the three groups in the UA "Bill Heineman Drive." . . . RKO announced that the 25th anniversary of "Mickey Mouse" will be celebrated with the release of a full-length feature, "Mickey Mouse's Birthday Party," on May 15, to be made up of the six "Mickey Mouse" shorts found most popular during the past 25 years.

The board of Republic declared a dividend of 25 cents per share on the preferred stock. . . . Arnold M. Picker, UA vice-president in charge of foreign distribution, left for a business tour of New Zealand, Australia, Indonesia, Singapore, and the Philippines. . . . Sixteen more filmland performers added their names to the list totaling 38 volunteers who will go overseas to entertain G.I.'s stations overseas. . . . The eastern premiere of Allied Artists' "Hiawatha" will be held at the Bijou, New York, on Dec. 24.

Konecoff

(Continued from page 8)

KILL THE UMPIRE: Alfred Starr, TOA president, had the following to say regarding arbitration at a press conference last week:

Allied has not rejected arbitration as such but rather it has only rejected a draft, which is the right of any council member.

TOA has objections, too, but that doesn't mean that arbitration should be killed.

Starr understands that the Motion Picture Association intends to invite discussions by the groups on the draft in question. He hopes that the conference will be held shortly as the differences are reconcilable. He didn't believe that it is strictly a distributors draft.

Starr thought that all exhibitors would like to see film rentals arbitrated, which seems particularly important to Allied members, only if this section were permitted to be raised by exhibitors and never by distributors. He could understand distributor reluctance to go along with this line of thinking.

He believed that "nine-tenths" of an arbitration system is better than none at all.

He heard some exhibitors didn't care for arbitration because it would bring in outsiders while others say, "let's bring the government into our business", which has been proven a mistake before. That, according to Starr, shouldn't be sought at all.

He felt that this industry had to particularly set up some sort of referee system because there is too soon a saturation point in the number of seats, combined with a seller's market. This could mean either government intervention or a private arbitration system.

Starr opined that distribution has surrendered much, referring to the willingness to arbitrate runs and damages, and exhibitors have given up very little in the latest draft. While distributors have given up their right to go to court on these,

exhibitors can still apply to the courts for relief.

Rephrasing, Starr thought that the differences between distributor and exhibitor was maintained by a lack of suitable communications, and an arbitration system can bring about such communication. It would prove an inexpensive way to right problems, at least for exhibitors.

TOA Committees Named

TOA President Alfred Starr named the following chairmen of standing committees:

Concessions, Leon Levenson, Boston; COMPO, Sam Pinanski, Boston; Theatre television, S. H. Fabian, New York; Drive-In, Jack Braunagel, Kansas City, Mo.; Public relations, Elmer Rhoden, Kansas City; National legislation, A. Julian Brylawski, Washington, D. C.; State and local legislation, Robert Bryant, Rock Hill, S. C.; and LaMar Sarra, Jacksonville, Fla.; Legal advisory, Herman M. Levy, New Haven; Organization and membership, George Kerasotes, Springfield, Ill., and E. D. Martin, Columbus, Ga.; Theatre equipment and accessories, Joseph J. Zaro, Nashville, Tenn.; Arbitration, R. B. Wilby, Atlanta; Building and safety codes, Henry Anderson, New York, and Research, Myron Blank, Des Moines.

He felt that there were many exhibitors, referring back to possibly arbitrating film rentals, who buy films for reasonable flat figures, who don't want distributors bringing them to arbitration to raise these flat prices. The exhibitor prefers to pick and choose the deal that he is to arbitrate, and, therefore, most exhibitors don't want arbitration on all film rentals.

The TOA head felt that everything for which exhibitors can presently seek relief in the courts should be open to arbitration. Film rentals are not one of them unless there is conspiracy or collusion between the distributor companies.

TOA has approved the principles of

arbitration wholeheartedly, and has approved the present plan for the most part with a few changes to be pressed. It has not approved the draft per se.

Starr thought that the distributors have shown good faith thus far by going along on most of the points in question.

A fear was expressed that if film rentals can be fixed, there might be great danger that the public, through government intervention would eventually be able to fix admission prices.

Seven TOA units have approved the plan in principle subject to certain changes, and ultimately any plan that TOA approves will receive similar approval.

Starr predicted that if an arbitration plan is not forthcoming soon, the plight of exhibitors will worsen.

If Allied or anyone else refuses to go along, TOA will go along seeking a suitable arbitration system in any case.

THE METROPOLITAN SCENE: Sam Goldwyn emphasized the Danish flavor of "Hans Christian Andersen" by playing host to newspapermen at a special luncheon at the Copenhagen Restaurant also attended by Danny Kaye. The main course was Bygmester Filet Goldwyn. It was an event to be remembered. . . . Following last week's note, 20 Century-Fox insisted on sending over records from "Stars And Stripes Forever", and we have been marching ever since. . . . Everybody had high praise for the way the premiere of "Hans Christian Andersen" came off at the Criterion for the benefit of the Will Rogers Memorial Hospital, which should have netted some \$25,000. The staffs from Goldwyn, RKO, and the theatre all worked beautifully, with the event taking its place with other bests along the Gay White Way. TV, radio, cameramen, newsreels, etc., covered. . . . Radio City Music Hall starts its famed Christmas program on Dec. 4 along with "Million Dollar Mermaid." . . . RKO's Charles Boasberg is sending out letters to exhibitors everywhere calling attention to the vastness of the Walt Disney campaign on "Peter Pan", sending along a colorful, attention-getting two-page ad that appeared in LOOK as a sample.

"Carmen" TV Network Grows

NEW YORK—The Theatre Network Television "Carmen" lineup was last week joined by Warner Theatres and RKO Theatres also plans to carry the Dec. 11 event in two theatres. WB booked the opera into the Stanley, Philadelphia, and the Hollywood, Los Angeles, bringing the total of theatres carrying the event to over 30. An RKO Theatres spokesman said that a contract with Theatre Network Television had not yet been signed, but two RKO theatres, as yet undecided, would carry the telecast.

TNT named Henry Souvaine as producer of the telecast. Clark Jones will direct the opera starring Rise Stevens, Nadine Conner, Richard Tucker, and Robert Merrill. The Metropolitan Opera Company agreed for the first time to allow special television lighting on its stage to insure theatre audiences of maximum effects during the telecast. Technical crews from the DuMont network will be used, and cameras will be placed in the "Diamond Horseshoe" boxes, the orchestra pit, and outside the auditorium.



Love's new sweet song

True love never did run smoothly—
not in the continuity. But in filming
it must . . . if new-day budgets are
to be met. That is why so much attention
is given to keying film and situation . . .
to precision processing controls; why so much
is done to ensure prints of optimum quality at
minimum expenditure; why the Eastman
Technical Service for Motion
Picture Film works with the
industry—cooperates alike
with studio, laboratory, exchange,
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6706 Santa Monica Blvd.
Hollywood 38, California

Higher Wages, Other Benefits To Be Sought As Colosseum Goal

ATLANTA—The delegates attending the eighth annual convention of the Colosseum of Motion Picture Salesmen of America went back to their areas last fortnight unanimously agreed on a policy of seeking increase in wage salaries as well as other benefits from the distributors.

Nearly 100 men came here from all parts of the country.

This year's convention was designated the Frank W. Salley Memorial Convention in honor of the late Frank W. Salley, formerly RKO salesman in Atlanta, who founded the Colosseum and who was the first president. A scroll commemorating this fact was tendered to Mrs. Frank W. Salley, a special guest of the convention.

The convention opened with an invocation by the Reverend Doctor Louis D. Newton, pastor, Druid Hill's Baptist Church, and a welcome to the delegates on behalf of the city and Fulton County was extended by A. E. Fuller, county manager.

President Ross Williams, Cincinnati, who presided, reported that the Colosseum had admitted 72 new members during the past year. Williams was tendered a rising vote of thanks by the delegates for his splendid administration.

New officers are: Ray Wild, Dallas president; Ed Ashkins, Los Angeles, vice-president; Jim McCormick, Atlanta, second vice-president; Floyd Klingsmith, Pittsburgh, secretary, and Tom McKean, Oklahoma City, treasurer.

The convention adopted a resolution favoring repeal of the 20 per cent federal admission tax and another opposing the government's 16mm. TV suit. A bargaining committee was selected to enter into negotiations with the distributors.

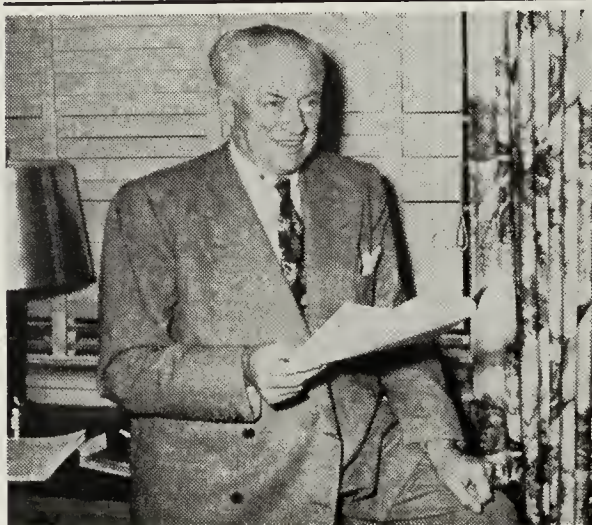
New Orleans was chosen by the delegates as the convention city in 1953.

Youngstein Named By NCCJ

NEW YORK—Max E. Youngstein, vice-president, United Artists, has been named public relations chairman of the 25th anniversary committee of the National Conference of Christians and Jews, it was announced last week by Roger W. Straus, general chairman, anniversary committee.

Youngstein will take a leading role in planning the quarter-centennial celebration of the National Conference next year, Straus said. In addition, Youngstein will head the work of interpreting to the public the significance of the organization's history.

Sol A. Schwartz, president, RKO Theatres, serving as national chairman for the industry's participation in the National Conference of Christians and Jews' "Brotherhood Week", Feb. 15-22, announced the appointment of three members of the national committee. Ben Kalmenson, general sales manager, Warners, will be chairman of the distribution committee; Walter Reade, Jr., president, Walter Reade Theatres, will be chairman of the exhibitor committee, and Si Seadler, in charge of advertising for MGM, will be advertising and publicity chairman.



Robert J. O'Donnell, Dallas current executive and former Chief Barker, Variety Clubs International, recently announced to the press in New York club plans for an around-the-globe celebration early in 1953 commemorating the 80th birthday and golden anniversary in show business of Adolph Zukor, chairman of the Paramount board.

PEOPLE

HOLLYWOOD—Louis B. Mayer, chairman of the board, and Dudley Roberts, Jr., president, Cinerama Production Corporation announced last week the employment by the corporation of Joseph Kaufman to direct the exhibition and theatre operations of Cinerama. Kaufman has had wide experience in all phases of the motion picture industry. Recently, he has been an independent producer. He will immediately complete plans for the opening of Cinerama theatres in three major cities within the next few weeks.

HOLLYWOOD—Dudley Roberts, Jr., Cinerama president, announced last week that Ernest T. Scanlon had resigned as RKO studio manager to join Cinerama as treasurer. Scanlon's headquarters will be in New York, and he will serve on the executive board with Louis B. Mayer, chairman; Merian C. Cooper, production chief; Roberts, and Frank Smith, vice-president. Scanlon has served in the industry since 1931, when he took a position as an RKO auditor.

NEW YORK—N. J. Blumberg, U-I board chairman, announced last week that the J. Arthur Rank representatives on the board had resigned, Rank, Robert Benjamin, and G. I. Woodham-Smith. Rank's General Cinema Finance Corporation sold its interests in U-I to Decca Records in June.

Coast Plan Starts

HOLLYWOOD—The motion picture industry's health and welfare plan was officially proclaimed in effect in an announcement last week by Roy Brewer, international representative, IATSE, and Charles Boren, Association of Motion Picture Producers' vice-president in charge of industrial relations.

Action to put the plan into effect was taken at the first meeting of the board of trustees appointed to administer the fund, and followed the granting of approval of the plan for income tax purposes by the Department of Internal Revenue.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

RKO

"Blackbeard, The Pirate"—One of the better pirate films.

"Hans Christian Andersen"—Picturization of famed story teller's life is worthy of best selling attention.

WB

"Cattle Town"—Mild western.

MGM

"Desperate Search"—For the duallers.

U-I

"The Lawless Breed"—Above average outdoor show.

VCI To Lead Big Zukor Celebration

NEW YORK—It was announced last week that Variety Clubs International will hold an around-the-globe celebration early in 1953 in honor of Paramount's chairman of the board, Adolph Zukor.

The announcement was made by Robert J. O'Donnell, who will act as general chairman of the committee in charge of the affair, on behalf of Variety.

The first event of the celebration, which is expected to extend over several months, will be a celebration marking Zukor's birthday on Jan. 7, in Hollywood. Guests are expected to include the governor and other civic dignitaries of California as well as representatives of all Hollywood's studios and stars, players and directors, including many associated with Zukor's enterprises in the past.

To commemorate the 50th anniversary of Zukor's entrance into the business in March, 1903, a dinner will be held on March 4 in New York.

All guilds, crafts, associations, and organizations within the industry as well as all other phases of the entertainment world, will be invited to participate with Variety Clubs International in honoring the pioneer. O'Donnell presented the idea of a Zukor Golden Jubilee Celebration to the mid-winter meeting of Variety Clubs International in Pittsburgh, and received approval of sponsorship from the heads of that organization.

COMPO led the field in pledging support and cooperation on the jubilee.

In a wire to O'Donnell, signed by Truman T. Rembusch, Samuel Pinanski, and Al Lichtman, the three heads of COMPO, that organization said: "Please count on COMPO and on each of us individually for fullest cooperation and support in your endeavors."

"Devil" Bows Without PCA Seal

HOLLYWOOD—"Bwana Devil", Arch Oboler's three dimensional feature, was world-premiered at the Hollywood and Downtown Paramount last week without the seal of the Production Code Administration. He said PCA's objection is to a love scene that looks "hotter" in rounded form than it might have looked in regular two dimension medium. PCA spokesmen maintain that the sequence would have still been found objectionable in "two dimensions, one dimension, or flat."

Miscellaneous

In the Newsreels

IN ALL FIVE:

New York: Eisenhower visits UN. Los Angeles: Southern California 14, UCLA 12.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 35, No. 96) State of Washington: Water famine in northwest. Pittsburgh: Variety Clubs are 25 years old. Indo-China: Reds menace French (except Los Angeles and San Francisco). El Cajon, Cal.: Annual Mother Goose parade (only Los Angeles and San Francisco). Football: Minnesota ties Wisconsin, 21-21.

NEWS OF THE DAY (Vol. XXIV, No. 226) Off Turkish Coast: NATO forces in war games. New York: Louis Hoffner, life-terminer, found innocent and freed. Pittsburgh: Variety Clubs are 25 years old. Silver Springs, Fla.: "Miss Submarine Of 1952" (except Washington, D. C.). Washington, D. C.: President Truman denounces bigotry (Washington, D. C. only).

PARAMOUNT NEWS (No. 29) Washington, D. C.: President Truman denounces bigotry. Coshocton, O.: AFL Chief William Green dead. Silver Springs, Fla.: "Thanksgiving Dinner" under water.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 416) Off Turkish Coast: NATO forces in war games. Pittsburgh: Variety Clubs are 25 years old. Canada: New underwater camera. Football: Ohio State 27, Michigan 7; Missouri 20, Kansas 19 (Kansas City only).

WARNER PATHE NEWS (Vol. 24, No. 31) Off Turkish Coast: NATO forces in war games. Iraq: King Faisal in Baghdad. Paulsboro, N. J.: Oil fire doused by air. England: British Parliament dedicates war memorial in London. Pittsburgh: Variety Clubs 25 years old. Football: Ohio State 27, Michigan 7; Penn State defeats Pittsburgh.

TELENEWS DIGEST (Vol. 6, No. 48-A) Off Turkish Coast: NATO forces in war games. Milford, Tex.: Community project; tiny town gets new doctor. India: Prime Minister Nehru honored by tribal areas of Assam. New York: Career girl fashion show. Germany: Red prisoners reach safety in West Berlin. Football: Minnesota ties Wisconsin, 21-21.

IN ALL FIVE:

Washington, D. C.: Eisenhower confers with President Truman; names Dulles, Wilson and Governor McKay to his cabinet.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 35, No. 95) Egypt: Prime Minister-General Naguib meets King Faisal of Iraq. New York: Oona Chaplin back. England: Swedish beauty named "Miss World." 1952 All-American football stars.

NEWS OF THE DAY (Vol. XXIV, No. 225) Greece: Papagos elected. Chile: Ibanez elected president. Japan: Crown Prince Akihito and parents hailed. Egypt: Prime Minister-General Naguib meets King Faisal of Iraq. Washington: President Truman receives Oregon turkey for Thanksgiving. New York: Korean POW issue debated. New Orleans: E. V. Richards presented Navy Secretary's Distinguished Public Service Award (New Orleans only). Philadelphia: Connie Mack's 90th birthday. Spain: Axemen's derby.

PARAMOUNT NEWS (No. 28) New York: Korean POW issue debated. Chile: Ibanez elected president. Near Salton Sea, Cal.: New jet plane record. Los Angeles: Airliner flies polar route to Denmark. Philadelphia: Connie Mack's 90th birthday.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 415) Washington: President Truman awards Harmon International trophy to Madame Jacqueline Auriel, daughter-in-law of the president of France. Washington: President Truman receives Oregon turkey. Chile: Ibanez elected president. England: Procedure of lifting fog from airport runways. England: Prince Charles. Japan: Crown Prince Akihito and parents hailed. Oregon: It's ski time.

WARNER PATHE NEWS (Vol. 24, No. 30) Los Angeles: Airliner flies polar route to Denmark. Near Salton Sea, Cal.: New jet plane record. Chile: Ibanez elected president. New Orleans: E. V. Richards presented Navy Secretary's Distinguished Public Service Award (New Orleans only). Football: 49'ers whip Redskins.

TELENEWS DIGEST (Vol. 6, No. 47-B) Paulsboro, N. J.: Oil fire doused. Chile: Ibanez elected president. Southern France: Cosmic rays studied. Sahara Desert: Airline links outposts. Mexico City, Mexico: Prince Bernhard of Holland visits. USA: Government anti-trust suit against Duponts begins. USA: Fifth wheel on automobiles aids parking.

NATIONAL BOARD OF REVIEW

Nov. 15, 1952

SELECTED FEATURES: "Life Begins Tomorrow" (Mayer-Kingsley); "Stars And Stripes Forever" (20th-Fox).

"Guys And Dolls" Suit Filed

NEW YORK—It was learned last week that Feuer and Martin, producers of the Broadway musical, "Guys And Dolls", had brought suit against 20th-Fox seeking an injunction and damages for alleged unauthorized and illegal use of "Guys And Dolls" in advertising the film, "Bloodhounds Of Broadway."

I. E. Chadwick Mourned

HOLLYWOOD—Isaac E. Chadwick, 68, president, Motion Picture Producers Association, and recently appointed chairman, newly established labor-management health and welfare fund, died last fortnight at Temple Hospital of a heart ailment.

Chadwick entered the industry in 1910 as American agent for Pathe Freres, France, and counsel for Exclusive Pictures. He later formed several producing companies, including I. E. Chadwick Pictures, and was a charter member of the Film Club, New York, and president from 1917 to 1922. At the time of his death, he was active in affairs of the Permanent Charities Committee and the Motion Picture Relief Fund, and was a member of the executive committee of the Motion Picture Industry Council. He is survived by his wife, a son, Major Lee Chadwick, and two grandchildren.

Men and women from every branch of the motion picture industry attended the funeral services in Temple Israel, Hollywood, with Rabbi Max Nussbaum delivering the eulogy. The active pallbearers were Jack Stone, Irving Briskin, Sam Briskin, Gene Friedman, Judge David Coleman, Samuel Lembark, Herman Burke, Harry Weiss, Charles Mundt, Sam Bischoff, and Sol Wurtzel.

IFA Sets First Film

NEW YORK—"Ring Around The Clock". Italian comedy-satire based on a factual story from Time magazine with English adaptation by A. J. Liebling of The New Yorker magazine, will have its American premiere in January, it was announced last week by B. Bernard Kreisler, president, International Film Associates, releasing the picture.

This film represents the first independent distribution of IFA, headed by Kreisler, former executive director, advisory unit for foreign films, Motion Picture Association of America. Kreisler announced the appointment of Michael Hall as publicity director for the film.

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VCI Mid-Winter Meet Highlighted By Clubs' National Charity Record

PITTSBURGH—The mid-winter meeting of Variety Clubs International, coupled with the 25th anniversary of Tent 1, was recorded as one of the most successful last fortnight.

The national organization played host to delegates from tents in this country, Canada, Mexico, Ireland, England, and Japan.

Mayor David Lawrence issued a proclamation making "Variety Week" in the city, and welcomed the officers and delegates, and John Harris, Variety Big Boss, one of the original 11 men who founded the Variety Club a quarter of a century ago, greeted the representatives of the 11,000 barkers in show business.

International Chief Barker Jack Beresin, Philadelphia, in his opening remarks, outlined the program of the mid-winter convention which sets the sights for Variety Clubs charitable activities for the coming year. Bob O'Donnell, International Ringmaster, flew in from Dallas, and Marc Wolf, International Main Guy, from Indianapolis, to lend their experience to the future planning of Variety's course.

First Assistant Chief Barker George Hoover, co-chairman with Charles Skouras for the convention of Variety Clubs in Mexico City April 18-23, reported that the government of Mexico is giving the Mexico City tent \$50,000 to help defray expenses for the meeting, and will put on a historical spectacle at the Pyramids outside the city. The city will invite ambassadors from all countries to attend the closing banquet as an international gesture. Antonio Perez, representative of the tent, and Luis Montes outlined plans for entertainment.

Other speakers were Second Assistant Chief Barker John Rowley, Texas; Property Master Murray Weiss, Boston; George Eby, International Dough Guy, and Jack Chisholm, Toronto, Canada, International Press Guy.

An open forum on club management, club financing, and entertainment was conducted by "Pappy" Dolson and John Fulton, Atlanta. Rotus Harvey, San Francisco; Jack Dumestre, Atlanta, and George Altman, Toronto, discussed some of the outstanding charity drives undertaken by their tents.

Nathan Golden, Department of Commerce, chairman, Heart Fund, and a member of the Washington tent, stated that since the founding of the clubs they have dispersed over \$26,000,000 for charity, and had spent \$3,000,000 last year.

Beresin discussed ways and means of raising still more money for the charitable work of the various tents. Dumestre reported on the success of the "Old Newsboys Day" in Atlanta, stating that nearly \$100,000 per year was raised in this campaign. Various other fund raising projects were discussed by Dan Krendel, Toronto; Barry Goldman, Baltimore; Al Brubstick, San Francisco, and others.

Jerry Pickman, Paramount vice-president from New York, added an interesting and inspirational touch to the meeting, and C. J. Latta, London, England, tent,

Bernard Jacon Named IFE Sales Head

NEW YORK—Italian Films Export's, newly-created organization for the distribution of Italian product on a nationwide basis will be known as the IFE Releasing Corporation, it was announced last week by Dr. Renato Gualino, director general, IFE, and chief executive of the new releasing organization.

Dr. Gualino made known the appointment of Bernard Jacon as vice-president in charge of sales and distribution.

Since 1949, he has been serving as vice-president in charge of sales of the Lux Film Distributing Corporation.

The new IFE Releasing Corporation was officially established on Dec. 1, and in full operation by the end of the year. In process of being organized now are five regional sales offices situated in New York, Cleveland, Chicago, Atlanta, and Los Angeles. At present, the corporation is actively engaged in selecting from the field experienced sales and executive personnel. Sales representatives will operate out of each office to cover the 26 other exchange areas.

All features destined for the American mass market are slated for American-style advance national buildups, adapted especially for foreign film needs, and will also benefit from co-op. advertising campaigns at point-of-playdate in the first-run engagements in every key city.

A television division will be headed by Ralph Serpe. Principal function of the new department will be representation of the Italian producers in developing co-production deals with American television producers. The IFE television division is also planning to create its own package shows for American distribution, Serpe stated, drawing on the vast inventory of Italian short subjects and utilizing IFE sound studio facilities to make them available in English.

A division of short subjects and newsreels was established with Robert Gordon Edwards appointed director. Under the direction of Edwards, for the past three years head of the United States office of INCOM, Italy's largest newsreel and important short subjects producer, the new IFE division will represent all of Italy's short subjects producers in the sales, distribution, and promotion of their product for both the theatrical and 16mm.

brought best wishes from the British barkers.

Sam Switow, Louisville, Ky., reported the progress of the Christmas "Salute" for the Will Rogers Memorial Hospital.

O'Donnell headed the discussion on the clubs staging a birthday party in January for Adolph Zukor on his 80th birthday in New York to show the appreciation of the industry for the showman.

Honorable Paul Martin, Canadian Minister of Health and Welfare and Canada's representative at the United Nations, was the principal speaker at the gala banquet which wound up the meeting.

Modifications Granted In Jackson Park Case

CHICAGO—Distributors and circuit houses won a victory last week when the Seventh District U. S. Court of Appeals allowed three modifications of the Jackson Park decree.

The ruling eliminated restrictions on double features in Loop area theatres, permits distributors to hold release to subsequent-run houses of pictures failing to last two weeks in Loop first-runs until after the original two-week period expires, and permits Balaban and Katz to use double features in its southside Chicago houses without the distributors being required to give the Jackson Park booking privileges for the same double bill.

The two week limitation remains in effect following the Court of Appeals review. The court has another case under consideration in which Loew's seeks to permit Coston's Jeffrey to bid against the Jackson Park for southside runs.

Goldenson, Others Chosen By Palsy Group

NEW YORK—Leonard H. Goldenson, United Paramount Theatres, was last week reelected to his fourth consecutive term as president of United Cerebral Palsy. Earl J. Hudson, Detroit, president, United Detroit Theatres Corporation, was reelected vice-president and also to a new post as chairman of the board, United Cerebral Palsy, Chestnut Hill Center, Philadelphia. Hudson is president, United Cerebral Palsy in Michigan.

Two of five new posts as regional vice-presidents also went to theatre men. Henry G. Plitt, Paramount Gulf Theatres, New Orleans, was chosen regional vice-president for the south, and Jerry Zigmond, Los Angeles, west coast manager, United Paramount Theatres, and former president United Cerebral Palsy of California, was elected regional vice-president for the Pacific Coast. Robert H. O'Brien, secretary-treasurer, United Paramount Theatres, was reelected assistant treasurer.

markets, exclusive of television.

The sales of all Italian newsreel film to American theatrical and television newsreel companies will also be handled by this department as well as arrangements for adequate American news coverage for Italian newsreels.

Loew's Can Collections \$2100

NEW YORK—The first circuit-wide report of collections for the Will Rogers Memorial Hospital via the collection-boxes on candy-stands was received last week at drive headquarters from Joseph R. Vogel, Loew Circuit.

Together with previous partial checks, the Loew collections totalled \$2,100 for the limited time. This averages out \$1.65 per week per theatre in the New York area and \$2.33 per week average out of town.

Several managers reported that collections increased when the cans were placed at the end of the candy-stand nearest the auditorium, so that patrons passed the box after buying refreshments.

Navy League Honors E. V. Richards, Jr.

NEW ORLEANS—Navy, civic, and business officials, press, theatres, and exchange officials, friends, and business associates crowded the Roosevelt Hotel, for the testimonial luncheon last fortnight when the navy honored one of its best friends, E. V. Richards, Jr., a long time member of the Navy League of the United States, currently holding the rank of vice-president, on the occasion of the presentation to him of the Secretary of the Navy's Distinguished Service Award by Undersecretary of the Navy Francis P. Whitehair.

He gave to Richards a blue and gold lapel pin and the certificate award signed by the Secretary of the Navy Dan A. Kimball for Richards' "untiring efforts and unlimited cooperation with the United States Navy in the fields of entertainment, education, and morale." The citation said further: "His outstanding services have contributed materially to the efficiency of the Department of the Navy and to the security of the United States. As a loyal and active friend of the Navy, Mr. Richards has voluntarily and generously given of his time, energy, and financial resources for a period of many years. As a leader in the entertainment industry, he has brought vital information to the public by the cooperation of his theatres and the stimulation of naval and patriotic themes in motion pictures. His sponsorship of various college awards for proficiency in naval subjects has benefited the Naval Reserve Officers Training Corps Program."

Among the notables attending were Governor Robert Kennon, Mayor deLesseps S. Morrison, Frank A. Hecht, Chicago, president, Navy League of the United States, Wilmer J. Thomas, state president of the league, and Rear Admiral T. G. W. Settle, USN, commandant, Eighth Naval District.

The luncheon was sponsored by the New Orleans Council, Navy League of the United States. Laurence Eustis was general chairman and Streuby L. Drumm, former state president of the league, introduced Whitehair.

Richards, a pioneer in exhibition disposed of the greatest portion of his houses to Paramount-Gulf Theatres, Inc., in the last two years.

Recently, Governor Kennon appointed him general chairman of the Sesquicentennial-150th celebration of the purchase of Louisiana, which will have its beginning on New Years Day with the traditional Sugar Bowl classic and continue with various entertainments and exhibits.

His activities in theatre operations today are in an advisory capacity to his sons, who associatedly operate Slidell Theatres Corporation.

Cinerama In Three Cities

NEW YORK—It was reported last week that the next Cinerama equipment available will go into theatres in Detroit, Chicago, and Los Angeles, with Chicago probably being ready by February.

For additional 1953 installations, it will be necessary to manufacture the required projection equipment, with the total anticipated at not more than 15 to 25.

MPEA Clarifies French Figures

NEW YORK—The MPEA last week explained the apparent discrepancy between the 90 feature import figure employed in French government announcements of the one-year Franco-American film agreement and the 110 feature figure previously reported by Eric A. Johnston when the pact received MPEA board approval.

The one-year deal, retroactive to July 1 last when the old accord expired, calls for 90 features which have been dubbed French sound tracks. The additional 20 represent a draft or advance on the permits which the American companies will receive in the next agreement which will be negotiated in 1953 for the 1953-54 12-month period.

This does not necessarily mean that the number of permits for such period will be reduced by the 20, rather it is suggested that this cut likely will be offset by an increase above 90 to be granted in the future agreement.

SEC Reports Stock Changes

WASHINGTON—The Securities and Exchange Commission last week reported the following changes in stock holdings:

Charles C. Moskowitz, Loew's vice-president, bought 1,000 shares of common, increasing his direct holdings to 4,500 shares. Elmer C. Rhoden, National Theatres vice-president, purchased 2,100 shares of common, bringing his holdings to 5,900 shares and indirect holdings of 2,025 shares. Sherrill C. Corwin, RKO director and acting chairman of the board, sold 10,000 shares of capital stock, decreasing his holdings to 200,884 shares.

David J. Greene, RKO Theatres director, purchased 1800 shares through the Chemical Bank and Trust Company as trustee under agreement with David Greene for Dorothy Greene. Trust holdings total 34,100 shares. Greene's direct holdings are 16,450 shares of common, with partnership holdings totaling 10,000 shares. Dorothy Greene owns 3,000 shares and Barbara Greene, daughter, and Lawrence Greene, son, own 300 shares each.

More TV Stations Approved

WASHINGTON—The FCC last fortnight approved construction permits for new television stations, to bring to 125 the total given the go-ahead since the lifting of the freeze.

Approved were Pikes Peak Broadcasting Company, Colorado Springs, Colo., Channel 13; Prairie Television Company, Decatur, Ill., Channel 17; Signal Hill Broadcasting Corporation, Belleville, Ill., Channel 54; Cowles Broadcasting Company, Sioux Falls, Ia., Channel 9; WIBM, Inc., Jackson, Mich., Channel 48; Michigan Broadcasting Company, Battle Creek, Channel 58; Trendle-Campbell Broadcasting Corporation, Flint, Mich., Channel 16; Inter-City Advertising Company, Greensboro, N. C., Channel 57; WLOK, Inc., Lima, O., Channel 73; Rivoli Realty Company, Johnstown, Pa., Channel 56; Mid-continent Broadcasting Company, Sioux Falls, S. D., Channel 11; Rudman Television Company, Galveston, Tex., Channel 41, and Ohio Television Company, Henderson, Ky., Channel 50.

20th-Fox Profit Hits \$2,768,191

NEW YORK—Reports issued last week by 20th-Fox and all subsidiaries, including Wesco Theatres Corporation and Roxy Theatre, Inc., showed a consolidated net earnings after all charges for the 39 weeks ended on Sept. 27, 1952, of \$2,768,191.

A special credit of \$1,077,755, arising from a change of accounting procedure with respect to foreign operations, brought the earnings to \$3,845,946 for the period, \$1,698,318 over the 1951 figures. Earnings per share of common stock were \$1.39 as against 69 cents for last year. The change in accounting was made in the third quarter in order to consolidate foreign operations for the same period as domestic operations.

A quarterly cash dividend of 25 cents per share on the outstanding common has been declared.

WB Wins Point In Salt Lake Suit

SALT LAKE CITY—A Utah District Court jury last fortnight found in favor of defendants in the \$350,000 action brought by heirs of the late Jack Donahue in connection with the showings by Intermountain Theatres of Warners' "Look For The Silver Lining." The involved litigation has been in the courts for a long time. Warners lost in the U. S. Court of Appeals, where it was held that the picture was not educational under the Utah statute, sending the case back to federal district court for trial. Action then was transferred to the state court as the only court that could interpret the Utah law.

Other defendants were Arch E. and C. E. Overman, Camark operators.

Warners has pending before the court an action for a declaratory judgment. A similar action is pending in the state court involving "I'll See You In My Dreams."

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Pre-Christmas Ideas Set By Western Houses

LOS ANGELES—Pre-Christmas institutional activity seems to be reaching a peak in the western territory, according to a recent survey.

The Chief, Cheyenne, Wyo., will greet Christmas in spirited fashion by having Santa Claus, Mrs. Claus, and the Santa Claus children, Andy and Martha, both aged seven, in their lobby to greet small fry on Dec. 20. Santa will be located directly near the "Christmas Gift Coupon Book Bar," where a young lady will sell a Christmas coupon book to children to give their parents or fellow school-chums for Christmas. The Chief will also offer "shoppers' matinees." Those who go to the show between 1 and 3 p. m. will receive numbered coupons, half of which they deposit in convenient boxes. Awards will be held every afternoon and prizes donated by different stores. Coupons will be given shoppers in any of these stores, to place in the lobby coupon box.

The Million Dollar will use high school girls, located in the inside foyer of the theatre, to gift-wrap presents which theatre patrons have purchased somewhere. Patrons bring in five or six bundles, and leave them with the "gift wrapping hostess." There's a service charge of 10 cents the bundle, which covers wrapping materials, but the time and labor are on the house. These gift-wrapping hostesses will work from 11 a. m. through 11 p. m., in shifts.

The Pioneer, Englewood, Colo., will present "Shopping News", a five minute, informal chat about Christmas gifts to be found in the local stores of the community. A feminine commentator will record her five minute stint. Some dozen or so stores will be mentioned; each will pay a flat sum.

The Pioneer will place a letter box on the premises, marked "Airmail For Santa". Children may drop last-minute communications to Santa.

The Fox Aurora, Aurora, Colo., will hold a "Christmas Eve Refreshment Frolic." On Christmas Eve only, from 7-10 p. m., it will be "two for one time", two boxes of plain or buttered popcorn for the price of one plus one cent. The same goes for fountain drinks.

The Aurora will invite servicemen and servicewomen home on leave or furlough to come often to the theatre. If they wear the uniform they will receive a courtesy admission voucher good for a free sack of popcorn or a fountain beverage.

The Boulder, Boulder, Colo., will present to every guest the opportunity to win some Christmas cash. Any theatre patron may write letters on "Why I Like To Go To The Show." All letters must be left between Dec. 18-22. Excerpts from these letters will be used to place in the lobby during 1953.



A meeting of Tri-States managers was recently held in Des Moines in connection with the opening of a new contest running from Thanksgiving to Christmas as a salute to A. H. Blank, circuit president. Seen, left to right, are: Back row, around table, William Smith, Carl Hoffman, Jimmie Pickett, Henry Plude, Laren Landkamer, Bob Kenney, Dave Alexander, Bill Taney, Marie Frye, 20th-Fox's Chick Evens, MGM's Al Golin, Paramount's Jim Castle, Warners' Dan Walker, William Miskell, Art Staite, Bab Leonard, Marvin Graybeal, Harold Lyan, William Haver, Dale Ball, and Gene Maare, and, front row, Dan Knight, Dan Shane, Pat Triggs, Ted Emerson, H. D. Grave, Kermit Carr, L. M. McKechney, Dan Allen, Lean Daherty, Harry Maare, Tony Abramovich, and Frank Hague, all in an enthusiastic drive mood.

"Stripes" Contest Launched

NEW YORK—A nationwide high school and college band contest was launched last week by 20th Century-Fox to focus interest aroused by "Stars And Stripes Forever."

With the full cooperation of the U.S. Marine Corps Reserve Districts and recruiting branches, the competition will be opened to all school bands of 50 or more pieces. Also cooperating in the contest is the Sousa Band Fraternal Society.

Two national winners will be selected, one high school and one college band, with an engraved trophy to be awarded to each, and a record album of Sousa music going to every musician in the top-ranking bands. The entire contest will be judged on the basis of recordings of "Stars And Stripes Forever", and one optional Sousa selection to be sent by competing organizations to the nearest United States Marine Corps recruiting representative. One high school and one college band winner will then be picked in each state, and the 96 finalists records sent to New York City, where the two first-place bands will be chosen by three judges.



William H. Warkman, manager, MGM's Minneapolis branch, recently presented Harold F. Borreson, manager, State, Winona, Minn., with a \$50 check as his prize in the "Just This Once" contest.

"Flat Top" Premiere One Of A A's Best

SAN DIEGO, CAL.—A heavy exploitation and publicity campaign heralded the three-theatre opening of "Flat Top" last week at the Fox, State, and Loma, highlighted by the Allied Artists world premiere aboard the aircraft carrier USS Princeton.

Under direction of John C. Flinn, Allied Artists advertising and publicity director, the campaign included a contest open to enlisted men of the Princeton, and co-sponsored by The San Diego Union. To the winner, for the best written 25-word statement on "Why I Like To Serve On A Flat Top", went a date-for-the-day with Rita Moreno. The winner escorted Miss Moreno to the premiere, and attended premiere day events, with photographs of the two at the affairs including a luncheon, cocktail party, and buffet supper.

Other pre-opening publicity included television and radio coverage of the premiere day activities by KFMB-TV and KFMB.

The opening also was publicized by the use of 50,000 heralds distributed with pay checks by several defense plants in the San Diego area. More than 1,000 strategically placed placards urging Navy recruitment called attention to the openings. Waste receptacles at 200 of the city's most heavily crossed intersections carried placards heralding the opening.

Filmack Has Xmas Trailer

CHICAGO—A new full color animated Christmas greeting trailer has been produced by Filmack Trailer Company, it was announced last week by President Irving Mack. Produced in natural color, the animated trailer was handled by Filmack's new animation department at the company studios.

NEWS OF THE

Territory

BRANCHES

Atlanta

Ted Toddy, president, Toddy Pictures, said that his "Killers All," with "The Crime Doctor" on stage, was booking fast. . . . Mrs. Betty Chatham, secretary to Arthur C. Bromberg, Monogram Southern Exchanges, resigned to become a mother.

J. H. Dumphy, National Theatre Supply, was passing out cigars to his many friends. There was a new baby boy at the house. . . . Louis Cansler, formerly with 20th-Fox, is now with Toddy. . . . Gertrude McGee, formerly with Toddy, is now with Realart. . . . Miss Mary Williams, formerly with Monogram and now in Alabama, was a visitor at Monogram. . . . Mrs. Joyce Knighton, Monogram, resigned to become a mother.

Ben Butler, sales representative, MGM, on sick leave for the past few months, returned to the road. . . . Ted Toddy, president, Toddy, back after a business trip to New York, said his new picture, "Killers All," is ready for release.

Visiting and booking were: Fred T. McLendon, McLendon Theatres, Florida and Alabama; H. Powell, Oxford, Oxford, Ala.; R. D. Word, Alabama; the Martin boys, Martin Theatres, Columbus, Ga.; J. H. Thompson, Martin and Thompson Theatres, Georgia; John Thompson, Gainesville, Ga.; John Carter, Brookhaven, Brookhaven, Ga.; Mr. and Mrs. Shinger, Buena Vista, Buena Vista, Ga.; R. H. Brannon, Holly, Dahlonga, Ga.; Wendel Welch, Dallas, Dallas, Ga., and Mr. and Mrs. J. E. Jerrell, Ritz and Roxy, Commerce, Ga.

More than 350 youngsters who took part in the summer reading program of the Public Library's Highland Branch had a special treat. Under the leadership of Mrs. A. F. Soul, librarian, and with the cooperation of the Plaza, the boys and girls trooped to a showing.

Mrs. Gaiel Hurrell, wife of the Miami, Fla., Drive-In operator is expecting her fifth child. Hurrell is a navy veteran. . . . Key West, Fla., will have a new drive-in for 500 cars, to open after the first of the year.

A \$255,000 triple damage anti-trust suit was filed in federal court in Miami, Fla., against U-I and its subsidiary, United World Films. The suit, brought by Allied Motion Pictures and its officers, individually, charges the defendants with monopoly practices.

Bob Hauswirth, former manager, Paramount, Miami, Fla., was married to Miss Beatrice Sikes, Gadsden, Ala. . . . Mark Clark, manager, Crenshaw Drive-In, Luverne, Ala., gave passes to all high school students on the high honor roll. . . . Stuart, Fla., will soon have a new drive-in for 350 cars, to cost around \$75,000. Owner is Veebee Theatre Company. This will make the fifth drive-

in owned by the company. . . . Martin Theatres, Columbus, Ga., is the new owner, Trail and Highway 90 Drive-Ins, DeFuniak, Fla.

The husband of Carolyn Glow, MGM mail clerk, suffered fatal burns in a fire. . . . Lelia Hall, secretary to branch manager Roscoe, Columbia, was back after a fishing trip. . . . Martha Seabolt, is the new secretary to office manager Touchon, United Artists. . . . Malcolm Johnson, formerly with 20th-Fox, was appointed sales representative for Kay.

Ray Edwards, Tampa, Fla., Realart branch manager, was still in the hospital. . . . Bob Bostick, National Theatre Supply, Memphis and Dallas, was in. . . . Stein Theatres, Georgia and Florida, opened the new drive-in for 200 cars at Hazelhurst, Ga. . . . Neal Robinson opened his 400-seat theatre in Valpariso, Fla.

In Florida a number of new drive-ins are under construction, and some have recently opened. Joe Florita and William Klem, owner, the Filmland Drive-In, in the Tampa area, and J. B. Shipley and B. N. Pooley have the Sundown Drive-In, Tampa. The Tower will open soon in New Smyrna, Fla.

The Roxy, Madison, Fla., was undergoing a remodeling and repair job.

Mary E. Turner, MGM, checked in after a visit to her husband in service at Fort Jackson, S. C. . . . Republic will hold the annual Christmas Party on Dec. 19, and would like all exhibitors and film folks to come by. . . . J. W. Frew, Republic Atlanta branch manager, checked in after a trip to Iowa, where he visited his mother.

Lindsey Jones, son of George Jones, sales manager, U-I, and former booker at the same company was in. He is in the navy in Hawaii. . . . T. A. MacDougald, formerly with Martin Theatres, has taken over the Belmont, Pensacola, Fla.

T. G. Solomon started his new drive-in for 300 cars in Pensacola, Fla. . . . Fritz May, formerly with Waters Theatres, Birmingham, Ala., is the new manager, Lyric, Prattville, Ala. . . . The Pugs Drive-In, Monticello, Fla., opened, owned by Mr. and Mrs. George W. Reed. . . . Bernie Thompson and George West are the new owners of the DeSoto Drive-In, Arcadia, Fla.

Charlotte

The local UA exchange held down first place in its group in the fourth week of the home stretch of the "Bill Heineman Drive."

Memphis

Salesmen traveling the tri-states territory, report that business is on the upswing. A few of the drive-ins have closed or were preparing to do so, in the mountain area of Arkansas and east of Memphis in Tennessee. However, drive-ins in Memphis and its immediate area were still going strong.

The Twin-City Drive-In, Dermont, Ark., closed.

LIPPERT — Arthur Greenblatt, general sales manager, was visiting.

PARAMOUNT—Joan Todd, cashier, was on vacation.

20TH-FOX — Visiting exhibitors included: Robert Bradley, Marked Tree, Ark.; Mrs. Marvin McCuiston, Boonville, Miss.; Jack Watson, Tunica, Miss.; G. H. Goff, Parsons, Tenn., and Lisle Richmond, Senath, Mo.

WARNERS — Paul Blancz, assistant shipper, entered the air force.

New Orleans

Undersecretary of the Navy Francis P. Whitehair, acting for Navy Secretary Dan Kimball, presented a Distinguished Public Service Award to E. V. Richards, Jr., regional vice-president, Eighth Naval District region, Navy League of the United States, at ceremonies in the Roosevelt Hotel attended by Louisiana Governor Robert Kennon, Mayor Chep deLesseps Morrison, and other notables. The citation commended Richards for "his untiring efforts and unlimited cooperation with the navy in the fields of entertainment, education, and morale. As a loyal and active friend of the navy, Richards has voluntarily and generously given of his time, energy, and financial resources for a period of many years."

The Secretary of State announced that incorporation had been granted Jet Drive-In Theatre, Inc., Galliano, La., listing capital stock of \$36,000. A charter of incorporation was also granted to the Leo Drive-In Theatre, Inc., New Orleans, listing capital stock of \$3,000.

Rodney Toups, Loew's State, in cooperation with The Item, had people rushing to the boxoffice with a clipping from the paper which exhibited the bearer with a ringed face. The picture was taken by a cameraman on Canal Street. The alert received two tickets to "The Thief."

A. C. Bromberg, Monogram Southern Exchanges, visited. . . . Warner manager Lucas Conner and Fred T. McLendon, Louisiana, Alabama, Georgia, Florida, Mississippi, and North Carolina, met in Montgomery, Ala., on business.

Harold "Babe" Cohen, Lippert franchise holder, closed a deal for the distribution for Jam Handy Productions. John Golder, Handy representative, was here. Distribution went into effect immediately with "Rudolph, The Red Nosed Reindeer," a Christmas subject.

G. Y. Harrell, Jr., checked in after drumming up business in western Florida and southwest Alabama. . . . The "old regulars," Ernest Delahaye, Maringouin, La., and O. Gaude, Port Allen, La., were in. . . . Salesmen spending the weekend in town were Sidney Otis, Thomas Dunn, Charles Lamantia, Larry Dufore, and Tim Neely.

It was a cold, rainy night in Lake Charles, La. Nevertheless, the Midway Drive-In had a good crowd for John Kenlos' "Street Corner."

C. H. Crossley, Laurel, Miss., was a caller at Theatres Service Company, Inc. . . . Milton Dureau, general manager, Masterpiece, says he has an advertising and publicity tieup with General Motors, Pontiac Division, in

connection with "Battles of Chief Pontiac."

Howard Pearl assisted manager Rodney Toups on "The Thief," Loew's State. . . . Ed Lurie, UA exploiter, was working on "Babes in Bagdad" and "Outpost in Malaya."

MGM exploiters E. B. Coleman, Dallas, and Emery Austin, Atlanta, along with Jack Weiner, Ben Hill, U-I publicity man, and U-I's Charles Simonelli and co-worker, Jerry "Needles" Evans, were in.

Dave Prince, RKO district manager, was in. . . . William "Billy" Briant was off to Atlanta and a 20th-Fox southern division meeting.

Walter H. Desforges, 20th-Fox, extended his subscription to EXHIBITOR. . . . Both Larry and Barney Woolner made the rounds in the interests of their Airline Drive-In, Drive-In Movies and Liberty.

John Kenlo said that Lew Andrews was contemplating joining his organization. Andrews now represents Hallmark in this territory. . . . Mrs. Charles E. Stewart, Warrington Drive-In, Warrington, Fla., was here.

Herbert Hill, representative, Bon Bon Corporation, Beverly Hills, Cal., was here from Tampa, Fla. He was joined by Ted Wilson, Houston, representative.

The first three-dimensional film "Bwana Devil," is scheduled for a New Orleans showing the early part of next year. It will play at the Saenger. Holland Smith, Saenger manager, was in Hollywood for the world premiere on Nov. 26.

Another first is the installation of RCA's Synchro screen in I. Oberlin's Ritz, Natchez, Miss. Raymond Germillion, Southeastern Theatre Equipment, handled the sale.

Seen about were Bertran Kiern, Happy Hour; Roy Pfeiffer, Istrouma, Baton Rouge, La., and L. J. "Lefty" Cheramie, Rebstock, Golden Meadows, La.

That able group of employees at UA includes district manager George Pabst, branch manager Alex C. Maillho, office manager-head booker Elizabeth Bacon, salesman Maurice Artigues, Jr., and Curtis Matherne, cashier Claude Bourgeois, secretary Adelaide DeLatte, ledger clerk Gloria Kiefer, bookers Anne Dufour and Earl Mattingly, booker's stenographer Dorothy Borocco, stenoclerk Nina Roser, biller Geraldine Silbernagle, contract clerk Mary Lee George, secretary to the district manager Joan DeBilby, and porter Lawrence Jamison.

G. E. Padgett and his manager, E. H. Ponds, Gulf, Pensacola, Fla., were callers. . . . Ted Malone, World Theatre Service, Inc., checked in.

L. C. Montgomery, president, Delta Theatres, Inc., and local chairman of board of Allied Gulf, proved that the adage, "It's the early bird that catches the worm," runs true to form. Among the first 50 arrivals at Allied's convention in Chicago, he won a decorative desk clock donated by Irving Mack, Filmack, to encourage early arrivals.

E. Jenner, Ellisville, Miss., was in. So were Mrs. Violet Meuse, Denham Springs, La.; Thomas McElroy, Shreveport, La.; L. J. Dupepe, Aerron; S. E. Mortimore and Lyle Shiell, Skyvue Drive-In; Alex Rosenthal, Alexandria, La., and F. G. Prat, Jr., and Harold Dacey, Prat Theatres, Vacherie, La.

Mr. and Mrs. B. W. Stevens, Theatre Display Service, meandered to the Row after visiting Joy Theatres' headquarters. . . . Joy and Freddie Houck and Joy Strand, manager Nat Ward, confabbed while savoring food at Gentilich.

Florida Jacksonville

METRO—Janice Claxton, office worker, visited in Mississippi. . . . Fred Hull, branch manager, took his vacation time in Havana and other parts of Cuba.

U-I—Staff members Shelia Rubin and Mrs. Jane Weeman went to Gainesville, Fla., for the annual Florida-Miami football game. . . . Jeanne and Bob Cavanaugh were scouting around for tickets to Broadway shows for use during their coming vacation trip.

20TH-FOX—T. P. Tidwell, branch manager, was in Atlanta.

PARAMOUNT—Walter Mock, booker, suffered a painful injury when he fell into an open manhole where workmen had failed to place warning signs.

COLUMBIA—Branch manager Paul Hargette was attending business meetings in New York City.

WARNERS—Ollie Williamson, Atlanta manager, and J. F. Kirby, regional chief, spent several days in the office.

Among the state exhibitors in booking recently were: J. S. Carscallen, Sky Way Drive-In, Tampa; Chester Mikesell, booking for navy ship and shore theatrical units; Joe Thrift, Floyd Theatres, Haines City; John Sutton, Vogue, Orlando; H. A. Dale, Lake, Lake Butler; E. E. Norman, Famous, Winter Park; Sam Stratos, Jefferson, Monticello; Bob Totman, Ninety Drive-In, Baldwin, and Ed Bena, Starlight Drive-In, Brunswick, Ga.

A decorated truck, carrying two back-to-back 24 sheets, toured city streets for days prior to the first-run of "The Snows Of Kilimanjaro" at the Florida.

Sheldon Mandell, manager, St. Johns, planned an extensive advertising campaign, with support from the U. S. Naval Air Station, for "Flat Top." . . . Phil Lentz, manager, Palace, had framed, roll-away 24-sheets erected on either side of the boxoffice for "Hurricane Smith." . . . Manager William Beck, Five Points, went in for city-wide exploitation for the Thanksgiving showing of "Plymouth Adventure." Aided by a pre-release date, he had numerous tie-ins with news stands selling the pocket-book version, scores of city and county schools displayed posters advertising the picture, hundreds of pasteboard auto bumper signs were attached to cars, a stepped-up newspaper campaign was carried out, and Beck's spot announcements and ads over local TV and radio outlets reached a saturation point two days before the opening.

Concurrently with the Florida's first-run of "The Snows Of Kilimanjaro," Robert Heekin, manager, presented matinee cooking schools on the first two days, under Philco-Radio Center sponsorship. Tickets purchased for the noon matinees entitled the holders to attend the cooking demonstrations and lectures, and to see the motion picture. Numerous valuable prizes, including a freezer and a refrigerator, were given away. . . . A drive-in innovation for Florida is being conducted by Bob Totman at his 90 Drive-In, Baldwin, Fla. If the temperature has fallen to 60 or below at opening time, a carful of patrons can drive in for a total price of \$1, regardless of the age or number of persons in the car.

Roy Smith's theatre concessions supply house opened a new branch warehouse in Tampa to serve his central Florida trade. He said that he expects to have a second branch established in Miami, Fla., by the middle of December. . . . Frank Benton, Benton Brothers Film Express, attended the annual meeting of the Florida Trucking Association in Hollywood, Fla. . . . William Blaine moved his managerial duties from the Coral, Coral Gables, Fla., to the Shores, Miami Shores, Fla.

National Theatre Enterprises, operator of local Negro theatres, plans to have a new drive-in, the Moncrief, ready for Negro patrons by March 1. Construction began on Nov. 17. The new deluxe outdoor center will accommodate both cars and walk-in trade. . . . An all-Latin, first-run double bill was offered by John Thomas at the Empress.

Under the leadership of Guy A. Kenimer, general manager, Florida State Theatres circuit employees gave generously during a well-organized fund-raising drive for the Variety Clubs' Will Rogers Memorial Hospital. . . . FST managers are being offered cash exploitation prizes by two companies during the circuit's current "football showmanship drive." Paramount will make the awards for "Caribbean" and "Hurricane Smith" while 20th-Fox has selected "Something For The Birds" and "The Snows Of Kilimanjaro" for special campaigning. . . . Mr. and Mrs. Martin B. Ellis, prominent Philadelphia exhibitors, saw local friends while en route to Miami, Fla.

Louisiana Shreveport

United Artists selected this city for the world premiere of "Babes in Bagdad" at the Strand it was announced by Joe D. Lyons, manager. H. Edward Lurie, special representative, was in making arrangements for the premiere.

North Carolina Durham

The Park-View Drive-In has been named defendant in a suit filed in Superior Court by the trustees of the Durham Electric Construction Company for \$2,546.48 for alleged non-payment for merchandise and electrical installation in 1950.

Spring Lake

The Star-Lite Drive-In opened on Nov. 21.

NEWS OF THE

Territory

Chicago

State Senator Charles Carpentier, East Moline, Ill., exhibitor, has been elected Secretary of State.

The Embury, Fort Wayne, Ind., reopened as the Embassy after modernization. . . . Paul Hufford, dad of a new baby, joined the Today staff.

The Telenews will be the first local theatre to receive a Metropolitan Opera broadcast. "Carmen" will be presented on Dec. 11, on the theatre's new large TV screen. It will be a society event, with reserved seats at \$5 plus \$1 tax. Manager Joe Odendhal predicts a sellout of the 606 seats.

Frank King is a newcomer on the Roosevelt staff. . . . Checking pigeons at a theatre is a new one. This is actually going on at the Clark. A middle aged woman who has been attending the theatre daily for 10 years carries one of her pets to the show, and, after some coaxing, got general manager Bruce Trinz to place a special cage for the birds in the check room. He decided he could not turn down the plea of one of his best customers.

Dallas

Highway patrolmen were probing the theft of at least 200 loudspeakers taken during the year from the Fox Drive-In, Marshall, Tex. . . . L. O. Wallace, owner-manager, Miller's, Navasota, Tex., announced plans for the construction of a drive-in on Highway 90 about four blocks inside the west city limit.

Following the assignment by R. J. O'Donnell and Colonel H. A. Cole, Texas COMPO co-chairmen, of Paul Short to conduct experimental tests with comparable theatre managers in comparable Texas towns, the results thus far have been available. Purpose of this experimentation was to establish the value of merchandising and operating theatres with a goal of increasing theatre attendance. Ideal tests were available in that not only were the towns and theatres comparable, but also the theatre managers' background, education, environment, and experience in operation of theatres. The towns had the same population and the same economic conditions, and the theatres tested were comparable in operating cost, seating capacity, number of changes, type of product, and admission prices, and only varied approximately one per cent in advertising costs. The plan for this operational study was initiated without the knowledge of the three individual theatre managers involved, and covered the first six months of 1952, compared to the first six months of 1951. For the sake of clarity, managers in these towns were referred to as A, B, and C.

The report follows: Circuit executives and COMPO officials in the case of A case consulted and advised with the manager on every phase of operating and selling, the manager, in several instances, selected his own product, and was furnished with many ideas and plans in merchandising as well as operational procedure. The executives of COMPO as well as the circuit officials made no comment on anything manager B did, but left him strictly alone, and offered no assistance whatsoever. Circuit and COMPO officials criticized the efforts of manager C both in merchandising and operation, and made it a point to "ride him." Nothing he did "was right." Charts of results and observations were maintained during this six-month period. Manager A showed incredible progress and results. He had increased his gross receipts 29.8 per cent over the corresponding period of 1951. He also had increased his net profit 12.3 per cent over the same period of last year. This was accomplished with only a 4.8 per cent increase in advertising costs, or a total advertising cost of 11 per cent. Results disclosed that manager B's gross was five per cent under the corresponding period of 1951. Moreover, he showed a loss in profit of 10.3 per cent. His advertising cost was one per cent above last year. Manager C's gross business was 17.7 per cent below that of the corresponding period last year, and his net profit was 14.3 per cent less than in the previous year. His advertising cost was slightly less than the year before.

Denver

A. P. "Tony" Archer, president, Civic Theatres, reports heavy success on his vacation in Hawaii, especially when it comes to catching fish. After a four-hour tussle with hook and line, he landed a 210-pound Marlin, a record. Mr. and Mrs. Archer flew to the islands for their outing.

Jack Pattison, Allied Artists head shipper, will be back on the job about Feb. 1, as soon as he gets out of the army. . . . Ted Knox, theatre supply dealer, was shot by a careless hunter while a group were hunting pheasants. The hunters were strung out walking across a field when a pheasant flew up, and the hunter shot four times along the row of hunters. One of the shot hit Knox in the face, on a bone just above the inside of the eye, and, after glancing off, the shot buried itself about an inch, where it will probably stay.

U-I is remodeling their Denver exchange, giving Mayer Monsky, manager, a new private office, and providing more much-needed room for the front office. . . . William Cahill, former U-I salesman, is now selling concessions supplies to theatres for Ebersole Concessions.

Des Moines

Tri-States Theatres, which has television equipment in its Orpheum, Omaha, will put theatre TV in the Paramount here and has plans for installations in four other cities, Davenport, Cedar Rapids, Waterloo, and Sioux City, all in Iowa.

The Paramount, operated by Tri-States Theatre Corporation, will be the first Iowa house to offer television shows, with the theatre taking the Metropolitan Opera's "Carmen" on Dec. 11 over the closed TV circuit. The theatre is charging from \$1.22 to \$3.66. Tri-States has also installed TV projectors in its Orpheum, Omaha.

Kansas City

Seen on Film Row were: Harold Lux, Boulevard Drive-In, Rosedale, Kans.; Mr. and Mrs. A. E. Jarbee, Ritz, Carmeron, Mo.; Louis Sutter, Castle, Princess, and Regal; Ralph Gregory, Dickinson Circuit, Mission, Kans.; Joseph T. Ghosen, Uptown, Sedalia, Mo.; Walter Talbot, Rogers, Ark.; Julian King, franchise owner, Lippert, Des Moines, and Jay Means, Oak Park.

Charles F. Fox purchased the CC, Cole Camp, Mo., from C. D. Rhodes. . . . Louis Sutter was in Tulsa, Okla., to attend a banquet in honor of the ambassador to Greece. The banquet was held at the Mayo Hotel.

Gene Musgrave, Ritz, Minneapolis, Kans., was in. . . . Senn Lawler, Fox Midwest is a member of the general committee for staging the big annual Chamber of Commerce Christmas party.

Hank Doering, Peoples Garnett, Kans., was in. So were F. F. Chenoweth, Bethany, Mo.; Earl Kerr, Pine, Colo.; Harold Lux, Boulevard Drive-In, Rosedale, Kans.; Dale Danielson and Mrs. Danielson, Dream, Russell, Kans.; J. Leo Hayob, Mary Lou, Marshall, Mo.; Robert Egender, Waverly, Mo.; Glen Hall, Hall, Cassville, Mo.; Ken Winkelmeier, Casino, Boonville, Mo.; Homer Strowig, Plaza, Abilene, Kans.; Eddie Henderson, Hilltop Drive-In, Marysville, Kans.; George Nescher, Rio, Valley Falls, Kans., and Jack Wareham, Mid-Central Circuit, Manhattan, Kans.

Virginia Gaylord, secretary to Earl Jameson, Central Shipping, suffered a stroke, and died suddenly. She had been on the Row around 18 years, having worked at Republic, U-I, Selzhick, and Central Shipping.

Gladys Green also died after an illness of about a year. She was connected with the Paramount for 26 years, and, at the time of her retirement in April, 1951, was house manager.

Gene Autry wrote letters to exhibitors advising that November marked the 25th anniversary of Ben Marcus with Columbia, and asking all exhibitors to book as many Columbia shows as possible in honor of him. The letter had good results. Autry is expected in January.

Woodrow Rife, Knognostrer, Mo., and William Sonnaman, Springfield, Ark., were in. . . . Roscoe White, 79, an employee of Fox Midwest, died. . . . Mrs. Meta Barron, Los Angeles, and owner of the theatres in Pratt, Kans., was a visitor. She was accompanied by Mrs. Hazel Droz, Anthony, Anthony, Kans.

Stanley Durwood has been named chairman and Jack Braunagle vice-chairman for a drive-in meeting to be held in March under the sponsorship of the Kansas-Missouri Theatre Association.

Los Angeles

The home town of Congressional Medal of Honor winner Joseph C. Rodriguez, San Bernardino, Cal., will turn out on Dec. 17 to celebrate his marriage and to attend the premiere at the California of the film based on his life, "The Rodriguez Story." Special trains donated by the Santa Fe Railroad will bring a host of celebrities, as well as newspaper, newsreel, radio, and television representatives, to San Bernardino for the celebration.

The wife of Dick Lithgow, Metro salesman, passed away. . . Bert Pirosh, FWC booking department head, is back after a bout with the flu. . . Henry Slater, former Warner salesman and now an exhibitor in Chula Vista, Cal., paid a visit to the Warner exchange. . . Edgar Lynch has been appointed manager, Warner, Beverly Hills, Cal. . . Dan Polier, FWC booker, was vacationing. . . The new contract clerk at Republic, is Loretta Badian. . . Mike Swords, FWC legal department, is recovering after an operation. . . Neve Goslovich, secretary to prexy C. W. Skouras, National Theatres, planed to Mexico City on vacation. . . Ray Duff has been named manager, Embassy, succeeded by Rudy Hoeschulte, LaReina, Sherman Oaks, Cal. . . Margaret Sutton, former manager, recently darkened Larchmont, has been appointed manager, Bruin, Westwood, Cal. . . Robert Hall is the new Ravenna manager. . . Seen on the Row were: Earl Strebe, Joe Markowitz, Bill Alford, and Hugh McKee.

Milwaukee

"Television," said Don Dornbrook, movie critic, The Milwaukee Journal, speaking before the Milwaukee County Better Films Council, "is the best thing that ever happened to Hollywood. Obviously, many of the pictures we've been seeing of late have not been up to the usual standards of Hollywood. Television has woke 'em up out there!" Dornbrook spoke on "A Critic Looks at the Movies," and discussed the many angles a critic has to take into consideration in reporting on a picture.

Warner Theatres held a meeting of midwest managers at the Hotel Schroeder for the express purpose of briefing them on the "Record Breaking Showmanship Drive." Preliminaries were staged at Warners screening room as an introduction to the main event. Midwest zone manager Al Kvoool welcomed managers from Milwaukee and other Wisconsin communities, Racine, Appleton, Madison, and Sheboygan. Others came from Chicago, Oklahoma City, and Memphis. A few highlights of the pending campaign were discussed, in addition to matters of individual theatre operation. Various exchange managers were called upon by Kvoool to say a few words. To the cash prize money offered

by Warner Theatres, the other exchanges added more. Exchange managers present included Jack Lorentz, 20th Century-Fox; David Goldman, U-I; Ben Benjamin, Screen Guild; Irving Wirthamer, Paramount; John Kemptgen, MGM, and Nat Marcus, Warners. The next order of business was a briefing on the manual on the many ways and means for approaching various picture ballyhoo during the campaign. Immediately following the meeting, everyone proceeded to the Hotel Schroeder, where a luncheon started things for the afternoon. In addition to Warner officials present, which included Harry Kalmine, president-general manager; Ben Wirth, real estate head; Harry Goldberg, director of advertising; Stewart McDonald, treasurer, and Alex Halperin, assistant zone manager, zone manager Kvoool, and district zone manager Harry Mintz, aside from the individual managers, a majority of competing exchange managers were in attendance by invitation. Kvoool acted as master of ceremonies. Guest speaker was Mayor Zeidler, who launched into a discussion on how the theatre and its officials have aided the city and its various community projects. He paid special tribute to Kvoool. He concluded by mentioning what might be of interest to his listeners, that his own private secretary had been chosen from the film world, Folke Peterson, who had a hand in being instrumental in helping Zeidler during the election campaign.

L. V. Bergtold, Westby, Westby, Wis., and Welcome, Cashton, Wis., died of a heart attack. He was a former director of Allied Theatres of Wisconsin. . . The State Building Department issued stricter regulations for drive-in construction. Construction must be such that the area between the highway and the boxoffice should be capable of handling 10 per cent of the capacity of the theatre, and the holdout area between the ticket booth and the ramps should be not less than 15 per cent of capacity.

Lee Macklin, Grand, New London, Wis., is planning a drive-in in that area. . . Ben Marcus, who took over the Midway, Wausau, Wis., from the Wausau Theatres Company, is remodeling, and renamed the theatre the State.

Wayner Berkley is the new city manager for Eskin Theatres, Richland Center, Wis., which operates the Eskin and Richland. . . Little Chute, Wis., is planning a drive-in.

Wisconsin had in operation during the season 37 drive-ins with 20 more to open before next summer.

Earl Severson, Oakland, purchased the interest of his partner, John Steinfeld. . . Harry Levin, Vendex Vending, wished to advise his friends that he is recuperating from an operation. . . Louis Sumaniotti went north for deer hunting. He also is with Vendex Vending.

Commander Frank L. DeLorenzo, wife and son, visited with his father, Frank, Sr., a pioneer projectionist. Commander DeLorenzo was stationed at Norfolk,

Va., as personal information officer. DeLorenzo is being assigned as squadron commander at Trinidad, B.W.I. He has more than 4900 hours of flying time.

Oklahoma City

H. E. Hardgrove, manager, Admiral Drive-In, Tulsa, Okla., D. McCarthy, and Roy Cramer, narrator, also known as Roger T. Miles, were arrested on charges of showing a "lewd" motion picture. The Assistant County Attorney claimed indecent pictures were spliced into the reels of the "Bob and Sally" feature, apparently from a film dealing with venereal diseases. The complaint was made by Reverend Tom Nunn, University Methodist Church, after witnessing the film, which was shown to audiences including children. The men pleaded innocent, and were released on bonds of \$1,000 each. It was planned to exhibit the film at a downtown theatre during a preliminary hearing. Penalties on the charge range from \$10 to \$1,000 fines or 30 days to 10 years in prison. It was said that the film was not objectionable itself. The charges were said to be filed as a result of the film spliced into the feature, produced by Social Guidance Enterprises. The film was seized as evidence.

Mrs. Fowler, Rodeo, Roosevelt, Okla., is recovering from a recent illness. The theatre is opened now for a Friday-Saturday change only. . . E. B. Anderson, Skyview Drive-In, Ardmore, Okla., is closing the drive-in for the Christmas season through Dec. 25.

Paul Rice, salesman, Paramount, was vacationing in Houston, Tex. . . Verlie Clay, Fort, Fort Towson, Okla., eliminated his Wednesday-Thursday change.

R. V. McGinnis, Cove, Cozy, Tulsa, Okla., attended the Allied convention in Chicago. . . Tom McKean and Sam Brunk, salesmen, Paramount, flew to Atlanta to attend a meeting of the Colosseum. Chester Blakley, RKO, and Bill Maddox, U-I, also attended. . . Frank McCabe, Video Theatres, returned from Dallas, where he has been for three months assisting Mat Dowling, who suffered a heart attack.

Verby Conley, Ellis, Ranger Drive-In, advised that the Pertex, which was closed when the drive-in opened, will now remain closed indefinitely. The drive-in closed for the season on Dec. 2. . . Jack McReynolds opened the New Drive-In, Wilburton, Okla.

In town were: R. E. Sterbenz, Follett, Follett, Tex., who came in from Wichita, Kans., where he lives; Mrs. Elizabeth Tucker, Cimarron, Guthrie, Okla.; Mrs. Tunnell, Palace, Silverton, Tex.; Mrs. Frank Gillespie, Spring, Roaring Springs, Tex.; John Buffo, Liberty, Hartshorne, Okla.; H. D. Cox, Caddo, Binger, and Nusho, Carnegie, Okla.; Wesley Hodges, Bulldog, Weatherford, Okla.; Jack Hankins, Hankins Drive-In, Lawton, Okla.; Mr. and Mrs. Earl Rains, Rialto, Fort Cobb, Okla.; Verby Conley, Ellis, Ranger Drive-In, Perryton, Tex.; Bob Barton, Barton Theatres.

Full-scale National Guard cooperation, highlighted by the proclamation of "Thunderbirds Thanksgiving Week," the dropping of leaflets from the air, and other special exploitation sparked the opening of Republic's "Thunderbirds" at the Warner and the 112-theatre saturation booking throughout the state. Arrangements for this widespread campaign were effected through Major General Roy W. Kennedy, Adjutant General, Oklahoma National Guard, by Republic branch manager David Hunt. Governor Johnston's proclamation set aside the week as "Thunderbirds Thanksgiving Week," and urged all citizens to join in public ceremonies honoring the 45th Infantry Division.

Portland

Work has been started after a year's court delay of the Powell-Boulevard Drive-In, manager Bruce Keller announced. The new enterprise will have a capacity of 700 cars. The new concern is headed by Guy E. Matthews, president; Lucky Burasch, vice-president; Ernest V. Harris, treasurer, and Bruce Keller, secretary-manager.

Big screen theatre television was installed at John Hamrick's Liberty. The Orpheum, Seattle is the only other theatre in the Northwest now equipped for big screen television. Equipment in the Liberty is the new dual projector type known as Trad.

In Ashland, Ore., the Lithia, one of the Leverette houses was practically destroyed in a fire. . . . In Dayton, Wash., plans for the construction of a drive-in have been disclosed by Lowell Spies, manager, Liberty, Dayton. It will cover some five acres of land with room for 250 autos.

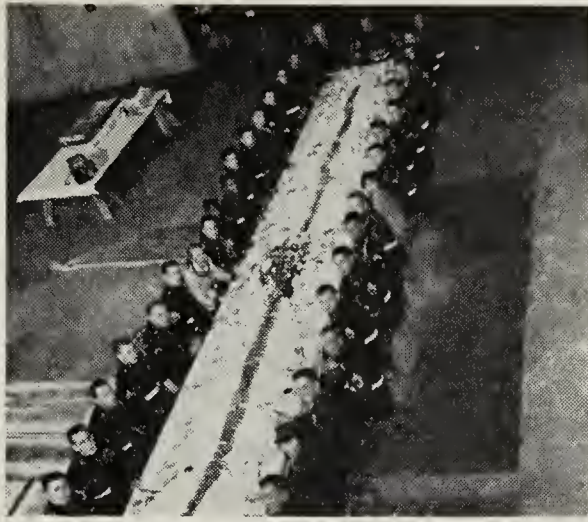
Theatres in the large centers of the Pacific Northwest, principally in Portland and Seattle, agreed to cut their electric power consumption 10 per cent in accordance with a request from the Defense Electric Power Administration.

St. Louis

In Doniphan, Mo., Mrs. Ethel J. Chilton announced that she plans to open her new Missouri on or about Dec. 15. The addition of this house will give Doniphan three conventional theatres, since Garrett H. Hunt presently has the Hunt and Hunt's Royal, operated for many years by Mrs. Chilton under the name of the Missouri. Its name was changed about a year ago to Hunt's Royal after he leased the building. Mrs. Chilton also operates the Stadium Drive-In.

In Blue Mound, Ill., Mr. and Mrs. Charles Ray Bell, Terre Haute, Ind., purchased the Pix from Byers Jourdan, Decatur, Ill. The Bells have moved to Blue Mound with their family.

In Farina, Ill., Harold Schaer, who formerly operated the Warner, Salem, Ky., purchased the Lyric, 300-seater, from Marvin and Preston Bank. In the meantime, Schaer sold the Warner, Salem, Ky., to Ruble Johnson and Shelby Vaughn.



A U. S. Marine Corps band from Camp Pendleton, Cal., recently participated at the west coast premiere of Allied Artists' "Battle Zone" at Warners' Hollywood. Preceding the premiere, the marines were entertained at a dinner served on one of AA's sound stages. Hostesses at the dinner were Rita Moreno, right center, and Louise Martinson. The band contingent was in charge of Colonel Merle Wetton, top left.

In DeSoto, Mo., William A. Collins closed his 638-seat DeSoto. He will continue to operate his newer house, the Collins, without interruption. He is also constructing a drive-in.

In Lovington, Ill., Merrill Fleming, who formerly operated the local theatre until he failed to obtain an agreement with Art Diller, Decatur, owner of the building and former operator of the theatre, contemplates opening a new theatre in the near future if he can make the necessary arrangements to lease quarters in another building. Diller has announced that he plans to reopen his theatre just as quickly as he can purchase the necessary equipment, and have it installed in the building.

Officers and directors of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois will meet on Dec. 9 in the Melbourne Hotel, to map plans for the early months of 1953.

Bess Schuler, owner, Columbia, returned from Martinsville, Ind. . . . Exhibitors who attended the TESMA-TEDA and Allied States meeting in Chicago included: Charley Beninati,



Lou Sorenson, manager, Utah, Salt Lake City, developed an extensive promotional campaign for the recent showing of U-I's "Willie and Joe In Back At The Front." To attract lobby attention, he hired a Japanese girl and two aides dressed as "Willie and Joe," and invited patrons to try to read the letter she was writing.

Carlyle, Ill.; Mr. and Mrs. Bill Waring, Jr., Cobden, Ill.; Tom Bloomer, Belleville, Ill.; George Kerasotes, Springfield, Ill., and Nick Karakas, St. Louis, Mo.

Frank Plumlee, Edwards and Plumlee Circuit, Farmington, Mo., and Charles Weeks, Jr., Dexter, Mo., were in to have Masonic degrees conferred upon them.

Out-of-town exhibitors included: Albert Smith, Jr., Nashville, Ill.; Bud Mercier, Fredericktown, Mo.; Bill Collins, DeSoto, Mo.; Dean Davis, West Plains, Mo.; Grover Brinkman, Okawville, Ill.; Tom Edwards, Farmington, Mo.; Bill Williams, Union, Mo.; Bob Marchbank, Washington, Mo.; John Rees, Wellsville, Mo.; Eddie Rosecan, Hannibal, Mo., and Joe Goldfarb, Alton, Ill.

Lester Bona, manager, Warners, was in Kansas City for a meeting of the prairie district managers presided over by district manager Hal Walsh.

The film colony was pleased to learn that State Senator Charles F. Carpenter, East Moline, Ill., theatre owner, won election as Secretary of State for Illinois. . . . A meeting of the Amusement Employees' Welfare Fund was held at the Paramount screening room with Edward L. Butler, chairman, presiding.

Mrs. Ann C. Ballman, co-owner, Baden, Kaimann Circuit was elected treasurer, Grand Jury Association of St. Louis, organized for the purpose to promote, advance, and extend the effectiveness of the grand jury system in St. Louis and to stimulate public interest in all subjects affecting the general welfare of the community, especially the prevention and suppression of crime.

"Wakamba," which did remarkable business in its world premiere engagement at Fanchon and Marco's Fox, moved to the Missouri. . . . Mrs. Regina Steinberg, through her Madison, Madison, Ill., contributed to the Madison Community Chest drive.

A 300-pound safe containing about \$356 was stolen from the Harlem, East St. Louis, Ill.

Salt Lake City

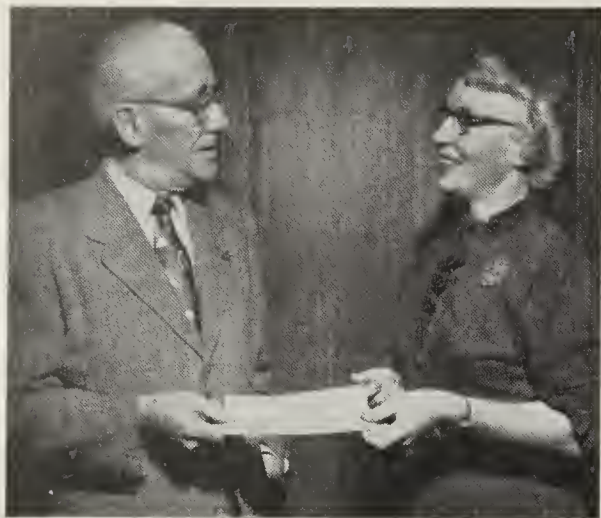
Mr. and Mrs. Miner Bethman are planning to build a drive-in about one-half mile from Kamiah, Idaho. They have been in the business for 10 years in the Kamiah-Kooskia area with theatres in both towns. Plans call for accommodations for 200 cars.

In Craigmont, Idaho, Henry C. and Elaine Philpott are operating the Craigmont and Winchester from Jack Cone.

"The Tax Fight Is Your Job"

San Antonio

Bob Quinn, publicity man for producer Nat Holt, was in for a brief visit with Payne Kilbourn, owner, Palace, Brackettville, Tex. The title of "Adobe Walls," being shot at Brackettville, was



Joe Warren, Portland salesman for MGM, presents a check for \$50 to Mrs. Elaine George, Star, Heppner, Ore., winner of the recent MGM promotion "Prize Of The Month" contest on "When In Rome."

changed to "Arrowhead." . . . J. J. Rodriguez, owner, Panamericano, Dallas, was a visitor.

A new attraction was added to the Hi-Ho, according to Gidney Talley. In addition to the regular feature, an hour to an hour-and-a-half of short subjects are scheduled. The patrons of the Hi-Ho are invited to help select the attractions by placing their requests in a "Plan Your Own Program" suggestion box in the lobby.

Carmen Lopez, owner, Mexicano, Texas City, Tex., announced plans for the construction of a new 700-car drive-in at Houston, Tex.

Seen booking were: W. L. Breshears, Rita, Levelland, Tex., and Marcos de Leon, Rita, Del Rio, Tex. . . . Lynn Krueger, manager, Majestic, announced that large screen television equipment is on order for the theatre.

Gigi Perreau was crowned queen of the "National Milk Bowl" at Rosenberg, Tex., in ceremonies at a football game between Boys Town, Neb., and the Houston, Tex., Variety Club. . . . The new Lariat Drive-In has been opened at Kermit, Tex., by Kermit Theatres, owned by Video Theatres, Inc. The drive-in has a 466-car capacity, and will be managed by Jack Percy. Frank Love, manager, Kermit Theatres, handled the opening ceremonies.

Frank Weatherford, city manager, Interstate Theatres, Fort Worth, Tex., announced that the Majestic is being closed.

Cantinflas, the Mexican comedian, is scheduled to make his first United States personal appearance on Dec. 10 at Houston, Tex., performing in a benefit for the Variety Club.

Karl Hoblitzelle, president, Interstate Theatre Circuit, Inc., was named official representative of Texas at the "Bill of Rights Day" observance in Washington on Dec. 15. Hoblitzelle is chairman of the executive board, Texas Heritage Foundation.

San Francisco

Robert L. McKee is the new owner, 299 seat Rio, Alameda, Cal. . . . The

330-seat Brisbane, owned by E. F. Michelsen, has gone on a two-change, six-day week policy, remaining dark on Thursdays. . . . The 495-seat Grand, Pollock Pines, Cal., owned by Graff Broadbent and booked by Ed Rowden, closed. . . . Dave Richards sold the 740-seat Rialto, Oakland, Cal., to Pete Kyrios, one time owner, Santa Clara, Santa Clara, Cal. . . . The 490-seat Vista, Rio Vista, Cal., has been taken over by Edgar P. Weiss, owner, Isleton, Isleton, Cal. Years ago, his father, Paul Weiss, owned the Vista. Sunnymount has been booking the house.

Changes in management include Dick Rose, manager, El Cerrito Motor Movies, El Cerrito, Cal., replacing Frank Jenkins; Bert Henson, city manager, Modesto, Cal., for Redwood Theatres, transferred to Klamath Falls, Ore., replacing Earl Baughman, transferred to district manager at Eureka, Cal. Ray Duddy replaced Henson at Modesto. Lou Vaughn, formerly with the circuit at Eureka, was also assigned to Klamath Falls.

Mr. and Mrs. Rotus Harvey attended the Variety Clubs International meeting at Pittsburgh, Pa., and then spent the Thanksgiving holidays in Denver with their daughter, Kay, a student at the University of Colorado. . . . The Independent Theatre Owners of Northern California and Nevada changed the association name to Northern California Theatres Association. Nevada is still a member of the group. However, the name was dropped because Nevada is part of the Northern California exchange territory. Nominations for new officers of the organization are out and recommendations are expected at the next meeting.

John DiStacio, Sacramento, Cal., and Sid Klein, Napa, Cal., were visiting. . . . The stork was hovering over the switchboard at United Artists. His eye was on Joyce Smith. . . . Edna Geiger, formerly with Warners, and wife of Gilboy shipper Edward Geiger, never misses Wednesday luncheon with Gladys Paul, head contract, clerk at Warners. . . . In reporting the new officers of Variety Club, Tent 32, two names were omitted, L. S. Hamm, attorney and theatre owner, Westside Theatres, fixer, and Jack Blumenfeld, Blumenfeld Theatres, member of the crew.

The initial unit of Country Club Center, shopping development just northeast of Sacramento, Cal., of which Joseph Blumenfeld, head Blumenfeld Theatres, is president, opened. William B. David designed the Center.

Max Bercutt, Warner exploiter, had the property department of the studio puzzled when he asked that the original knife used in filming "The Iron Mistress" be sent to his office. He kept the reason top secret, and turned it into a gimmick for a press luncheon to garner extra free space. He was at Earl Long's St. Francis.

Jack Allen, manager, Irving Ackerman's Stage Door, for "The Quiet Man," arranged a lobby display of miniature

bogwood harps owned by Virginia Morgan, first harpist, San Francisco Symphony. Sidewalls carried posters from the Irish travel bureau, and display cases were rare collector's items of Ireland loaned by the Irish Consul. Completing his color and atmospheric scheme, manager Allen topped off his suit with a green tie every day during the run.

Seattle

Lowell Spiess, manager, Liberty, Dayton, Wash., announced that a new drive-in will be constructed there. The spot will be located on the A. J. Harting land one mile west of Dayton, and will have a capacity of 250 cars.

E. W. Baker, manager, Motor-in Drive-In, Spokane, Wash., closed until next spring. . . . The West End Drive-In, on Highway 10 near Geiger Field, was to remain open a while longer.

The original costumes worn by Bob Hope and Jane Russell in Paramount's "Son of Paleface" were put on public display in the principal show window of the Bon Marche Department Store, Everett, Wash., to create an important tieup with the opening of Fox West Coast's new Everett. Bill Cooley, manager, new FWC house, arranged for this and other stunts.

Film Row visitors included: Harry Wall, Lewiston, Idaho; Howard McGhee, Walla Walla, Wash.; Corbin Ball, Ephrata, Wash.; Joe Rosenfield, Spokane, Wash., and Lowell Spiess, Dayton, Wash.

All theatres in the downtown district will cut their electric-power consumption 10 per cent as requested by the Defense Electric Power Administration. Evergreen, Hamrick, and Sterling theatres will dim lights in their marquees, and darken display signs and spotlights for the duration of the power shortage. Although the DEPA did not request it, Evergreen asked its state theatres in Spokane, Wenatchee, Bellingham, Everett, Bremerton, Olympia, Aberdeen, Hoquiam, and Vancouver to take the same action.



Al Kvoool, Warner Theatres' Milwaukee and Chicago zone manager, presents winners' checks to "Four Horsemen" for their individual efforts in the third quarter of the "Operation Profit" drive at a recent luncheon in Milwaukee. Seen, left to right, are: Richard Barry, Capitol, Chicago; Al Meskin, Egyptian, Milwaukee; Fred Reeth, Capitol, Madison, Wis., and Kvoool.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Realart acquired the right for Ohio, West Virginia, Kentucky, and Indiana for Simplex's "Loyola—the Soldier Saint." Many religious groups in the area have expressed interest in the film, which is to have exclusive theatre presentation.

Sales of a special edition of The Enquirer on "Old Newspaper Boys' Day" netted more than \$22,000 for the Variety Club Foundation for Retarded Children. All expenses were met by the newspaper and club. The four-page edition described the problems of mentally handicapped children and the efforts of Tent 3 to provide adequate training for them.

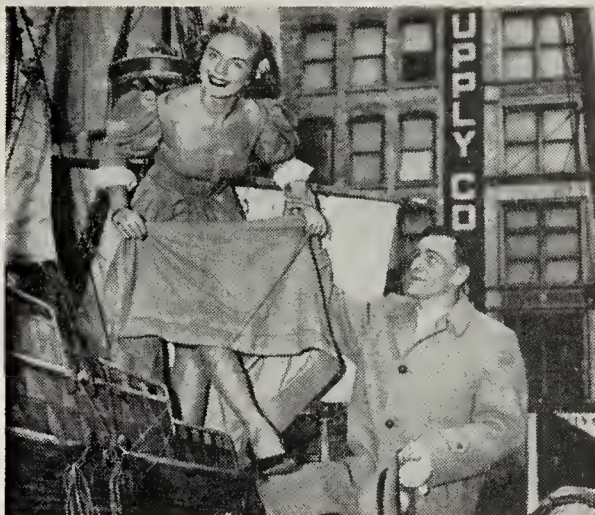
Rube Shor, president, S and S Amusement Corporation, attended the National Allied meeting in Chicago, and others there for the convention included E. R. Custer, Charleston, W. Va.; Joe Joseph and Joseph Roade, Salem, W. Va.; Floyd Price, Newark, O., and William Bein, National Screen Service district manager.

Attending meetings were Robert McNab, 20th-Fox branch manager, at a branch managers' session in Cleveland; James S. Abrose, Warners' district manager, and Robert H. Dunbar, branch manager, at a regional sales meeting in Pittsburgh, and Richard L. Rosenfeld, Standard Concessions president, at the Popcorn Distributors convention in Chicago, following a trip to New York City. R. A. Guettler, Manley, Inc., district manager, was in eastern Ohio.

Vincent McKay moved his headquarters from Montgomery, W. Va., to Franklin, Pa., but films will continue to be shipped to his houses from this city. . . . Realart's "Battle of Chief Pontiac" and "Bela Lugosi Meets Brooklyn Gorilla" have been booked into the entire Chakeres Circuit.

On Film Row were: Charles Creago, Chillicothe, O.; James Herb, John Gregory, C. S. Babalis, William Legg, Fred Krimm, and Lloyd Hildebrandt, Dayton, O.; Harry J. Knight and Jack Needham, Columbus, O.; Harry Wheeler, Gallipolis, O.; W. C. McCoy, Williamson, W. Va.; G. C. Porter, Beckley, W. Va.; Charles Bowles, Beattysville, Ky., and William Cain, Paintsville, Ky.

In town were Lloyd Friedgen, publicist for "Nightmare in Red China"; Alex Harrison, 20th-Fox home office; Milton Cohen, UA eastern and southern division manager, and Moe Dudelson, district manager, who conferred with Ross Williams, UA acting manager, and Alex B. Hampton, Manley, Inc., Kentucky representative.



A beautiful Pittsburgh model adorns the replica of the "Mayflower," used in MGM's "Plymouth Adventure" and currently on a cross county tour. The film played Loew's Penn, Pittsburgh, managed by William Elder. Arranging the boat's tour and shown here with the model is Herb Read, Jr., MGM field press representative.

Selig Seligman, Northio general manager, is the proud father of a baby girl, Dale. . . . Helen Fitzwater is now secretary to Philip Fox, Columbia branch manager. Other promotions are Marjory Bahner to contract clerk and Elaine Summe to biller. . . . Charles Mann, U-I student booker, resigned. . . . E. C. Stewart, manager, Imperial, suffered rib injuries in a fall.

Edward J. Hanlon, Sr., 63, projectionist, Lyric, and a charter member of Local 32, died of a heart attack.

The downtown Albee will be the local outlet for the coast to coast theatre telecast of "Carmen" on the night of Dec. 11. . . . A pet photo and letter contest for children was run by the Capitol in connection with "My Pal Gus." . . . Harry Willard, Jam Handy Company, arranged with Realart to book "Rudolph the Rednosed Reindeer" through Jan. 4.

Cleveland

Julius Lamm, for 22 years manager, Warners' Uptown, which celebrated its 25th anniversary, was guest of honor at a luncheon held by the Glenville Corners Business Men's Club, of which he is a past president. The celebration was marked with a merchant tieup culminating in awards of valuable prizes.



In connection with the recent showing of U-I's "Because of You" at the Allen, Cleveland, manager Howard W. Higley, working with U-I representatives, distributed a special brochure to the first 500 women attending.

Cleveland Mourns
Jossey's Passing

CLEVELAND—Julian S. Jossey, 59, active in both the distribution and exhibition field in this area since 1915, died on Nov. 20 in University Hospital as result of a heart condition from which he was apparently recovering. Funeral services were held with burial in Lake View Cemetery.

Jossey came here from Forsyth, Ga., and soon, in association with George Jacobs, formed Western Pictures Company to distribute state rights pictures. After dissolving this partnership, he formed Progress Pictures, another independent distributing organization, to handle state rights product, and also distributed independent pictures through Monogram and Republic, finally switching from distribution to exhibition.

Until three years ago, he headed the Valley Amusement Company, owning and operating the Oxford and Miami, Oxford, O., and two theatres in Cincinnati the Mariemont and Rialto. These he sold to the late Nat Galley. Bill Onie now has this circuit. Jossey was also financially interested in the Mayland, here; Berea, Berea, O.; Medina, Medina, O., and Highland, Akron, O., with Kroger Babb, he formed Hygienic Productions and Hallmark Productions, producer and distributor of exploitation pictures, but, in recent months, he has not been active in either of these enterprises, having sold his interests to Babb.

Surviving Jossey are his wife, two stepsons, two brothers, and two sisters.

Jossey was a charter member of the Motion Picture Pioneers, the Variety Club, Tent 6, Eagles, and the American Legion.

Malva Rosenblatt, secretary to Nat Wolf during his regime as Warner Theatres' Ohio zone manager, is back after a brief association with the Ohio Advertising Company. She joined Nate Schultz' Monogram exchange, where she succeeds Bob Nero. . . . Sol Gordon, Monogram salesman, celebrated his 30th birthday.

Kroger Babb, president, Hallmark and Hygienic Productions, is picking up his Wilmington, O., stakes and moving to Los Angeles. . . . George Blazer, tax expert for many circuits, was in Mexico on business. . . . Jean Griffin, receptionist, Associated Theatres Circuit, during the past three years, resigned.

U-I is running on all cylinders with an acting top personnel force. Eddie Bergman stepped up from salesman to acting branch manager while manager Eddie Heiber substitutes in Detroit for Ben Robins until he recovers from an automobile accident, and Bill Lissner, formerly Columbia salesman, is temporarily filling Bergman's salesman's shoes.

Herb Horstemeir, who buys and books for independent theatres, took on a new account, the Mount Pleasant. This leaves owner Charles Gottlob more time for his recently acquired Packard automobile agency in Eluria, O. . . . National Screen

Service is the first of the film companies to set its Christmas party on Dec. 22 in the Alpine Village. . . . Abe Schwartz, Shulman-Schwartz Circuit, left to spend the winter in Florida. . . . Joe Robins, Warren, O., has also sought the Florida sunshine.

Max Shenker, head, local Berlo Vending organization, will celebrate his 70th birthday on Dec. 16. His wife is arranging a party.

Good will is being engendered in the neighborhood of Paul Gusdanovic's LaSalle by an arrangement made by manager Charles Markus in association with some 100 merchants. In order to give their patrons plenty of time for weekend shopping, the merchants are sponsoring a special Saturday morning cartoon show to which children are admitted free, and the theatre personnel, aided by representatives of the PTA, chaperone the youngsters. The merchants also provide free gifts. Markus reports the attendance at each of the two free shows has numbered about 700. This is baby-sitting on the largest scale attempted, but, Markus says, it pays off. What's more, the 10:30 to 12:30 free shows have not hurt the regular Saturday special children's attendance.

Two engagements in MGM were announced. Nancy Gordon will marry Lewis Coben, and Jean Gary, inspectress, will marry Walter Bittner.

Dave Leff, United Artists branch manager, added a third salesman. Peter Marshall, formerly with the UA Albany branch, was transferred to Cleveland to cover the Toledo, O., territory. Lou Geiger covers the river territory, and Jack Share is city salesman.

Richard Miller, formerly in the theatre promotion business, and Mrs. Miller announced the engagement of their daughter, Marcia, to Ernest Klein. The bride-to-be is the granddaughter of M. B. Horwitz, head, Washington Circuit.

Mrs. Lemoyne Thompson closed the Port, Freeport, O. She took it over just a month ago. . . . Max Mink, RKO Palace manager, arranged a special young folks "Blackbeard the Pirate" show with prizes for the best pirate costumes.

"Lights—Camera—Questions," half-hour Sunday TV show over WXEL, held its second performance. The large number of questions submitted by the listen-



Earl Edwards, manager, State, Napoleon, O., recently held a fall fashion style show in cooperation with a clothing store, which furnished the models to display the clothes, one of whom is seen above on the stage of the theatre.

ing audience indicates the program is a hit. Starting off with little fanfare, the station received more than 50 questions for the second show in which two questions stumped the experts, Frank Murphy, Loew Theatres' division manager; Dick Wright, Warner Theatres' district manager; Max Mink, RKO Palace manager; Jack Silverthorne, Hippodrome manager, and Leonard Greenberger, manager, Fairmount, and also representing the Loew Mall. Each week scenes from a forthcoming attraction are flashed on the screen.

Detroit

Larry Burr, MGM cashier, became the proud father of a daughter, Charyl Lauren.

A plan which would make it possible for all drive-in operators to become members of Allied Theatres of Michigan and to entice drive-in theatre owners has been formed by Allied of Michigan. A bulletin prepared by Pierce Parkhurst, Lansing, Mich., drive-in chairman, and Jae D. Kitchen, drive-in secretary, has been sent out to all drive-in owners. One major obstacle which prevented drive-in operators to join Allied was the high rate of payment. Under the Parkhurst and Kitchen plan, all drive-in owners, regardless of size of their theatres, would pay only two cents a speaker a month for five months. The other seven months would result in free membership. The whole thing would cost exhibitors 10 cents per speaker for the five-month period with seven months of free membership. Parkhurst cited some of the many things Allied has done for the exhibitor, such as reducing film delivery rates, COMPO activities, and other major gains. "If all drive-ins would join with Allied, then it could be truly stated that Allied represented all of the Michigan drive-ins. Parkhurst worked out the new plan with the executive committee of Michigan Allied. The new program will provide sufficient income to permit a budget to handle all legislative problems, and tax issues, both state and national. The payment to COMPO of all Michigan exhibitor dues which otherwise would be solicited from the exhibitors by salesmen or directly from COMPO would be handled by Allied. "Pay once and for all," the bulletin stated.

Wirts McLaren, 67, who spent nearly half a century in show business in Michigan, died recently after a long illness, in Jackson, Mich. McLaren's career began in Chelsea, Mich., at the age of 18. He subsequently owned theatres in Jackson, Hillsdale, and Charlotte, Mich. He retired in August after serving as manager, Michigan, Jackson.

A novel family admission plan was introduced on Thanksgiving Day by David Idzal, managing director, Fox. The admission price was reduced considerably for parents to be able to take their children and themselves to the theatres during the holidays. Idzal calls the plan, the "shopper's special."

Arnold Belinsky, son of Irving Belinsky, Cinderella, admits that Hollywood is really a magic-carpet town. He had a gay time when Marilyn Maxwell, Gale Storm, and other actors took him along for a tour of San Diego, Cal. His mates didn't believe his story when he returned to his base, but he says it happened.

Sydney Chapman, former film salesman for Warners and Paramount, died recently in Coldwater, Mich., where he lived after retiring from show business. He managed a family jewelry store before his death.

"The Tax Fight Is Your Job"

Indianapolis

Edward Spiers, Chicago city salesman, Allied Artists, recently appointed manager, AA exchange here, assumed his new post.

A pattern of regional openings was set by 20th-Fox for "My Pal Gus," which bowed in at the Circle, as a result of special point-of-playdate handling. The comedy-drama will be given concentrated pre-opening publicity and exploitation for several weeks in key-city locations to serve as campaign guides in other sections of division areas. Plans call for a series of opinion-making screenings, followed by open discussions at which parents, educators, psychologists, and clergymen will participate. Other activities to be organized will be afternoon previews for school children and assorted ballyhoo stunts.

The entire personnel at 20th-Fox signed for the Will Rogers Memorial Fund. . . . Peter Mallers, head, Mallers Circuit, Fort Wayne, Ind., was on an extensive business mission in the east, and was to visit Washington, D. C., before returning. . . . Mr. and Mrs. George Mallers, Defiance Drive-In, Defiance, O., are visiting relatives in Washington, D. C.

Clyde Nihiser, and wife, Limberlost Drive-In, Geneva, Ind., returned from a Florida vacation, and were to open the Star, Geneva. . . . M. E. Stevinson, Palace, Owensburg, Ky., is now doing his own booking. . . . Mr. and Mrs. Jerry Heinlen, who operate the Arcade, Gas City, Ind., were visiting his parents in Garrett, Ind.



Clair Stucky and wife returned from an extended trip in the east. They operate the Lakeland Drive-In, Angola, Ind., and the Warren, Warren, Ind. . . . William Brennan, salesman, U-I, spent Thanksgiving Day with his parents in Morristown, N. J. . . . Irving Dreeben, Columbia salesman, spent the Thanksgiving holiday with his wife in New York City, where she is connected with the public school system.

Sam Oshry, manager, U-I, and his wife spent their vacation in Greenville, S. C. . . . Norma Lattimore, contract clerk, Warners, was confined at Methodist Hospital. . . . Carolina Webb, Warner office staff, had an emergency operation at the Methodist Hospital.

Ruth Goodridge, inspectress, 20th-Fox, was hit by an automobile after leaving work, and was taken to St. Vincent's Hospital for observation. She was released, and was confined to her home in a nervous condition.

Exhibitors seen on Film Row were: E. E. Smith, Devon, Francesville, Ind.; Robert Foster, Venro, Charleston, Ind.; Fletcher Brewer, State, Lafayette, Ind.; Jack Sloan, Windfall, State, Ind.; William Passen, Amuzu, Jasonville, Ind.; Harry Coleman, Drive-In, Evansville, Ind.; Al Blankenbaker, Pastime, Richmond, Ind.; J. Austin, Versailles, Ind.; Vic Burkle, Rialto, Fortville, Ind.; Bruce Kixmiller, Colonial, Bicknell, Ind.; A. Thompson, Park, North Vernon, Ind., and Harry Van Noy, Van Noy, Middletown, Ind.

"The Tax Fight Is Your Job"

Pittsburgh

The Variety Club's biggest weekend since its inception was the result of the club's 25th anniversary. Starting with a meeting of the international representatives, including delegates from every tent, the weekend wound up with a gala banquet lasting over five hours, studded with stars, talent, and well-known speakers. Representatives from England and Mexico City came in for the big meeting. One of the highlights was a telethon on WDTV, Pittsburgh's only TV station, from 10 p.m. on Nov. 22 to 3 a.m. Dennis James flew in from New York to mc the show, and other well-known stars seen included Herb Shriner, baseball stars Robin Roberts and Joe Black, members of the cast of "Paint Your Wagon," and many well-known local entertainers. About \$52,000 was pledged during the show. The gala banquet, for which \$25 was charged, was a tribute to Variety Club founder Johnny Harris, who, with 10 others, founded the first club in Pittsburgh. All but one of the 11 were present, Harold Dunn flying from California to be on hand. The dinner was studded with stars including Tony Curtis, Janet Leigh, Virginia Mayo, Michael O'Shea, Rhonda Fleming, Forrest Tucker, Bert Wheeler, Van Heflin, Fran Warren, and George Murphy, who did a fine job as master of ceremonies. "Rosey" Rosewell gave the annual local Humanitarian Award to Alton Gilmore Gloss, superintendent, Western Pennsylvania School for the

Blind, for his work during the past two years in that institution. Bob O'Donnell, Texas, and Marc Wolf, both former International Chief Barkers were present as was Jack Beresin, present International Chief Barker. As usual, the star of the affair was George, from the Rosalia Foundling Home, who was adopted, an annual Variety Club ritual. Congressman Dewey Short, Missouri, was the main speaker, with other talks given by Harold Hoffman, William C. McGraw, Mayor Lawrence, and Jack Beresin.

Andy Battiston, Rialto; Bennet Amdur, Garden, and William Finkel, Arcade, were in New York to attend the Pioneers dinner. Amdur was initiated into the organization at the affair.

Bill Elder, manager, Loew's Penn, shelved 26 pounds since August. . . . The J. P. Harris will use its large screen TV equipment for a sales conference on Dec. 8. Fifteen houses in various cities are being used for this purpose.

"Doc" Wadkins is remaining as booker for the Manos Circuit. "Dinty" Moore, who now has a booking and buying service, is doing the buying and picture licensing for the circuit. . . . The Court, Washington, Pa., is on the auction block, and soon will be sold to the highest bidder.

"Down You Go," musical show staged in the William Penn Hotel, was co-authored by Ben Hendel, whose father is Morris Roth, neighborhood theatre owner.

Harry Feinstein, former head booker and buyer for Warner Theatres and now zone manager for the same company in New England, came back for the Variety Club affair and to renew old acquaintances. J. C. Latta, also former Warner Circuit executive now in England as

Ohio Exhibitor Body Acts on Rates

COLUMBUS, O.—The board of directors of the Independent Theatre Owners of Ohio met this week to consider film transit rates for the area.

A bulletin from the organization said further: "By the time you receive this every member should have received from this office a copy of the official rates which his film carrier charges. Under the laws of the state, any common carrier may file a rate schedule with the Public Utilities Commission, and if there is no objection within 30 days may put the rates into effect. Heretofore, there has been no way that an exhibitor could know of such applications. From now on, you will be advised the moment any changes are proposed in the rates affecting you. This service, of course, applies only to member theatres.

"There is a wide discrepancy in the rates. Some carriers (there are 12 in the state) charge a certain amount for a minimum number of reels with a per reel charge for the excess. Some of them do not charge for the return of the film brought to the theatre from the exchange. Some carriers charge a flat rate per change of show. Some charge by weight. Some charge by distance. Some carry advertising matter, trailers, candy, popcorn, etc., for nothing while others charge for this service. Some of them make differentiations among their own customers for this service, charging some and not others."

head of the Warner interests, was in too.

Gene Murphy, former publicity director for Loew's Penn in 1935, was another ex-Pittsburgher who came back for the big Variety Club 25th anniversary. He is currently handling publicity for the Desert Inn, Las Vegas, Nev.

Want a "Foolproof" System to Control PETTY CASH?



- These specially designed 3 x 5 inch Petty Cash Slips require a counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.
- The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.
- There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located.

Prices: { Voucher Pads 25c each
 { Voucher Envelopes—60c for 50

{ Each voucher requires the signature }
 { of the owner or the manager. }

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SOLD ONLY TO SUBSCRIBING THEATRES!



Director-film editor Elmo Williams, right, on the coast shows Robert L. Lippert footage recently completed for "The Tall Texan," which Lippert will release in January. Williams, a 12-year editing veteran, whose work on United Artists' "High Noon" won critical praise, accepted his first directing assignment on "The Tall Texan."



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246-48 N. Clarion Street, Philadelphia 7, Pa.**

Sid Jacobs, Warner executive, is back from Harrisburg, Pa., where he helped his parents celebrate their 60th wedding anniversary. His father is 88, and his mother is 85.

"April In Paris," the new Warner musical, will have a premiere showing in the Warner for one night, when all proceeds for the special show will go to The Pittsburgh Press Newsboy's Fund. The newspaper gives the picture a big publicity break for more than two weeks prior to the show. It is scheduled to open Christmas week at the Warner for its regular engagement.

Floyd Klingensmith, Larry Caretti, and Dale Edmonds attended the Colosseum convention in Atlanta. . . . Fred Serrao, owner, Circle, New Kensington, Pa., is the father of a girl, their third. . . . Warners held a two-day meeting under the direction of division manager Jules Lapidus. The Hotel Schenley was the site of the meeting, which included branch managers from the east and Canada.

The Grant, Millvale, Pa., booked "Dr. Milo," hypnotist, as a special stage attraction for a midnight show. . . . John Walsh, manager, Fulton, was bedded again with an ailing back, and missed all the Variety Club anniversary affairs. He is a former Chief Barker of Tent 1.

Elliot Finkel, attorney, Allied Motion Picture Theatre Owners of Western Pennsylvania, appeared before the city council asking that the local 10 per cent amusement tax be cancelled. He advised that the tax has caused a drop of up to 20 per cent in business, compared to towns that do not have the tax. He also cited the drop in taxes of almost \$200,000 in the past three years, advising that theatres will close with the tax as it is leaving the city without that revenue anyhow.

"Road to Bali" was sneak-previewed at the Warner.

Mike Shapiro, retired theatre owner, now in Europe, expects to be back by Christmas. He received an audience with the Pope when in Rome.

Two Columbia pictures that played first-run in about 20 Pittsburgh neighborhood and sub-runs did well. The pictures were "The Golden Hawk" and "Captain Pirate." Charles Barron, exploiter, was in town to handle the special ads and exploitation.

The J. P. Harris will carry the Metropolitan Opera production of "Carmen" on its large screen TV equipment.

Mary Castle, who has the lead in "Eight Iron Men," was scheduled to come to town for personal appearances prior to the picture's first-run at the J. P. Harris.

George Eby's resignation as treasurer and head auditor of the Harris Enterprises was a big surprise. He is opening his own office as tax and business con-

sultant, and is taking the "Ice-Capades" and "Ice-Cycles" account with him.

John Glenn Carruthers, 57, owner, Guthrie and Lee, Grove City, Pa., and past vice-president, Cooper-Bessemer Corporation, died at Grove City Hospital. He is survived by his wife, two daughters, two sons, and a brother. Burial was in Woodlawn Cemetery, Grove City.

Kentucky Louisville

The Scoop building was sold to the Brown Hotel Company for about \$175,000. The theatre closed last summer.

W. E. Carrell, Falls City Theatre Equipment, returned from Chicago. . . . Two bandits held up Curtis Dunn, manager of the West End shortly after midnight, and took about \$800 in theatre receipts.

James Booze, Evarts, Ky., has taken over the operation of the Sandra Gay, Louellen, Ky., from Messrs. Hamlin and Parsons.

Ohio Columbus

Dr. Clyde Hissong, state film censor chief, and a group of Ohio citizens are exploring alternative sources of revenue for the support of the state's audio-visual educational program which will have its support removed if the state censor law is declared unconstitutional.

Average receipts in the Little's "free admission" plan were 29 cents per person, said Lee J. Hofheimer, coowner. The plan, started early in November, is continuing.

George Tucker, 49, publicity manager, Loew's Theatres, two decades ago, died in Bergen, N. J., after a long illness resulting from a stroke.

Ellie Boley, Junction City, O., chosen Ohio State University "Homecoming Queen," was presented with a wrist watch sponsored by Spencer Tracy. Walter Kessler, manager, Loew's Ohio, acted as stand-in for Tracy. . . . Mollie Warren, North High School "Homecoming Queen," was chosen "Queen of Queens" in a contest staged at the RKO Palace.

Marjorie Schreiber, daughter of Harry Schreiber, manager, RKO Palace, had the lead in the Upper Arlington High School senior class play, "The Gramercy Ghost." . . . Gold lifetime membership cards in the stagehands' union were presented to Albert Dolder, 76, and Edward Gregory, 81, at a dinner. Dolder has been a stagehand for 50 years and Gregory for 60 years.

Hebron

John Gardner, former Paramount salesman, and his son, John, Jr., purchased a 20-acre drive-in site 12 miles south of Hebron, and plans a deluxe drive-in for 500 cars. The Gardners now operate three drive-ins, the Rayland, Rayland, O.; Riverside, Martins Ferry, O., and the Grove, Elm Grove, a suburb of Wheeling, W. Va.

NEWS OF THE

Territory

Boston
Crosstown

The Pilgrim will carry the televised version of the opera, "Carmen," on Dec. 11 as part of the national hookup.

Bob Holland, assistant to publicist Floyd Fitzsimmons, Metro, was with the company only four days when he made an agreement with the Personal Book Shops to tie in any MGM film based on a book, novel, play, or story in published form for special exploitation. The Personal shops agreed to use posters and readers in prominent display in 12 retail stores in Greater Boston, starting with "Ivanhoe," "The Prisoner Of Zenda," and "Plymouth Adventure."

Eliminations announced by the Bureau of Sunday Censorship included the following: "Cleopatra" (Re-release), parts 1 to 11. (Deletions: Eliminate closeup scenes of breast exposure of Iras and Charmion, in part 4. Scene showing close-up of dancing girls on the barge, in part 6. Cut to flash scene showing Cleopatra and Anthony kissing on couch in part 7). Paramount: "The Grand Design." (Deletions: Eliminate scene showing sex exposure of baby). Telepix, Inc.

"Outpost In Malaya" had its New England premiere at the Astor.

A group of 11 projectionists from Local 182, attended a showing of "Cinerama" at the Broadway, New York City, headed by President Joseph Nuzzolo. On Dec. 5, Local 306, New York City, presented a special showing for invited guests from sister locals. The Boston local will be represented by six officers when they will hear Hazard Reeves, developer of the process, deliver a lecture on the technical aspects of the system. International President Richard Walsh will also address the group. . . . All the New England IATSE locals held its annual convention at the Hotel Bradford on Nov. 21 at an all-day meeting with Second International Vice-President James Brennan presiding.

Other Local 182 News: President Joe Nuzzolo will have plenty of good venison for his family this winter. He shot a buck on his recent hunting trip in the Moosehead region of Maine. . . . Morris Rotman, former relief projectionist has been appointed chief projectionist, Pilgrim. . . . Hyman Bornstein, relief projectionist, returned from six weeks on the west coast on a leave of absence. . . . Russell Clark, projectionist, Paramount, became a grandfather for the first time. . . . Gilbert Greek who works in the Keith Memorial booth, was visiting in Cape Cod on vacation. . . . Albert Goodman was in charge of the special screening of Columbia's "Walk East On Beacon" shown at the national convention of the American Society of Editors



Hal Wallis displays in Hollywood the Special Merit Award Medal of Parents' Institute awarded recently by Parents' magazine for his production of "Come Back, Little Sheba," Paramount release.

and Publishers at the Sheraton-Plaza Hotel.

Two contributions from faraway places for the "Jimmy Fund" were received at headquarters, and announced by Bill Koster. One was from airman third class Albert I. Winer, Chelsea, Mass., stationed in Weisbaden, Germany, and the other was from C. L. Watson, Guatemala. Although the 1952 "Jimmy Fund" drive is over, contributions are most welcome, and some are trickling in to the fund headquarters. The totals will be announced shortly.

Mr. and Mrs. Samuel Goldwyn, accompanied by Mr. and Mrs. Frank Loesser, are coming here to meet the press at a luncheon at the Ritz Carlton Hotel. Loesser, who wrote the music and lyrics for "Hans Christian Andersen," will play the music from the film, as he did earlier this summer. The luncheon will be attended by Governor Dever, Mayor Hynes, and distinguished civic leaders as well as the newspaper personnel. The film opens on Dec. 26 at the Astor, and will have a huge exploitation campaign. Hugh McKenzie, RKO publicist, is finalizing plans for the promotion, which will tie-in with Jordan Marsh Company, climaxed by a teen-age newspaper contest.



James M. Connolly, right, manager, 20th-Fox, Boston, recently called a meeting of all exchange personnel to hear A. H. Parker, Jr., general chairman, 1953 Red Feather Community Drive, speak on the financial needs. Seen, left to right, are: Benn Rosenwald, MGM resident manager and drive vice-chairman; Roger Sonnabend, Somerset Hotel, chairman, mercantile division of the drive; Parker, and Connolly, exchange drive chairman.

Exhibitors of New England

are cordially invited
to attend the

Annual
Convention

of

INDEPENDENT
EXHIBITORS, Inc.

and

DRIVE-IN THEATRE
ASSOCIATION

at the

SHERATON PLAZA HOTEL
Boston, Massachusetts

December 9, 1952

Program will consist of
Business Meetings — Film Clinics
Luncheon — Cocktail Party
Banquet

In attendance will be officers of
National Allied, Civic Leaders,
Industry Personalities and Stars

Make plans to attend now!

Send requests for reservations to:
RAY FEELEY, *Executive Secretary*

Independent Exhibitors, Inc.

36 Melrose Street
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This space contributed by EXHIBITOR



Allen M. Widem, motion picture editor, The Hartford, Conn., Times, center, recently interviewed Rita Gam, star of United Artists' "The Thief," by phone in conjunction with the opening at the Strand, Hartford. Standing by are Earl Robinson, left, Strand relief manager, and Robert Maurello, assistant manager.

Renee Ring, switchboard operator, Affiliated Theatres, was married to Michael Block, New York, and, after a wedding cruise to South America, the couple will live in New York. Her place at Affiliated has been taken over by Virginia Lynch, transferred from the switchboard at RKO.

Film District

At the annual election for the crew for 1953 of the Variety Club of New England, the following were elected: Kenneth Douglass, Max Levenson, Arthur Lockwood, James Marshall, Martin J. Mullin, Louis Richmond, Michael Redstone, George Roberts, Meyer Stanzler, James Stoneman, and Philip Smith. These crew members were to meet to elect the officers for the coming year. William S. Koster, executive director, and Murray Weiss were elected to attend the international convention as delegates.

Al Swerdlove, Screen Guild and Lippert, set 38 key first-run bookings on "Hellgate" and "Mr. Walkie Talkie" in this area, backed by a TV and radio spot announcement campaign for six days before the opening. This is the first time that an independent distributor used extensive TV spot advertising in New England, and exhibitors are enthused about this medium of promotion.

Kenneth Mayer, film salesman for U-I, is staging a one-man project to aid the Boston Association for Retarded Children. He is working on a drive to raise money to help to train and educate the 10,000 handicapped children in New England. The kick-off for the drive is to be a theatre party at the Esquire on Dec. 12, with Samuel Pinanski, president, American Theatres Corporation, donating the theatre. Mayor Hynes and Governor Dever have both agreed to

"Plymouth" Opening is Grand Success

BOSTON—Members of the New England press made a pilgrimage to Plymouth, Mass., for a special invitational screening of Metro's "Plymouth Adventure" at the Old Colony. Guest of honor was Miss Helen Deutsch, who wrote the screen play.

MGM hosted a luncheon at Memorial Hall before the screening for the press and 400 descendants of passengers on the Mayflower, some of whom came dressed in Pilgrim costumes to lend color and atmosphere. Miss Deutsch was introduced to the group by John Golden, secretary, Plymouth Chamber of Commerce.

Dan Terrell, director of exploitation, Metro, welcomed the guests on behalf of Metro. He was accompanied by Arthur Canton, eastern press representative.

Outside Memorial Hall, an exact replica of the stout ship "Mayflower" in miniature was exhibited on a truck, and was visited by hundreds of Plymouth residents. The model was brought to Plymouth by Captain Volney Phifer.

In charge of all the arrangements for one of the most colorful and exciting days Plymouth has had in years was Terrell, ably seconded by Floyd Fitzsimmons, New England publicist for Metro, and his assistant, Bob Holland. Certainly, Metro took over the old seaport town.

Directly following the luncheon, the screening of "Plymouth Adventure" was held at Interstate's Old Colony, which was in gala attire for the occasion. Manager Paul Hachey was on hand to greet the guests with general manager Jim Mahoney and district manager Chris Joyce, all of whom did all in their power to make the guests welcome.

Before the picture went on, a series of tableaux portraying scenes of early days in Plymouth was presented on the

proclaim one day each year to be known as "Retarded Children's Day," while Archbishop Cushing is lending his efforts for the cause. Certainly, salesman Kenny Mayer deserves an orchid for his endeavors.



Attending a recent special screening of MGM's "Plymouth Adventure" at the Old Colony, Plymouth, Mass., were, left to right, Lou Brown, Loew's Poli Theatres, New Haven; Helen Deutsch, Hollywood, who wrote the script, and Dan Terrell, MGM director of exploitation.

stage by members of the Mayflower Society. After viewing the film and seeing their ancestors portrayed on the screen, the distinguished citizens vigorously applauded the performances. They crowded around, Miss Deutsch offering congratulations to her on the script. She commented later to the press that the theatre's acoustics were excellent, and that the work of the projectionists, John Reed and Wendell Bassett, who also handled the spots and lighting for the tableaux, was superb.

After the screening, members of the press were guests of Metro at a cocktail party. Special credit is due Fitzsimmons and Holland for their capable execution in handling the day's arrangements.

Representing the press from towns outside Boston were Al Widem, The Hartford, Conn., Times; James Lee, The Worcester Gazette; Brad Swann, The Providence, R. I., Journal-Bulletin, and Harold Cail, The Portland, Me., Express-Herald. Harry Shaw, Loew's Theatres' division manager, also came on with his advertising-publicity manager Lou Brown. Maurice Druker, manager, Loew's State, Providence, was also on hand as was John Dee, manager, Loew's Poli, Worcester.

From the Boston newspapers came Marjory Adams, The Globe, and Dan O'Brien, Sunday editor; Elinor Hughes and Robert Taylor, The Herald; Alta Maloney, The Traveler; Peggy Doyle, The American; Mary X. Sullivan, The Advertiser, and Don Messenger, The Christian Science Monitor. From WEEI came Priscilla Fortescue. Karl Fasick, publicist, Loew's Boston Theatres, where the film opened Thanksgiving Day, was also on hand, as was Charlotte Wollard, secretary to Fitzsimmons. She and Mrs. Holland were dressed in Puritan costumes, giving out flyers at the ship model of the "Mayflower." Also present was David Hodgdon, Princess Amusement Company, with the manager of his Middleboro, Mass., house, Betty Preti, and Ernest Warren, Warren, Whitman, Mass., with his wife.

New England Bowling Theatrical Bowling League

SEVENTH WEEK'S BOWLING STANDINGS

	Won	Lost
Independents	21	7
MGM	19	9
Harry's Snack Bar	15	13
Affiliated	14	14
All Stars	10	18
United Artists	10	18

High single: Serra—141. High team single: Harry's Snack Bar—500. High three single: Serra—325. High team three: Harry's Snack Bar—1419.

INDIVIDUAL AVERAGES

Hy Young	93.6	Field	85.8
Serra	92.6	Cooney	85.6
J. Freeman	92.6	J. Young	85.2
Feinstein	92.0	Segal	85.1
Bradley	92.0	Trainor	85.0
Hill	91.7	Glazier	84.5
Smith	91.6	Larson	84.4
Jennings	91.4	Owens	84.0
Prager	91.1	L. Freeman	80.3
Farrington	89.5	Patterson	80.0
Gates	89.0	Mullaly	77.2
Sandler	89.0	Cohen	77.0
Berlone	88.5	McCarthy	75.2
Rahilly	88.0	Lynde	74.1
Asdot	87.4	Rowe	73.9
Clements	86.7	Riley	72.6
Almon	86.4	Alternate, Kapitt	95.6

Invest In
U.S. DEFENSE BONDS
Now Even Better

New Haven Crosstown

Walter Wilson, assistant manager, Paramount, before going into the service, and who, while in Korea won a Bronze Star, was in on a furlough. He expects to be discharged in the near future. . . . H. Cohn, Dixwell, arranged some fine tieups in Hamden for "The Miracle of Our Lady of Fatima." . . . Kenny Fields, Rivoli, West Haven, had a clown as the added attraction for a recent kiddies show. . . . John Mongillo, Loew Poli projectionist, has been spending his time off doing some hunting. . . . For "Because of You," Jim Darby, Paramount, had a campaign emphasizing 5000 direct mailing pieces to women. . . . Tommy Smith, Whitney projectionist, recovered from an operation at New Haven Hospital. . . . Truman Ferguson arranged for two benefit shows at the Whitney, Hamden. On Dec. 3, the American Association of University Women set a program for the benefit of the Fellowship Fund, and the New Haven Elks dated a show for Dec. 10 for the benefit of the cerebral palsy fund.

Meadow Street

It's been some time since a mass party for all the exchange's personnel has been held, but plans were being made for a Christmas get-together. Plans call for the affair to be held at The Castle, either on Dec. 16 or 18.

Columbia has its Christmas party set for Dec. 11 at the Red Lobster. This was one of the exchanges which had plans set before the mass event was dated. . . . Sid Cooper's United Artists branch was still on top in the "Bill Heineman Drive."

Condolences were in order to Barney Pitkin, RKO branch manager, and Mrs. Pitkin on the recent death of Dr. Sidney H. Gurian, brother of Mrs. Pitkin, in Spadra, Cal. . . . H. King, King Brothers producers, was a visitor with Sid Cooper at United Artists. . . . William Horan, who aided the Warner branch when Max Birnbaum was ill, went back to Boston. . . . The Bloomfield Drive-In was one of the outdoor theatres which remained open for Saturday-Sunday operation. . . . The Canaan Drive-In, however,



Seen at the Variety Clubs International recent Pittsburgh meeting were, left to right, Murray Weiss, International Property Master, Boston tent; Thomas Gallagher, representing Mayor Tom Lawrence, Pittsburgh; Jack Beresin, International Chief Barker, Philadelphia, and Colonel Bill McCraw, international executive director, Dallas.



Two local models dressed in leopard skins were used by manager Red King to exploit the recent showing of United Artists' "Untamed Women" and "The Ring" at the RKO Boston, Boston.

closed. . . . Gene and Ralph Pasho, Naugatuck, returned from the north woods without a deer. . . . Theatres gave away turkeys and chickens for Thanksgiving. . . . Friends of W. G. Milwain, National Theatre Supply manager, gave him a farewell party at the Variety Club quarters prior to his leaving for Kentucky. Milwain left for his home at Bardwell, Ky., to manage the Milwain in that town for the family estate. His many friends will miss him in the territory, and wish him good luck in his new post.

The Palace, Norwich, had a midnight show on Thanksgiving Eve. . . . The Branford, Branford, had an interesting ad in The New Haven Register inviting the public to take a ride out to this suburban area, enjoy a good dinner at one of the restaurants, and top off the enjoyment by seeing the show at the Branford. . . . Arthur "Otto" Esposito resigned as manager, Astor, Bridgeport, succeeded by Charles Goldner, assistant manager, Hippodrome, Bridgeport, at one time. . . . Mike Carroll, American, Bridgeport, remembered his wife's birthday with a pretty gift.

Circuits Loew Poli

Division manager Harry F. Shaw arranged so that the College, New Haven, could be used for a program for the New Haven Junior Police. Junior Police parents, and the general public were invited to see 150 new members of the Junior Police presented with badges.

Variety Club Tent 31, New Haven

Robert Elliano, Colonial, Milford, Chief Barker, went to Pittsburgh to attend the mid-winter meeting. . . . Plans for the Christmas party for underprivileged children will be arranged soon. Roger Connolly, The New Haven Register, is aiding. . . . State Senator Samuel Malkin and Raymond J. Wylie saw to it that International Chief Barker Jack Beresin made his train when he was in New Haven recently.

Connecticut Hartford

Exploitation activities kept managers busy. Lou Cohen, manager, Loew-Poli, and his aide, Norm Levinson, arranged

Films in TV Subject in Boston

BOSTON—Jack Chertok, president, Jack Chertok Productions, Inc., and Robert Sarnoff, vice-president, National Broadcasting Company, combined their talents in a Boston University Panel on "Developments in the use of Film in Television" as part of fifth anniversary celebrations at the School of Public Relations and Communications, with each of the men looking forward to a wide growth of film television due to its convenience for the stars, producers, and television stations.

Chertok predicted that both Hollywood and New York would "become the film making centers for the television industry," with Chicago as possible third. Hollywood has the facilities and know-how, he stated. New York would be a prominent producer because many top stars would be unable to go to Hollywood for film work.

Thus far, Chertok stated, development in film making for TV has shown that four types of shows are good for filming, westerns, dramatic half-hours, situation comedies, and documentaries.

The big advantage of TV films seen by the two men was that they make a greater flexibility of programming possible, allowing the sponsor to select the time he prefers. Many stars prefer filming because of the possibility of editing and re-doing scenes. Another important factor is the greatly increased range of working areas, including outdoor shots, it was stated.

Sarnoff described technological developments in electronic filming and simultaneous sight and sound recording on the tape as two new methods which would bring about greater development of good filmed pictures. He explained that the future development of theatre television is not a big threat to home broadcasting. "You must look at the figures," he said. "If 8,000 theatres holding 1,000 people each were filled for theatre TV, that would eliminate only 8,000,000 from a potential audience of 60,000,000 which we now have." He reported excellent audience response to such top documentary and educational features as the Ford Foundation's new "Omnibus" and the weekly series, "Victory In The Pacific."

In another panel discussion at the Boston University School of Public Relations and Communications, top radio and television men concluded that radio is getting over the "shock" of television, and that radio is here to stay."

to bring the "Plymouth Adventure" tour. Allen M. Widem, The Times, and Viggo Anderson, The Courant, tripped to the Plymouth, Mass., premiere, as guests of Harry F. Shaw, division manager, Loew-Poli New England Theatres.

Earl Robinson was named manager, Circle, Manchester.

Sperie Perakos, general manager, Perakos Theatres, New Britain, and his wife, the former Nikki Pappas, Detroit, were due home from a European honey-

moon. . . . Local visitors were: John McGrail, U-I, "Because Of You"; Arnold Van Lear, Paramount, "The Turning Point," and Joe Mansfield, UA, "The Thief."

Suffield

Domenic Alfano, died after a long illness. He came to the United States in 1901, and settled in Windsor Locks. In 1920, he entered partnership with the late Leo Viola, and constructed the Rialto building, and operated the theatre until the property was sold to its present owner in 1949.

Stamford

The Local 449 strike against the Palace continues, with the union taking large newspaper advertising space to state its case.

Torrington

Joe Vasco, ex-manager, Newington, is relief projectionist at the Warner, Palace, and State.

Maine

Bath

Mary Ann Welch was a tonsilectomy patient at the Maine Eye and Ear Infirmary, Portland, Me. Her father is manager, Uptown, for the J. W. and L. H. Bridgham Circuit, Dover, N. H.

Massachusetts

Cambridge

The Brattle, famous for its stage presentations in the past 20 years, is to be converted into a motion picture theatre. Starting in February, the owners, Bryant Haliday and Cyrus Harvey, Jr., are turning it into an art theatre for "the showing of foreign films above the

commercial level." Haliday and Harvey, two Harvard graduates, Class of 1949, have been majority stockholders in the Brattle for four years under the title of Brattle Holdings Company, Inc. In making the transfer to films, the two men bought out the minority stockholders, and are now sole owners and operators. They will manage the theatre, do their own buying and booking of foreign films, and will handle their own exploitation. There are 425 seats in the theatre. Built in 1890 of wooden structure, the Brattle is a famous landmark in New England. In making the transfer to film, it was necessary to build a new motion picture projection booth. The owners selected a Translux rear vision screen and special lens, with the booth stationed behind the screen on the stage. Massachusetts Theatre Equipment Company is installing the new equipment consisting of two Century projectors and arc lamps and Century sound, marking the first time in this state that this type of rear vision has been used. It is believed that the Mount Washington Hotel, Bretton Woods, N. H., is the only other booth in New England to use this type of equipment. Eddie Comi, head, Massachusetts Theatre Equipment, is personally supervising the installation, which is expected to be ready for a Feb. 4 opening. The new policy will be a 5:30 p.m. opening each weekday with continuous performances starting at 2 p.m. on Saturdays, Sundays, and holidays.

Fall River

At the Academy, Mrs. Helen Bednarz moved to Boston, and her place is occupied by Miss Leda Anderson. New on the Academy staff also is Antone S. Soares, replacing Timothy McCarthy. . . . Carl Zeitz, manager, is ranked among the top 10 in the New England National Duck Pin League.

State open-air theatres operated by Nathan Yamins in Westport, Dartmouth, Seekonk, and Fairhaven closed for the season. George Dabb, manager, Seekonk, is on vacation, and, upon his return, will assume the management of the Capitol.

Springfield

Samuel Goldstein, president, Western Massachusetts Theatres, stated that groups like Playgoers of Springfield, which is trying to bring good shows here, "can't do it if they're going to have competition from the city." He said he referred to the practice of renting the city-owned Auditorium to promoters whose production costs are much less. Goldstein said he sold theatres in Utica, N. Y., North Adams, Mass., and Pittsfield, Mass., where he just disposed of the Colonial, because he could not stand similar municipal competition. "But Springfield is the severest example," he said. In addition, he said, the practice cut into the earnings of the theatres which must pay high taxes, while the Auditorium is supported by the taxpayers. "I could have put shows into the Broadway," he said, "except for the Auditorium competition." Goldstein said he bears no grudge against use of the Auditorium for little theatre groups, concerts, and other types of productions, but he feels that theatre presentations



Major General Earl M. Jones, California Adjutant General, and Mrs. Jones were welcomed by actor John Derek, left, and associate producer-director John H. Auer at the recent coast studio screening of Republic's "Thunderbirds."

belong in the theatre for practical and economic reasons. "The theatres have enough opposition to buck without city competition, too," he said. He also said, "I don't want to give the impression that I'm anti-union, but stage union expenses also contribute to keep legitimate shows out of town."

Worcester

The State Supreme Court upheld the revocation by former city manager Everett F. Merrill of a license for a drive-in at 217 Greenwood Street. The license was originally granted in November, 1950, to Peter J. Marrone, but was withdrawn by Merrill in January, 1951. The withdrawal action followed many protests from abutters on whether the zoning law in the area should be changed from industrial to residential. Merrill said he acted "in keeping with" a resolution passed by City Council Ordinance Committee, and said the license was revoked "in the public good." Counsel for Marrone charged the withdrawal was "capricious, arbitrary, and illegal," and "purely political." Last January, Judge Charles Fairhurst, in Superior Court, dismissed Marrone's suit, and he then appealed.

New Hampshire Littleton

An insurance short, "For Some Must Watch," was shown recently at the Jax Jr.



Jerry Wald, Columbia producer, who recently delivered the fourth in the Screen Producers Guild sponsored lectures on-film held at the University of California, is surrounded by a group of Indonesian film makers studying all facets of United States film-making at the university.



How Christmas Seals help save lives

Successful methods of treatment make it more important than ever to find the 150,000 "unknown" cases of tuberculosis—and to find them early.

Mass X-ray campaigns to find TB in time are part of the work your Christmas Seal dollars help support.

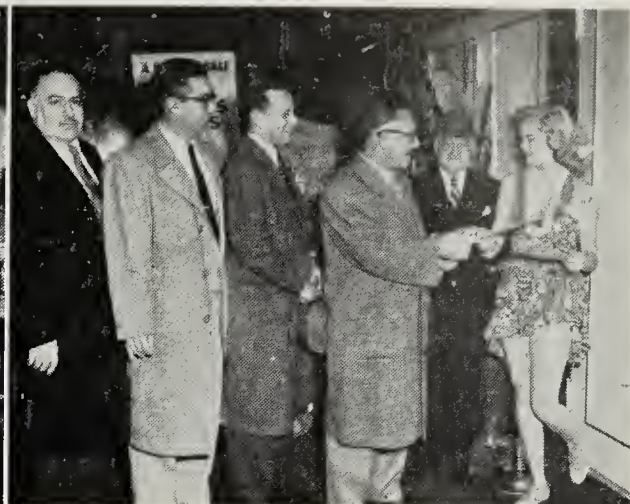
Remember, no one can be "cured" until treated . . . and no one can be treated until the disease is discovered.

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EXHIBITOR



Shown are highlights of the recent Paramount invitational trade and press screening in New York City of "Road to Bali." Left, exhibitors pause in the lobby of the Bijou before the screening to accept refreshments in the form of orange juice from a pair of "Bali lassies." Seen are, left to right, Nat Harris, Prudential Circuit; Jack Harris, Walter Reade Theatres and Robert Lang, Lane. At far right is Lon Weschler, Paramount salesman. Center, a pair of "Bali" girls and Melodie Richards, selected as the New Yorker who most closely

resembles Miss Lamour, pose in the tropically decorated lobby with, left to right, William Darby, U.S., Patterson, N. J.; Eugene Picker, Loew's Theatres executive; Robert Sherman, RKO Theatres, and Oscar Doob, Loew's executive. Right, executives line up to receive "Road to Bali" programs, left to right, Myron Sattler, Paramount New York branch manager; Bernie Meyerson, Fabian Theatres; Norman Elson, Newsreel Theatres, and George Trilling, Fabian Theatres, all quite pleased.

NEWS OF THE

Territory

New York City Crosstown

The Stoddard is now being operated by Stoddard Theatre, Inc. . . . Island Theatre Circuit resumed booking and buying for the Bell Cinema, Brooklyn.

Howard Dietz, MGM vice-president and director of advertising, publicity, and exploitation, returned from the coast. . . . Tom Rodgers, Brandt Theatres executive, returned from a Nassau, B.W.I., honeymoon. . . . Joel Bezahler, in charge of bidding at MGM, returned from a Caribbean vacation cruise.

The Roxy will close down completely for two weeks of refurbishing and re-decorating to make way for the gala world premiere of Twentieth Century-Fox's "Stars and Stripes Forever," on Dec. 22. Clifton Webb, Debra Paget, and the film's director, Henry Koster, head a roster of Hollywood celebrities who will join other stars of stage, screen, and television plus leading political, social, military, and diplomatic figures at the glittering, kleig-lit premiere.

The first full-length sound motion picture version of William Shakespeare's "Julius Caesar" had its New York premiere at the Baronet, Walter Reade theatre. Produced and directed by David Bradley, a Northwestern University student, who also portrayed Brutus, the 16mm. film, is the complete play with all text. The film, divided into two acts, "The Death of Caesar" and "The Revenge of Caesar," is presented at the Baronet with a short intermission between the two acts. The picture runs 90 minutes. The Baronet installed special 16mm. projection equipment for the showing, and obtained cooperation in its premiere activities for the film from Cinema 16, the Shakespearean Club of New York, the Shakespearean Society of America, and several school organizations. A "Julius Caesar Fortnight" was set up to run from Dec. 1-Dec. 12, during which time school and college classes attending as a group will be accorded special discounted admission rates. The film is being distributed by Brandon Films, with the handling under the personal supervision of Thomas J. Brandon, who presented "Passion For Life" earlier this year.

Twentieth Century-Fox director Henry Koster arrived from Hollywood for a round of promotional activities in conjunction with premieres of both "Stars and Stripes Forever" and "My Cousin Rachel."

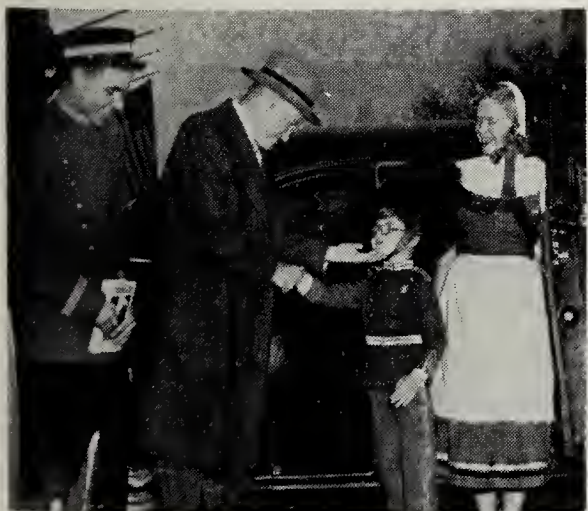
Allied Theatre Owners of New Jersey announced that their annual beefsteak dinner will take place at the Ritz Restaurant, Passaic, N. J., on Dec. 10. All branches of the industry are invited.

Admiral Oscar C. Badger, USN (Ret.), chairman, New York USO Defense Fund, named Robert M. Weitman, vice-president, United Paramount Theatres, chairman of the motion picture division of the fund. Weitman will direct fund raising activities in the industry's drive to help meet the goal of \$2,500,000.

An agreement was reached between Local H-63, and Pathe Laboratories and DeLuxe Laboratories on new contracts covering office workers, who will get wage increases of approximately 10 per cent. The Pathe contracts also call for additional severance pay and substantial increases in hiring scales. The IATSE local has been selected as bargaining agent by employees of the Columbia exchange in a National Labor Board election, and the union will begin negotiations soon for new contracts covering workers in the exchanges. The NLRB set Dec. 10 as date for an election at National Screen Service exchange. Local H-63 petitioned.

Milton J. Yeoman resigned effective on Dec. 5 as RKO office manager. He is going into another business in Fort Lauderdale, Fla. Before his employment with RKO, he was with Eagle Lion and U-I.

Eight local unions affiliated with the International Alliance of Theatrical Stage Employees agreed to join in a plan for the formation of a Motion Picture Council of New York, patterned after the Hollywood AFL Film Council,



Samuel Goldwyn greets children of Danish government tourist bureau officials at the recent "small-fry" premiere of his RKO production, "Hans Christian Andersen," at the Paris, New York.



William J. Horrigan, president, "Jed-birds," members of the wartime Office of Strategic Service, is greeted by manager Bob Shapiro, Paramount, New York, during the recent showing of Warners' "Operation Secret."

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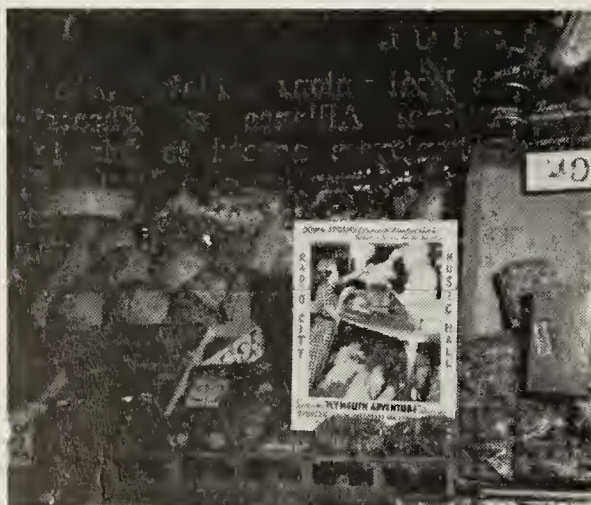
according to Steve D'Inzilla, temporary secretary. The group will attempt to set up a basic agreement with independent eastern film producers.

A model dressed in the original costume worn by Lana Turner in MGM's "The Merry Widow" recently made the rounds of radio and television stations presenting first copies of the MGM Record album to disc jockeys and TV personalities. The local record distributor cooperated in the stunt prior to the opening at Loew's State.

With the arrival from California of producer Stanley Rubin and director Henry Koster, 20th Century-Fox had half a dozen personalities in Gotham heralding its pictures. Rubin, who produced "My Pal Gus," was in publicizing the comedy-drama. Koster engaged in publicity activities for two of his latest vehicles, "Stars and Stripes Forever" and "My Cousin Rachel," opening at the Roxy and Rivoli, respectively, for the Christmas holidays. Producer Nunnally Johnson began activities for "My Cousin Rachel," and Paul Hartman, of the "Man On a Tightrope" cast, is also racking up credits to the picture. Singing stars Roberta Peters and Ezio Pinza also are in heading an advance publicity contingent for "Tonight We Sing," Sol Hurok Technicolor musical biography opening at Radio City Music Hall in February. Director Henry Levin, whose latest pictures are "Farmer Takes A Wife" and "The President's Lady," to be released next year, also came in. Arriving in mid-December will be Clifton Webb and Debra Paget, who will head a large gathering of Hollywood, Broadway, and television stars at the world premiere of "Stars and Stripes Forever."

Union Film Distributors, Inc., concluded a metropolitan circuit deal with Loew's Theatres for the reissue of "Not Wanted" and "Good Time Girl." . . . George L. Carrington, president, Altec Companies, arrived from Beverly Hills, Cal. . . . The first 500 patrons attending the opening performance of U-I's "Because of You" at the Capitol were presented with a special souvenir brochure on the film.

Twenty ten-inch LP records transcribed directly from the sound track of John Philip Sousa's "Stars and Stripes Forever" will be awarded to winners of a special letter-writing con-



Kane's meat market, New York City, tied up recently with MGM's "Plymouth Adventure," at Radio City Music Hall, to publicize a turkey sale via the above display card.



Leading show-business personalities joined members of the press at a recent colorful party sponsored by "Harry the Horse" Elgart at his Sportsmen's Cafe following the recent preview showing of 20th-Fox's "Bloodhounds of Broadway" at the Roxy, New York City. Shown enjoying a bite at the gathering are Roberta Peters and "Harry the Horse."

test announced in conjunction with the Dec. 22 world premiere at the Roxy.

Richard Rodgers and Oscar Hammerstein 2nd will be the guests of honor tonight (Dec. 3) at a dinner at the Hotel Pierre on behalf of the Joint Defense Appeal. Harry Brandt, an honorary chairman of the current JDA campaign, and Edmund Waterman, national treasurer, fund-raising organization, are serving jointly as chairmen of the dinner.

A wide variety of products manufactured in Venice was assembled at the Mayfair for a special lobby display to complement showings of 20th Century-Fox's "The Thief of Venice." The articles, flown to the United States especially for the engagement and to the theatre by leading importers, include leather goods, crockery, a variety of home furnishings, and various other objects of art.

Francis M. Winikus, United Artists' national director of advertising, publicity, and exploitation, left by plane for a week's vacation in Miami, Fla.

New York State Albany

Ben Smith, 1 Columbia Place, is looking for a salesman to sell independent pictures in the upstate territory.

A story in The Evangelist, official weekly of the Albany Catholic Diocese,



Virginia Mayo and husband Michael O'Shea clown for the cameraman on their recent arrival in Grand Central Station for the Paramount opening of Warners' "The Iron Mistress."

Rogers Hospital Benefits From Preem

NEW YORK—The benefit premiere of Samuel Goldwyn's "Hans Christian Andersen" was held at the Criterion on Nov. 24 with an enthusiastic overflow audience contributing a total of \$25,000 to further research and treatment of tuberculosis at the Will Rogers Memorial Hospital in Saranac Lake. The opening was staged with all the glitter and glamor of the most lavish Hollywood premiere.

The proceedings were televised by WPIX, which had three cameras and a crew of 20 on the scene.

Stage ceremonies which preceded the actual screening of "Hans Christian Andersen" included brief addresses by Gus Eyssell, chairman, benefit committee; A. Montague, president, Will Rogers Memorial Hospital, and Danny Kaye. The three thanked the audience for their support in making the opening such a successful one. Montague also expressed his appreciation to the benefit committee members, all of whom gave their services free of charge.

The premiere inaugurated a contemplated annual series of benefit showings of important Hollywood productions to assure the hospital of adequate funds to carry on its important work.

had pertinence for exhibitors. Datelined Cologne, Germany, it reported that Dr. F. W. Bosch, professor of jurisprudence, University of Bonn, had been asked for an expert opinion by the German Catholic Film Commission whether a contract between a theatre owner and a film distributor providing for penalties and damages in case of non-performance applies to morally objectionable pictures. Dr. Bonn replied that the owner does not commit breach of contract if he refuses to show a film which, in his opinion, he considers immoral. At the same time, a theatre owner cannot bring a suit for damages against a newspaper, with which he has an advertising contract, for its refusal to accept copy for an immoral film.

Joseph Agresta, Town, Watertown, and Orvis, Massena, were in.

Avenue Drive-In Theatre Corporation has been authorized to conduct an out-



A girl in the costume of Ivanhoe rode a trained horse, accompanied by an aide in medieval costume, to draw crowds for the recent opening of MGM's "Ivanhoe," at Loew's State, Syracuse.

door motion picture theatre business in Buffalo.

George Lourinia, who manages the Saratoga Drive-In, Latham, during the summer and assists at Fabian theatres during the winter, left for a vacation in New York following the return of George Seed to Cohoes, Cohoes, from a rest. Lourinia recently substituted for Seed in Cohoes. Seed was detached from the Spindle City assignment for promotional work on behalf of the Saratoga and Mohawk Drive-Ins. . . . Irwin Ullman, son of Saul J. Ullman, Fabian division manager, and manager, Mohawk Drive-In, has been helping Dick Murphy at the Plaza, Schenectady. Ullman is an Albany Law School student.

Jules Perlmutter, exhibitor and theatre booking service executive, is the new Chief Barker of Tent 9. The Albanian, who operates the Grand and Strand, Watervliet, the Lake and the Fort George and Lake George Drive-Ins, Lake George, and the Richmondville Drive-In, Cobleskill, was elected by the crew, and assumed the post on Dec. 1. Serving with him are: First Assistant Chief Barker Leo Greenfield, U-I manager; Second Assistant Chief Barker Alan V. Iselin, Auto-Vision, East Greenbush; Property Master George H. Schenck, manager, Tri-State Automatic Candy Corporation, and Dough Guy Aaron Winig, state employee and brother of Nate Winig, retiring Chief Barker. Delegates and alternates to the spring convention in Mexico City will be selected later. P. P. Schenck is a hold-over.

A reserved-seat plan will be in effect at Fabian's Grand, for the first time, for the telecast of "Carmen" by the Metropolitan Opera Company on Dec. 11. Scale runs from \$3.60 to \$1.20, manager Paul Wallen announced. None of the previous videocasts had reserved seats or sliding scale. One price prevailed, and a ticket entitled the holder to an unspecified seat.

Jack Hamilton, branch manager for Berlo Vending Company, was a former manager for Schine, Walter Reade, and Roth Circuits. He was promoted from supervisor in Washington, D. C., to manager in Albany, succeeding Vic Cohen, transferred to Los Angeles. Sam Alexander, director of drive-in concessions for Berlo, visited Hamilton from Philadelphia.

The Strand and Madison were among the Warner theatres in the area staging "Holiday Treat" 15-cartoon shows on Thanksgiving morning. The Delaware screened five cartoons and a western. . . . Irene Smith, Warner Theatres office secretary, is very efficient.

In Watertown, Schine's Olympic initiated a Saturday "Night Owl" screening series. Show time is 11:30 p.m.

Ballston Spa

The Capitol, only motion picture house here, reopened on Thanksgiving Day. It has been closed since last July 12. The Chamber of Commerce urged area residents to patronize the Benton Theatres' house, which, it is said, had closed due to lack of public support. Upon its re-



David E. Rose, left, and Raoul Walsh, producer and director of RKO's "Sea Devils," Technicolor feature shot in the island of Jersey off the coast of France, are shown on their recent arrival in New York.

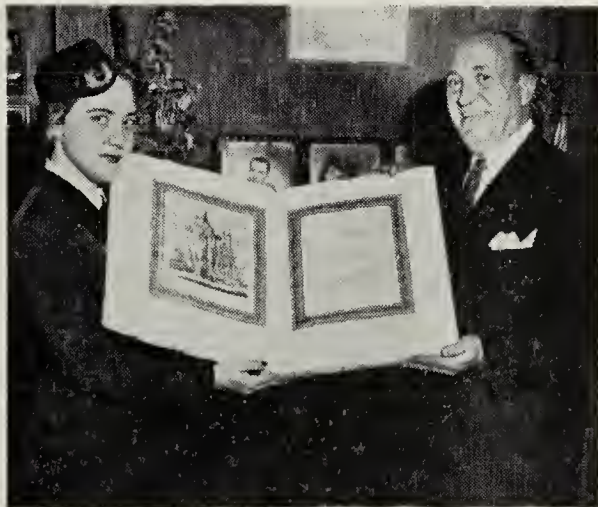
opening, the theatre celebrated its 30th anniversary.

Buffalo

With Bob and Dick Hayman, Al Pierce, and Dick Walsh carrying the ball, the citizens of Niagara Falls overwhelmingly defeated the proposed referendum which would have permitted an additional five per cent admission tax. The bill, sponsored by the firemen in order to permit shorter working hours, was voted down 19,000 to 9,000. The industry campaign against the proposal was carried to the voters with trailers, lobby card, co-op. ads, and personal contacts.

Arthur Krolick, Buffalo Paramount Theatres district manager, and Leon Serin, manager, Center, were preparing for the installation of Buffalo's first big screen TV. Present plans call for its inauguration on Dec. 11, when the Center will join a special closed circuit theatre network for the presentation of "Carmen."

Felicitations go to Eddie Meade, genial Shea's publicity director, who celebrated a birthday. . . . Ernest Emerling, advertising and publicity director, Loew's Theatres, stopped off. . . . John Murphy, in charge of theatre operations for Loew's Theatres outside of New York, was in to visit Vincent R. McFaul.



Entrusted to the Mayfair, New York, for safekeeping during the current engagement of 20th-Fox's "The Thief of Venice" is a rare 18th century book designed and engraved by famed Venetian sculptor Jacopa Guarana. The book, flown to this country by Italian Air Lines, was presented to theatre owner Harry Brandt by stewardess Sandra Denesi.



Danny Kaye, star of Samuel Goldwyn's RKO production, "Hans Christian Andersen," is greeted on his recent arrival in New York by four representatives of the younger set, Steven, Keith, Alan, and Gail Grampire.

Abe Berinstein, MGM exploiteer, was in town from Albany to give Ed Meade and Bill Carroll an assist with MGM's traveling "Mayflower" exhibit. The ship is touring the east in behalf of MGM's "Plymouth Adventure," Shea's Buffalo.

Al Pierce, manager, Shea's Bellevue, Niagara Falls, was busily engaged with Santa's Frolic Kiddie Show on Dec. 20.

Stella Nowak, shipper, National Screen Service, was on vacation. . . . Martin Moskowitz, division manager, 20th-Fox, was in holding meetings with branch manager Charles Kosco and sales force.

Lu Blumenfeld, for many years office manager, 20th-Fox, and now booker for Jack Skirball in Cleveland, was in renewing old acquaintances. His wife was with him.

Charles Mancuso, 20th-Fox booker, was in the hospital for an operation. . . . Morris Schmalzbach was in from New York for an audit of 20th-Fox.

Plans are being formulated for a testimonial to Harold Hughes, veteran film and showman, will be in the form of a motion picture show at the Depew, Depew, on Dec. 26. Tickets are available at all exchanges.

Phil Cohen, of Slotnick and Cohen, is managing the Cinema Theatre. . . . Harry Germaine, Price Premiums, spent several days in the area in company with Harry Kutinsky. . . . Raymond "Torchy" Babcock, Genesee Drive-In, Batavia, was in signing clients for his Babcock Outdoor Advertising.

Fran Maxwell, Rochester salesman, RKO, was confined to his home. . . . Art Bailey, manager, Little Hip, was recuperating at the hospital from a recent operation. His father, Jim Bailey, was pinchhitting.

Chris Pope, Schine booker, was in Gloversville attending a meeting. . . . Eddie Smith, RKO head shipper, vacationed in New York City.

Congratulations go to Nick Natale, Strand, Phoenix, whose wife presented him with a baby. . . . Eli Kalish, New York City, is a student salesman in Metro. . . . Harry Horwitz is a student booker in MGM, and Sal D'Auria is a student salesman in MGM.

Evelyn Garnham, 20th-Fox inspectress, returned from her vacation. . . . Condolences go to Mrs. Genevieve Gaynor on the passing of her mother-in-law. . . . Joe Genco, business agent, Local F-9, went to New York for a union business meeting. —M. G.

Schenectady

Dr. Alan Brown, president, Colleges of the Seneca, at the Television Institute held here in connection with the annual meeting of the Association of Colleges and Universities of the State of New York, stated: "It took educators 30 years to use motion pictures for education, 15 years for them to use radio as a media, and it has already been seven years since TV hit the scene." He suggested prompt action to enjoy the advantages of television channels for educational purposes.

Troy

The holiday season was saddened for Joe Stowell, manager, Lincoln, by the sudden death of his wife, Irene, 41. Mrs. Stowell, who had been in poor health for some time, passed away at the family residence. The fire department inhalator squad was summoned, but was unable to revive her. A doctor pronounced her dead. Stowell's colleagues in the Warner organization, headed by zone manager Charles A. Smakwitz, and in area film circles expressed their sympathy.

Sir Cedric Hardwicke, one of four screen stars touring in Bernard Shaw's "Don Juan in Hell," talked, during intermission of a performance attended by 5,000 at R.P.I. Field House, of his first emceeing at the testimonial dinner for George Lynch, chief buyer, Schine Circuit, Gloversville, in the ballroom of the Ten Eyck Hotel, Albany, four or five years ago. The English actor did the honors on Lynch's 25th anniversary with that organization.

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EYEING THE

Exchanges

NEW YORK — The Will Rogers Memorial Hospital became the recipient of the philanthropy of Columbia employees when they passed the hat to the tune of \$53.57. The collection isn't finished yet.

RKO—Office manager Milton Yorman, resigned to go to Florida, where he plans to go into business with his brother. . . . Sales manager Herman Silverman, Michael Buvalik, film room, and film room foreman Eddie Ryan, put another year under their belts. . . . The new typist is Anita Jones. . . . Superlatives of the office include: District manager's secretary Ann Levy and Phillis Fried, contract clerk, the best dressed, and typist clerk, Dolores Clarke, the office jokester.

UNITED ARTISTS—The fellows gave booker Norman Latarde a luncheon before they sent him off on his honeymoon. . . . Is Calvin Young's girl working at the home office? . . . Sophie Bochilo, boxoffice department, underwent an operation.

MONOGRAM—Sina Piscitelli is planning a trip to the altar soon. . . . Etta Siegal's secretary, Ethel Israel, is back after absence due to the death of her father. . . . In to pay his respects was exhibitor Didsbury, Didsbury-Walden Circuit.

U-I—Harvey Reinstein, booker, was missing his putts in his golfing encounter with the rain. . . . Herbie Pollack, sent regards from Fort Dix, N. J.

COLUMBIA — Accounting clerk Camille Patti was brokenhearted to be separated from her Joe who is at Indiantown Gap, Pa., with the army. . . . Chief cookie saleswoman and typist Gloria Goodwin will star as the father in a play for the Girl Scout jamboree. . . . Office manager's secretary Frances Steglitz was surprised at the party the office gave her. Everyone chipped in for the birthday cake. . . . Lorraine Clarke circu-



Virginia Mayo and Robert Weitman, vice-president, United Paramount Theatres, recently used a bowie knife to cut the 26th birthday cake of the Paramount, New York, as manager Robert Shapiro and actor Michael O'Shea, Miss Mayo's husband, looked on. The unusual weapon was used because it was shown in the Paramount's attraction, Warners' "The Iron Mistress."



Joining hands at the recent Pittsburgh meeting of Variety Clubs International were, left to right, Eddie Lachman, Chief Barker, New York tent; Jack Beresin, International Chief Barker; Al Grubstick, Chief Barker, San Francisco; Dan Krendel, Dough Guy, Toronto, Canada, and Antonio Perez, Mexico City tent.

lated a "thank you" note for the benefit of those who contributed to her wedding gifts. . . . Marty Perlberg, booker, returned from vacation. . . . Bill Redman is the new addition. . . . Bookkeeper Blanch Schiff was ill. . . . Frances Bel-skin, inspectress, was in the hospital after being hit by a truck.

20TH-FOX—Secretary Hanna Zimmerman went to Lakewood, N. J., to recuperate from her operation. . . . Harriet Coen, stenographer, will be wearing a ring on the third finger left hand on Dec. 6. . . . Lillian Gordon and Roberta Zuckerman were guests of honor at a birthday luncheon. . . . Dick Miller, cashier department, will be a year older on Dec. 7. . . . Division manager Martin Moskowitz took a trip upstate. . . . Benny Shower, night inspector, retired. . . . Matilda Newman, inspectress, was delighted at seeing her daughter, who flew in from Providence, Utah.

PARAMOUNT — Grossingers was the vacation ground for Esther Epstein. She was recently promoted to assistant cashier. . . . Eve Dreyer moved up to fill the gap in the billing department. . . . John Curtain is the new booker's assistant. . . . Head inspectress Harriet Costello was ill. . . . Anthony Fontanetta, assistant shipper, was anxious about his wife's recovery.

REPUBLIC — Arleen Kistenberg, formerly with the office, became engaged. . . . Salesman Anthony Ricci was back after being ill. . . . Aurea Lopez, print booker, also returned after illness.

MGM—Rebecca Derderian was promoted to assistant cashier to fill the gap left by Norman Starr's resignation. . . . Rose Gellis, accounting department, left for California.

RAMBLIN' 'ROUND — Birthday wishes will strike twice when Warners assistant shipper, Perry Strow and inspectress Betty Shea celebrate on Dec. 5. . . . Favorite's current double feature was booked into the RKO Circuit. . . . Edith Adin will now do the bookkeeping at Favorite. . . . George Hornstein and Edward Lachman were back from Chicago.

—J. A. D.



Seen at the 14th annual banquet and dance of the Baltimore, Md., Variety Club, Tent 19, at the Lord Baltimore Hotel recently were, from left to right, Colonel William McCraw, executive secretary, Variety Clubs International, toastmaster;

Chief Barker Barry Goldman presenting a gold wrist watch to ex-Chief Barker William Myers, and Jack Beresin, Variety International Chief Barker, guest of honor and speaker at the gala affair.

NEWS OF THE

Territory

Philadelphia Crosstown

Allied Independent Theatre Owners of Eastern Pennsylvania held a membership meeting at the Broadwood Hotel, and discussed the city amusement tax, city mercantile tax, and federal admission tax. ASCAP was also under scrutiny, and recommendations made to those who do not wish to pay the fee. Advanced priced pictures were discussed, and it was decided to make representation on this to the proper governmental authorities. An analysis of product, picture by picture and company by company, concluded the well-attended session.

One of the biggest street floats ever used to promote a motion picture introduced Walt Disney's "Peter Pan" to the millions who watched Philadelphia's annual Thanksgiving Day parade both in the city itself and across the nation through the facilities of NBC television. The "Peter Pan" Float, 15 feet high and containing all of the cartoon characters in the picture, was treated as a "personality" by parade officials, who built

a publicity campaign around it. The float was the subject of interviews on 10 radio programs, and pictures of it were displayed on a like number of television shows.

Elliot Foreman, Dan Terrell's MGM field press staff, was in in advance of the arrival of the "Plymouth Adventure" replica for the Gimbel Thanksgiving Day parade.

An attempt was made to rob the Uptown by safe crackers who failed to accomplish their work, and, according to Sid Stanley, manager, went away leaving \$1700 behind them.

Clifton Webb will be honored by the Poor Richard Club at its annual dinner in Philadelphia on Dec. 20. Webb, who will share plaudits with William Paley, chairman of the board, Columbia Broadcasting system, named "Man Of The Year" by the club, will be presented with a special award for his distinguished career in the entertainment world. The actor will be in the east at the time for the Dec. 22 New York gala world premiere of "Stars and Stripes Forever," and will appear in person at the Poor Richard Club dinner to accept the award.

The S-W Stanley will present Theatre Network Television's Dec. 11 closed-circuit presentation of the Metropolitan Opera's "Carmen" on a reserved seat basis.



Miss May F. Quirk, manager, Victoria, Mount Carmel, Pa., recently was awarded first prize of \$500 in national competition for the exploitation of MGM's "Just This Once," and on hand for the presentation were, left to right: Walter Stanton, program toastmaster and advertising solicitor, The Mount Carmel Item, newspaper which carried the promotional features; John F. Gillespie, general manager, Victoria Amusement Enterprises; William I. Troutman, associate judge, Courts of Northumberland County, representing the company's board of directors; Miss Quirk; Louis Formato, Philadelphia branch manager, MGM; Ed Gallner, Pennsylvania regional representative, MGM, and Harry "Bud" Bache, Philadelphia regional salesman, MGM.

Vine Street

Condolences are extended to Joe Leon, branch manager, U-I, upon the death of his father, David, 73. Leon's mother died several weeks ago. Funeral services were held at Goldstein's Memorial Chapel.

Keith Godfrey, Columbia salesman; Horace Wright, 20th-Fox salesman; Eugene Ganz, RKO salesman; and Joe Schaeffer, Republic salesman, were back after attending the Colosseum of Motion Picture Salesmen convention in Atlanta.

... Brach manager Maxwell Gillis, Allied Artists-Monogram, was all enthused over the new AA product coming through. He has big hopes for its reception in the local area.

Harry and Ben Blumberg were hosts to Elmer Brient, RCA dealer in Washington, who came in for a few days.

Paula Covenko, RKO box office clerk, flew to Miami Beach, Fla., on her vacation.

Jim Flynn, veteran Republic booker, was taken ill, and was rushed to Hahne-mann Hospital, where he is currently under observation.

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Seen at the recent 20th-Fox "The Thief Of Venice" meeting and luncheon at the Philadelphia exchange were, in the usual, top to bottom, left to right, order: Hal Marshall, 20th-Fox exploiter; a Comerford Circuit group, John Roberts, Byron Linn, 20th-Fox branch manager Sam Diamond; Harry Spiegel, and Bill Salmons; Marshall, Ted Vanett, publicity director, William Goldman Theatres; George Beattie, head buyer, Goldman Theatres; Diamond; Harry Waxmann, Atlantic City, N. J., exhibitor; Elmer Hirth, head booker, Goldman Theatres; Alan Struelson, 20th-Fox salesman; Joe Ellaker, Goldman Theatres; Herman Hirschhorn, 20th-Fox sales manager; Dan Triester, Stanley-Warner Theatres' booker; Ted Minsky, S-W head buyer; Lester Krieger, S-W assistant zone manager; Diamond; Ted Schlanger, S-W zone manager; Edward

Emanuel, upstate Pennsylvania exhibitor; Sidney Samuelson, head, Allied Buying and Booking Service, Diamond; Roscoe Faunce, Ocean City, N. J.; Diamond and A. R. Boyd, veteran Philadelphia exhibitor; Shep Bloom, 20th-Fox salesman; Waxmann; Harry Chertcoff, Chertcoff Circuit; Dick Dougherty, 20th-Fox office manager; Hirshhorn; Max Abrams, Shenandoah, Pa.; a group shot of the meeting; exhibitors lunching before the talks, and another group shot of some of those present showing Lou Davidoff, Ellis Circuit; Ray Sullender, head buyer, Allied Buying and Booking Service; Ellaker; Salmons; Wesley Watson, P. M. Lewis Theatres, Atlantic City, N. J.; Harold Cohen, Lewistown, Pa.; Samuelson, Mike Garfinkle; Irv Coopersmith, Allied booker, and Ike Berney, Lewistown, Pa.

District of Columbia Washington

The Department of Defense has given producer Frederick Brisson approval of "Never Wave at a WAC" following a Pentagon screen of his RKO comedy. In an official communication from Lieutenant Colonel Clair E. Towne, head, pictorial branch, Motion Picture Section, Brisson was advised that "The picture has excellent public informational value, and will be a valuable contribution to the WAC recruiting effort."

The MPAA played host to local newspaper editors and correspondents at a showing of the RKO "Screenliner," "Johnny Gets His Route," which tells the typical story of an American boy with a newspaper route of his own.

Elmer Brient, RCA dealer, was in Philadelphia visiting with the Blumberg brothers.

Sam Cummings' Pic opened under a new policy. . . . Another premiere was held at the Playhouse for the benefit of the air force. The attraction, "Breaking the Sound Barrier," plays the Dupont and Playhouse day-and-date.

The visual arts section of the Pan American Union is sponsoring a film festival of Mexican films. It comprises nine of the outstanding films made in the last 10 years in that country.

Mrs. Mildred McDonald, RKO assistant cashier, sold the most Variety Club books of any woman on Film Row. The sale of 51 books netted her a box of candy weekly for the next year and a \$25 bond. . . . Verda Lee, RKO bookers' stenographer had a birthday.

At MGM, Aaron Armentrout, shipper, received his 10-year service pin. . . . MGM's Ida Barezofsky will spend her vacation in Florida with her parents for two weeks.

Al Landgraf, Republic office manager, is passing out cigars for the celebrating of his first grandchild, Kathy Lee, born to his daughter, Mrs. Janet Grimshaw. . . . Arthur Levy, United Artists, visited Neighborhood Theater, Inc., in Richmond, Va.

Judy Glickman, Allied Artists, married Joe Cohen, in the service, here in Washington, and then went to New York for another wedding ceremony performed by her father, Rabbi Hirsh T. Glickman.

Gertrude Epstein, Sandy, is back from her vacation in New York City. . . . Jerry Sandy left for a trip to Fredericks-

burg, Va., and Richmond, Va. . . . Fred Sandy was in New York City for the Picture Pioneers dinner.

Pete De Fazio, WB branch manager, was in Pittsburgh at a meeting. . . . The father of Miss Marcy Rinus, WB, who was ill in Emergency Hospital after suffering a heart attack was doing nicely. . . . WB bookers' secretary Evelyn Brown was back after illness.

The following members attended the mid-winter Variety Clubs International meeting in Pittsburgh and the 25th anniversary banquet of Tent 1: Morton Gerber, international canvasman; J. E. Fontaine, board of governors and one of the founders of the Variety Club; Nathan D. Golden, International Heart Chairman, and Wade Pearson, board of governors. . . . About 450 members and their guests attended the 17th annual dinner of Tent 11 at the Statler hotel. Perry Como was given a plaque as the tent's "Personality of the Year" in show business for 1952. The presentation was made by District Commissioner F. Joseph Donohue. The head table included Commissioner and Mrs. F. Joseph Donohue, Chief Barker and Mrs. Jerome A. Adams, Como, Hirsh de La Viez, Chief Barker Victor J. Orsinger and Mrs. Orsinger, Jake Flax, international representative, represented International Chief Barker Jack Beresin, and Rev. Gilbert V. Hartke. . . . Happy birthday to A. Julian Brylawski, Dec. 1; Jack Minovich, 2; Dr. D. M. Yap, 6; Philip Filderman, 7, and William Hoyle and Elmore Heins, 8.

Keiths for "Blackbeard, The Pirate," had treasure chests all over the lobby containing jewelry, refrigerators, air-conditioners and many other prizes all to be had by the lucky holders of keys.

—RICK LAFALCE

Delaware Wilmington

The civil defense's "It Can Happen Here" was shown at the Hopkins, Loew's Aldine, S-W Warner, and S-W Towne. A group of some 50 persons, including state civil defense officials, witnessed the first showing of "The Big Call" at Wanamaker's Wilmington store. . . . The first 100 women seeing UA's "The Thief" at Loew's Aldine were presented with complimentary flacons of the new "Fauby's Kis Royale" perfume through a tieup made by Edgar J. Doob, manager, Loew's, with an apparel shop. Theatre credit and playdate were carried in the store's newspaper ad copy, while Loew's ad copy noted that the perfume was introduced by Arthur's. . . . 20th-Fox's "The Snows of Kilimanjaro" was headed for the longest run of any film in several years at the Rialto. . . . John S. Scope, manager, Manor, Wilmington Manor, Del., had WB's "The Miracle of Our Lady of Fatima" for three days at 74 cents top. . . . Ben Shindler, manager, Ace, had an all-Polish film show.

—HENRY L. SHOLLY

Maryland Baltimore

The "paper-bag-bandit," so called because he scoops his loot into a paper bag, victimized the Harlem, Bridge, and New Albert. Aaron Seidler, owner of the



To draw attention to the recent showing of Columbia's Stanley Kramer production, "The Happy Time," manager Vincent Iorio, Translux, Washington, D. C. displayed the birds and bees for passersby.

latter, says his aide, Miss Bernice Weedon, was still suffering from shock caused by the holdup. . . . Jules Rendelman, Berlo Vending, is handing out candy bars. It's a son, Gene, born to Mrs. Rendelman at Lutheran Hospital. Izzy Rappaport, Town owner, and Mrs. Rappaport attended the opening of "Point of No Return" at Ford's. . . . The State, Durkee Enterprises signed to take the "Carmen" TV performance. Prices will be on a general admission scale, \$3 downstairs and \$2.50 balcony. . . . Roy Knight, Warner Theatres' sound department, was in on business. . . . Morris Mechanic, New owner, was back from a New York visit.

The Variety Club, Baltimore tent, with Barry Goldman, Chief Barker, was going big on its new contest wherein \$11,000 will be given away. . . . Richard Dizon, assistant, Century, spent a weekend in New York.

—G. B.

Cumberland

Johnny Manuel, manager, Schine's Strand, resigned to give his full time to a drive-in project he plans to open next spring at Churchville, Md., between Aberdeen, Md., and Bel Air, Md., situated due east of Baltimore, Md. Although his resignation was effective immediately, Manuel will continue to live in Cumberland with his family until after the first of the year. Taking over management of the Strand as Manuel's successor is N. W. Yost, Gloversville, N. Y., who has just completed a second enlistment with the navy. A veteran of World War II, Yost was managing a Schine theatre in Ohio when recalled as



Heads of the Reading, Pa., Community Chest participate in a broadcast over WEEU from the deck of the replica of the "Mayflower," which recently toured Reading to publicize MGM's "Plymouth Adventure."

a reserve officer. The Strand assignment is his first since completing his military service.

Schine's Strand played a one-performance stand of the Victor Herbert "Musical," starring Ray Middleton, of "South Pacific" fame. . . . A toy drive for the Associated Charities, two solid hours of cartoon and comedy filmfare, was held at the Garden. Robert L. Davis, manager, closed his theatre for the entire day, and opened only in time for the affair. The toy drive was under the joint sponsorship of Soroptimist Club and Women's Service Club.

Hagerstown

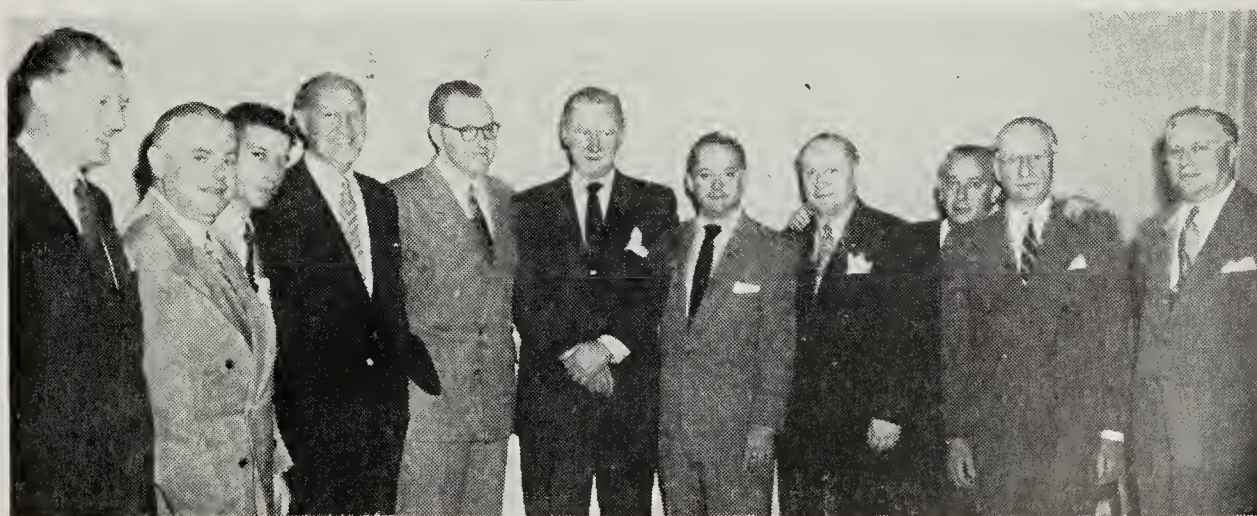
Two Christmas parties for kiddies were arranged for the Maryland according to manager Arnold Leopard.

—L. Mc W.

Leonardtown

Jack Fruchtman, Southern Maryland Theatres, has been elected Second Assistant Chief Barker, Washington, D. C., Variety Club, Tent 11. . . . Mr. and Mrs. Fruchtman report that their son, Jackie, now attending school in Arizona, where it is hoped his asthma will be cured, is much improved.

"Windy" Hodgdon, new manager, Plaza, Lexington Park, Md., has also been made assistant to promotional manager Ray Trumbule. . . . The Plaza, Lexington Park, Md., recently loaned its auditorium to St. Mary's County Homemakers Council for a business session. . . . Due to inclement weather on Armistice Day, the New was the setting for ceremonies, with all schools taking part.



The 1953 Variety Club, Tent 11, board of governors, recently elected, includes, left to right, Orville Crouch, Fred S. Kogod Alvin Q. Ehrlich, Sam Galanty, Victor J. Orsinger, Jerry Price, Jack Fruchtman, Nathan D. Golden, Joe Gins, J. E. Fontaine, and George A. Crouch.

The premiere of "Flat Top," Plaza, Lexington Park, Md., with a tie-in with the Patuxent River U. S. Naval Air Station, arranged by "Windy" Hodgdon, practically turned the theatre front into a replica of a naval carrier. Outside was a large life raft fully inflated, a "mark stick," which helps carry torpedoes to planes; a 2,000 pound block buster, an aerial torpedo, and a water mine. Also displayed were a frame full of U. S. Navy pictures of the take offs and landing of planes on aircraft carriers. In the lobby were a partially opened parachute, "Mae West" inflated jackets covered with shark chemicals, and a miniature display of a flat top with toy planes diving toward it. Many naval dignitaries, including Captain Short and Lieutenant Commander Ackers, attended showings.

New Jersey Camden

Two local men were arrested, charged with robbing the North Camden three times.

Fallsington

Plans have been completed for the Falls Shopping Center on Route 1 and the Hulmeville, Trenton Road, N. J. Provision has been made for future construction of a theatre on the site.

Trenton

Republic's "Thunderbirds" at the Trent Theatre was well publicized, a feature being a parade of National Guard companies and display of military and army guns, etc., in the lobby preceding the evening show.

Charles Sweet, manager, Mayfair, obtained some good publicity by being host to a delegation of aged persons for a matinee of "Bloodhounds of Broadway." The men and women assembled at the First Presbyterian Church directly across from the Mayfair entrance. They were escorted to the theatre by Sweet, police, and staff.

Pennsylvania Harrisburg

Plenty of local excitement was aroused over the Senate benefit held by the Elks.



Manager Claude Poole, Colonial, Hagerstown, Md., for the recent showing of WB's "The Miracle of Our Lady of Fatima," had an all-out campaign with circulars, programs, ballyhoo, radio spots, and newspaper ads, helped by the large hand painted board over the marquee, designed and made by manager Arnold Leopard, Maryland.



To aid the current Variety Club Tent 13 drive for its welfare fund, owner Harry S. Jacobs recently set up this big lobby display at his Wynne, Philadelphia, on behalf of the campaign. He is giving two passes to anyone buying a Variety Club book of 13 tickets. Dave Rubin is the house manager.

Plenty of advertising resulted plus newspaper stories, photo art, radio announcements, the mailing of 3,000 cards by the organization, about 500 window cards distributed by the organization, a mammoth banner strung across the avenue, and extra special newspaper ads, special announcements at all Elks gatherings, and meetings, with a special parade and stage ceremony held on the night of the affair.

The Senate gave away free ice cream to kiddies at a special morning Thanksgiving show in a tieup with a local dealer.

Lebanon

The State is featuring "Poultry Nights," with awards of turkeys.

Pottstown

The Mercury and the Strand tied in on a football game guessing contest, the winner to get free tickets.

Reading

Manager Larry Levy was host to scores of history teachers at a special invitation showing at midnight of "Plymouth Adventure," in advance of its opening at Loew's.

The Park, Emanuel S. Rosenberg, manager, gave big publicity to a horror show staged at midnight, with a monster escaping from a sealed coffin as the feature.

December will see the Reading High School "Football Night" at the Astor, with the usual street parade with players, fans, students, and a band in line, and ceremonies on the stage. J. Lester Stallman, manager, is arranging the usual big celebration program.

Virginia Richmond

Johnny Mack Brown made personal appearances at Sam Pulliam's Grand. . . . Charlie Hulbert, Colonial manager, went in for floral decorations, and won several prizes at a recent show. He is quite a flower grower. . . . Joe Brecheen, RKO manager, was in. . . . So was Joe Rosen, 20th-Fox branch manager. . . . The mother of Alex Ravdin, NT booker, was in Medical College Hospital. . . . Charlie Jackson, veteran member, State staff, celebrated

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 North 13th) Dec. 10, 2:30, "Stop, You're Killing Me" (Broderick Crawford, Claire Trevor, Sheldon Leonard) (WarnerColor); 17, 2:30, "The Man Behind A Gun" (Randolph Scott, Patrice Wymore, Philip Carey) (Technicolor).

his 90th birthday by working as usual. . . . Robert Eagan, National manager, went all out in exploiting "The Miracle of Our Lady of Fatima." Several screenings for various Catholic organizations and Bishop Ireton's announcement endorsing the picture were highlights. . . . Ralph Pries, Berlo official, was a visitor.

Dan Wilkinson, NT advertising manager, and his wife, spent a recent weekend in New York. . . . Jerry Murphy, old-time salesman for 20th-Fox, came in. . . . Jack Harrington, relief manager, NT, resigned to devote all his time to his studies at RPI. . . . Roy Mathews resigned as assistant manager, Fabian's Colonial. . . . We had a nice talk with Blacksburg's Don Kelsey, who was in with his wife. . . . Dan Driskill, manager, Byrd, Arlington, was in. . . . Arthur Deekens, home office, NT, was in an unusual accident.

The Twin Pines Drive-In showed seven features in one night for the single admission price of 60 cents. It was advertised to start at dusk, and run until dawn. . . . Thieves used a truck stolen from Berlo Vending Company to haul away their 1200-pound safe containing approximately \$200. Mercer Stillman said that the truck was found on Church Hill slightly damaged, but up to now there has been no sign of the safe. . . . Harold Miller, manager, Robinson, is the proud daddy of a nine-pound baby boy, born on Nov. 4. . . . William L. Henry, former musician and more recently maintenance engineer at the Byrd, died after a long illness. Surviving are a wife, son, and three daughters.

—S. T.

Staunton

Frank Shaffer, Dixie, issued seasonal programs with ads on the back page paying for the entire cost.

"The Tax Fight Is Your Job"

West Virginia Keyser

The West Virginia Pulp and Paper Company, Luke, Md., resumed a regular working schedule after a strike of nearly three months. The effect upon theatres was nothing short of crippling.

All drive-ins, with the exception of the Tom Blash and "Doc" Owens Super-40, Cumberland, Md., suspended operations for the season.

Variety Club Tent 13, Philadelphia

"Rainbow Round My Shoulder" was screened through the courtesy of Columbia.

MGM

The Bad And The Beautiful (315) DRAMA 118M.

ESTIMATE: Name values should make the difference.

CAST: Lana Turner, Kirk Douglas, Dick Powell, Walter Pidgeon, Barry Sullivan, Gloria Grahame, Gilbert Roland, Paul Stewart, Ivan Triesault, Leo G. Carroll, Sammy White, Elaine Stewart, Vanessa Brown. Produced by John Houseman; directed by Vincente Minnelli.

STORY: One time big film producer Kirk Douglas attempts to reach star Lana Turner, writer Dick Powell, and director Barry Sullivan by phone from Paris. They won't talk to him but later producer Walter Pidgeon gets them together, and asks them to work for Douglas again. Each then has a story to tell. In flashback form, this relates how Douglas, son of a one-time industry big shot, teamed up with Sullivan when both were broke, made rapid strides, and then dumped Sullivan when he no longer needed him; how Turner, down on her luck, daughter of a one-time film great, was taken by Douglas, who transformed her into a star, but later dropped by Douglas, who is interested in other things besides marriage, and how Powell, a small college professor whose book was purchased by Douglas, was brought to Hollywood to work on the script, and whose wife, Gloria Grahame, dies in a plane crash along with star Gilbert Roland through Douglas' machinations. The three turn down Pidgeon's plea. As they walk out, however, and hear Pidgeon talking on the phone to Douglas in Paris, they listen, and the chances are that perhaps they will work for Douglas once again.

X-RAY: An extremely interesting but uneven film, this is packed with star values that should, in a large measure, overcome whatever deficiencies may be present. While this is fictional, there will probably be a lot of guessing as to the component parts of the leading characters, and industryites should find extreme interest in the trade talk and background. However, there may be too much of this for the general public, and the film is also quite lengthy. Performances are way above the average, with Douglas a standout, and all the others very good in their roles. This is an unusual film, which, under dissection, offers a wealth of angles to be sold. While the best grosses probably won't come easy, the elements that make for boxoffice are contained therein. The story was written by George Bradshaw.

TIP ON BIDDING: Better program price.

AD LINES: "The Inside On Hollywood . . . 'The Bad And The Beautiful'"; "Is This The True Story Of Hollywood?"; "Revealed For The First Time . . . The Truth About Hollywood."

Desperate Search (314) MELODRAMA 71M.

ESTIMATE: Search meller will fit into the duallers.

CAST: Howard Keel, Jane Greer, Patricia Medina, Keenan Wynn, Robert Burton, Lee Aaker, Linda Lowell, Michael Dugan, Elaine Stewart, Jonathan Cott, Jeff Richards, Dick Simmons. Produced by Michael Rapf; directed by Joseph Lewis.

STORY: When a passenger plane in which Michael Dugan and Linda Lowell, son and daughter of Howard Keel, crashes in the Canadian woods, Keel, who runs a

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DECEMBER 3, 1952

flying service, searches for them. His former wife, Patricia Medina, comes to help, which causes a clash between her and Jane Greer, Keel's new spouse. Eventually, after the usual run-ins, suspense in the form of a wild animal going after the children, and a battle with fog, Keel and Greer crash their plane to find the children in time to save them from the animal, which Keel kills barehanded. They are all rescued by Medina and Keenan Wynn, Keel's right hand man. Medina realizes that Keel belongs to Greer and the children to the pair.

X-RAY: This is interesting enough, but it is for the lower half. Keel is adequate as the father searching for his children, Greer and Medina okeh, and Wynn doesn't have much to do. Made on a modest budget, this fills the spot for which it is obviously intended. The story was written by Arthur Mayse.

TIP ON BIDDING: Low bracket.

AD LINES: "Two Children . . . Lost In The Canadian North Woods"; "Howard Keel . . . Searching For His Lost Children . . . In A Gripping Tale Of The North Woods"; "He Fought Fog And A Wild Animal To Find His Missing Children."

MONOGRAM

Wyoming Roundup (5254) WESTERN 53M.

ESTIMATE: Routine series entry.

CAST: Whip Wilson, Tommy Farrell, Phyllis Coates, Henry Rowland, Stanford Jolley, Dick Emory, Bob Wilke, Stanley Price, House Peters, Jr. Produced by Vincent M. Fennelly; directed by Thomas Carr.

STORY: Whip Wilson and pal, Tommy Farrell, unsuccessfully look for work as ranch hands. A gunman, Bob Wilke, starts a fight with the mayor's son, Dick Emory, and Wilson and Farrell intercede, and save him. The town council, impressed, appoint Wilson sheriff to fill the post left vacant by the murder of the former sheriff. Wilson goes to see ranch owner Henry Rowland, who is suspected to be behind current range war trouble. However, Rowland, innocent, is only trying to protect his herd against rustlers. Wilson finds evidence, and captures Wilke. While Farrell is guarding the prisoner, the saloon keeper brings him his dinner, which is poisoned. Farrell becomes unconscious, and Wilke is helped to escape. Wilson and Farrell discover that merchant House Peters, Jr., is the top man in the

gang, and most of the town council are his men except mayor Stanford Jolley. At the show down, a gun fight occurs. Peters and his gang are brought to justice, and the range is at peace again.

X-RAY: There is enough gunplay, fist fights, etc., in this routine series entry to satisfy audiences. The screen play was written by Dan Ullman.

AD LINES: "Whip Wilson Whips A Gang Of Cattle Rustlers"; "Excitement And Thrills"; "Range Warfare Ended When Whip Wilson Takes Over."

PARAMOUNT

Road To Bali (5209) COMEDY 90M.

(Color by Technicolor)

ESTIMATE: Star-studded comedy is headed for the better grosses.

CAST: Bob Hope, Bing Crosby, Dorothy Lamour, Murvyn Vye, Peter Coe, Ralph Moody, Leon Askin. Produced by Harry Tugend; directed by Hal Walker.

STORY: American vaudevillians Bob Hope and Bing Crosby, fleeing from some irate Australian fathers, wind up as deep sea divers hired by island potentate Murvyn Vye to recover treasure which went down at the same time as island princess Dorothy Lamour's father disappeared years before. Vye is a treacherous rascal, but Hope, Crosby, and Lamour recover the treasure, and land on an island on the road to Bali with the loot. Their adven-

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tures eventually bring them back to Vye's clutches, but, thanks to an earthquake, they escape, with Jane Russell yet.

X-RAY: Played for laughs, and with the comedy well distributed, this seems headed for the better grosses. It is a typical "road" piece, with the accent on the gags. While Lamour is a bit more portly, she is attractive as the island siren, and the Hope and Crosby gag men have done well by the boys, even though some of the routines are tried and true. The overall picture seems one that audiences should enjoy, and some of the production numbers, with plenty of beautiful damsels around, will aid in the selling. Songs include: "To See You", "Moonflowers", "Hoot Mon", "The Merry Go Round", and "Chicago Style" among others. The story is by Frank Butler and Harry Tugend. Brief bits by Russell, Martin and Lewis, and others are included.

TIP ON BIDDING: Better program price.

AD LINES: "The 'Road To Bali' Is Filled With Laughs"; "They're Back . . . More Nonsensical Than Ever . . . In 'Road To Bali'"; "1953's First Big Laugh Hit . . . 'Road To Bali'."

RKO

Blackbeard, The Pirate MELODRAMA (307) 99M.

(Color by Technicolor)

ESTIMATE: Better pirate show is crammed with angles.

CAST: Robert Newton, Linda Darnell, William Bendix, Keith Andes, Torin Thatcher, Irene Ryan, Alan Mowbray, Richard Egan, Skelton Knaggs, Dick Wesley, Anthony Caruso, Jack Lambert, Noel Drayton, Pat Flaherty. Produced by Edmund Grainger; directed by Raoul Walsh.

STORY: Robert "Blackbeard, The Pirate" Newton vies with his enemy, Thorin "Sir Henry Morgan" Thatcher, in the Caribbean in the late 17th century. Keith Andes, ship's surgeon, is hired to prove to the governor that Morgan is really still a pirate, and ships on a vessel taken over by Newton after he killed the captain. Also on board is Linda Darnell, Thatcher's fiancée, who has stolen some of the latter's loot. The skulduggery starts, with Newton eventually getting hold of Darnell's treasure. Newton anchors at an island, and waits for Thatcher to follow. Newton's men are overwhelmed, so he substitutes a half-wit to make Thatcher think he has killed him. Thatcher takes Darnell with him back to Jamaica, and again Newton turns up, taking over a ship on which both Andes and Darnell are to sail to England. Newton's crew asks for their share of the loot. After some double crossing, they get it, but it then falls to the bottom of the sea. Newton is overpowered by his men, and left to drown as Darnell and Andes sail away.

X-RAY: Rating with the better pirate shows, this is packed with action, plenty of blood, and some sequences which hardly make it ideal for small children, since people are beheaded and other brutal sequences are shown. Newton is aces as Blackbeard, getting a major share of the footage, and, while Darnell looks beautiful, she doesn't have much to do, nor does Andes, for that matter. William Bendix is on hand as Newton's mate, and other performances are standard. Where the pirate films haven't been too numerous, this ought to account for itself at the boxoffice. The story is by DeVallon Scott.

TIP ON BIDDING: Better program price.

AD LINES: "The Tale Of The Most Terrible Pirate Of Them All"; "The Story Of Pirates And Their Galleons"; "Watch Out . . . Here Comes 'Blackbeard, The Pirate'."

Hans Christian Andersen DRAMATIC MUSICAL

111M.

(Color by Technicolor)

ESTIMATE: Highly entertaining.

CAST: Danny Kaye, Farley Granger, Jeanmaire, Joey Walsh, Philip Tonge, Erik Bruhn, Roland Petit, John Brown, John Qualen, Jeanne Lafayette, Robert Malcolm, George Chandler, Fred Kelsey, Gil Perkins, Peter Votrian. Produced by Samuel Goldwyn; directed by Charles Vidor.

STORY: In 1830, in a small town in Denmark, schoolmaster John Brown vainly rings his bell calling the youngsters for class, but they are entranced while village shoemaker Danny "Hans Christian Andersen" Kaye tells them fairy tales. Brown complains to the mayor and council, and insists that they tell Kaye to desist. The next day, the same incident is repeated. Brown threatens to leave unless Kaye is told to go, and the mayor and council agree. To save Kaye embarrassment, his young apprentice, orphaned Joey Walsh, persuades Kaye to go to Copenhagen for a few days, and catches up with him on the outskirts of town. Setting up his cobbler's shop near a royal statue, he is jailed, but released when the need for a cobbler is immediate at the royal theatre, where the ballerina, Jeanmaire, has trouble with her slippers. Not knowing she is married to ballet director Farley Granger, Kaye falls in love with her, and writes her a fairy story, which, accidentally, is delivered to her. The next day, the ballet goes on tour. Kaye resumes telling his stories to the children until one of the fathers, a newspaper publisher, sets a story in type, and Kaye is launched as a writer. The ballet returns, and Kaye's story has been fashioned into a ballet. He is invited to see it, but gets into an argument with Granger, and is locked in the prop room, but he visualizes Jeanmaire in the work. He is not released until the next morning. When he sees Granger and Jeanmaire together, he realizes that they are in love. He decides to go back to his small town, and promises Walsh not to tell any more stories, but Walsh knows that he will tell better stories in the future.

X-RAY: There is much to be found here which puts this in the better entertainment class, good, tuneful music, able performances, fine assistance by Technicolor, a light, gay plot that holds interest throughout, ballet scenes that should draw attention, the title role as sensitively portrayed by Kaye, and much more. The campaign scheduled to herald the work the world over should pre-sell audiences everywhere, and both the young as well as old should be pleased with the work. There's something for everyone in this latest Goldwyn release, and the results should be pleasing boxofficewise. Among the songs heard are: "No Two People", "Wonderful Copenhagen", "Thumbelina", "The Ugly Duckling", "I'm Hans Christian Andersen", "Everywhere I Wander", "Inch Worm", and "The King's New Clothes." The screen play is by Moss Hart, based on a story by Myles Connolly.

TIP ON BIDDING: Higher bracket.

AD LINES: "An Entertainment Treat For Everyone"; "There's Never Been Entertainment Like This Before"; "There's Music, Romance, Fun Galore For Old And Young, Dancing, And A Gay Time, All In Wonderful Technicolor."

20TH-FOX

The Gunfighter (348) WESTERN 84M.

ESTIMATE: Re-release has the names and angles.

CAST: Gregory Peck, Helen Westcott, Millard Mitchell, Jean Parker, Karl Malden, Skip Homeier, Anthony Ross, Verna Felton, Ellen Corby, Richard Jaeckel, Alan Hale, Jr., David Clarke, Cliff Clarke, Jean Inness. Produced by Nunally Johnson; directed by Henry King.

STORY: Western bad man Gregory Peck, older and tired of running, is annoyed by young punks seeking to draw against him. Peck kills Richard Jaeckel in self-defense, and Jaeckel's brothers chase him to a nearby town, where Millard Mitchell, former outlaw and Peck's pal, is now marshal. Mitchell wants Peck to get out of town before trouble starts, but Peck asks to see his wife, school teacher Helen Westcott, and his young son before he leaves. Skip Homeier, local amateur bad man, wants Peck to draw against him, and the whole town is upset over Peck's presence. Peck outwits Homeier without gunplay, but later Homeier fatally wounds him. Although the attack was unwarranted, Peck says he drew against Homeier. Mitchell beats up Homeier, tells him that he will be a marked man. At the funeral, Westcott proudly proclaims that Peck was her husband, a fact that had been kept secret.

X-RAY: When first reviewed in *THE SERVICESECTION* of May, 1950, it was said: "This is a high grade piece of merchandise, strongest on the direction, acting, and production end than in the shooting, fighting, and riding divisions. Some will crave more action, but the film definitely rates as one of the best. Peck turns in an ace performance, while Mitchell and the rest of the cast rate kudos for their work. It is based on a story by William Bowers and Andre de Toth.

TIP ON BIDDING: Usual reissue price.

AD LINES: "His Guns Blazed A Trail Of Fame Throughout The Southwest"; "A Different Type Of Western"; "Brought Back For Your Reenjoyment With A Cast Of Headliners."

Yellow Sky (349) WESTERN 98M.

ESTIMATE: Names should help re-release.

CAST: Gregory Peck, Anne Baxter, Richard Widmark, Robert Arthur, John Russell, Henry Morgan, James Barton, Charles Kemper, Robert Adler, Harry Carter, Victor Kilian, Paul Hurst, Hank Worden, Jay Silverheels, William Gould, Norman Leavitt, Chief Yowlachie. Produced by Lamar Trotti; directed by William A. Wellman.

STORY: In 1867, many who fought in the Civil War were unable to settle down, among them Gregory Peck, who heads a group looking to make money the easy way. In the group are Richard Widmark, John Russell, Robert Arthur, Charles Kemper, Henry Morgan, and Bob Adler. After robbing a bank, they try to escape via the desert route. By the time they reach Yellow Sky, a ghost town, they are exhausted. They find Anne Baxter and her prospector grandfather, James Horton, living there, and, eyeing Baxter hungrily, decide to rest awhile. They also think Barton has hidden gold. Barton is wounded, and, with Baxter, is forced to reveal the location for half a share. Peck falls in love with Baxter. When men find the gold, and refuse to share it, he sides with Baxter and Barton. One man is killed, and Widmark makes off with the loot. He and another outlaw battle it out. Both are killed and Peck is wounded. The others join Peck, and the money is returned. Peck and Baxter ride off together.

X-RAY: When first reviewed in *THE SERVICESECTION* of December, 1948, it was said: "The main assets are the names. This lacks the necessary action usually found in a western, and the pace is often rather slow." The yarn is by W. R. Burnett.

TIP ON BIDDING: Usual reissue price.

AD LINES: "They Sought Gold, But Some Settled For Death"; "Adventure, Romance, And Excitement In A Shootin' Tale Of The Old West"; "Brought Back For Your Reenjoyment."

U-International

Against All Flags ADVENTURE DRAMA
(305) 84M.

(Color by Technicolor)

ESTIMATE: Colorful pirate drama has the names to help.

CAST: Errol Flynn, Maureen O'Hara, Anthony Quinn, Alice Kelley, Mildred Natwick, John Tully, John Alderson, Harry Cording, Michael Ross, Paul Newlan. Produced by Howard Christie; directed by George Sherman.

STORY: Flogged and labelled as a deserter as part of a plan to get behind the fortifications on a pirate isle in the Caribbean, English officer Errol Flynn lands with two of his seamen, and, although pirate Anthony Quinn is suspicious, Maureen O'Hara, whose father had been of aid to the pirates and who owns a ship which is in port, helps save his life. Flynn is signed as a right hand man to Quinn, and the latter's ship raids a vessel owned by a Far Eastern mogul. On the ship are the latter's daughter, Alice Kelley, and other maidens. They are all sold into marriage with other pirates, but O'Hara buys Kelley to prevent Flynn, who aims to help Kelley, from getting her. Only Flynn knows Kelley's true identity. Finally, O'Hara decides to flee with Flynn to sail for England, but this plan and one to aid Kelley are thwarted by Quinn. After being found, Flynn and men manage to escape, and the English ships, signalled by Flynn, sail in. Since Flynn and men spiked the guns, the guns are destroyed. Quinn tries to outwit the English by using Kelley as a hostage, but once again Flynn comes to the rescue, and the day is saved. O'Hara is forgiven, and all is well.

X-RAY: Another pirate film, this doesn't offer much in the way of novelty, but it does have the Technicolor, star draw, and action, which should be enough unless the buccaneer films have saturated the market. The film occasionally has a slow spot, but the fighting, killing, etc., quota are filled, with a little more romance than usual. Performances are standard for the course, and occasionally this almost kids itself, but, on the whole, it should be found enjoyable by audiences which like their action. The screen play was by Aeneas MacKenzie and Joseph Hoffman.

TIP ON BIDDING: Above average program price.

AD LINES: "Thrill To The Action Of The Spanish Main"; "He Was A Terror Among Pirates And Women"; "She Wanted No Man Until Errol Flynn Came Along."

The Story of Mandy DRAMA
93M.
(Rank)
(English-made)

ESTIMATE: Import is good tear jerker.

CAST: Phyllis Calvert, Jack Hawkins, Terence Morgan, Godfrey Tearle, Mandy Miller, Marjorie Fielding, Nancy Price. Produced by Leslie Norman; directed by Alexander Mackendrick.

STORY: Mandy Miller, daughter of Terence Morgan and Phyllis Calvert, is born deaf and dumb. Later, they move to the home of his parents, Godfrey Tearle and Marjorie Fielding. Disagreements arise

over the child's education. Morgan and Fielding want to protect the child from the outer world, keeping her at home with private teachers, but Calvert sees it differently. She has heard of a residential school for the education of the deaf, where children are taught lip reading, etc. Morgan is overwhelmed by the pitiful scenes he sees at the school, and is unable to bring himself to sending Miller there, so she remains at home until, after a violent quarrel, Calvert takes her away, leaving Morgan. Jack Hawkins, headmaster of the school, convinces Calvert that under him Miller would be able to lead a comparatively normal life, but Hawkins, who can get along marvelously with children, is awkward with adults. He is named correspondent in Morgan's divorce action against Calvert. Attempting a reconciliation, Morgan learns Hawkins has had some success with the treatment of Miller, but, put to the test, she fails. Morgan takes Miller home, and there is a showdown between the adults again. They notice Miller is missing, and find her at the back of the house with a group of children. She is put to the test as to whether she will speak to the children, and, hesitatingly, she does, and joins them in their game.

X-RAY: Tight acting and good direction result in an import which should prove a tear jerker. As enacted by Mandy Miller, "Mandy" is a real person, and the frank approach to the problem should endear the film to patrons. The names are best known to art house followers, although the picture itself has popular appeal. The screen play is by Nigel Balchin and Jack Whittingham.

TIP ON BIDDING: Above average for the art spots.

AD LINES: "The True Story Of A Deaf Child"; "The Teacher's Interest Was Academic, He Said, But The Husband Thought Differently"; "How Should A Deaf Mute Be Taught—The Screen Solves A Subject Never Touched Upon Before Cinematically."

WARNERS

Abbott and Costello Meet Captain Kidd (208) FARCE
70M.
(SuperCinecolor)

ESTIMATE: Amusing farce has the angles.

CAST: Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke, Bill Shirley, Leif Erickson, Fran Warren. Produced by Alex Gottlieb; directed by Charles Lamont.

STORY: Captain Charles "Captain Kidd" Laughton, sails to Tortuga, where he meets female pirate Hillary Brooke, who demands from Laughton the treasure he captured from ships raided in her territory. Bud Abbott and Lou Costello are waiters in the tavern where the pair meet, and Costello, while serving, gets Laughton's map of the island mixed with a parchment love letter Costello is carrying from Fran Warren for Bill Shirley, a singer at the tavern. Abbott and Costello plan to take a ship to the island to seek a treasure while Laughton, realizing that they have the map offers them passage on his vessel along with Brooke, who orders her ship to follow behind. Needing extra men, Laughton has Shirley and others impressed for service aboard the ship. A merchant ship is sighted, attacked, and conquered, and, since Warren is aboard, she is taken prisoner. The map routine continues until Costello gets it, memorizes it, and eats it, so Laughton is forced to spare him. They reach the island, and everybody doublecrosses everybody until

Abbott and Costello wind up with the treasure and Laughton's ship, and the latter is in irons. Warren and Shirley are united, and romance of sorts springs up between Brooke and Costello.

X-RAY: With a number of gags and situations Abbott and Costello fans should be pleased by the overall result while Laughton, too, manages to add to the effect with clowning and humor. The story is average, as are the cast, direction, and production. The screen play is by Howard Dimsdale and John Grant. Among the tunes heard are: "Meet Captain Kidd", "Speak To Me Of The Tall Pine", "Away Aye Aye Aye—Oh", "We Sail Tonight", "A Bachelor's Life", and "North Of Nowhere."

TIP ON BIDDING: Better than average program price.

AD LINES: "When Captain Kidd Meets Abbott And Costello—Look Out"; "Fun Galore For All Hearties When They See Abbott And Costello In Action On The Spanish Main"; "They Were After Buried Treasure, And They Didn't Care How They Got It."

Cattle Town (207) WESTERN
71M.

ESTIMATE: Routine outdoor show.

CAST: Dennis Morgan, Philip Carey, Amanda Blake, Rita Moreno, Paul Picerni, Ray Teal, Jay Novello, George O'Hanlon, Bob Wilke, Sheb Wooley, Charles Meredith, Merv Griffin, A. Guy Teague, Boyd "Red" Morgan, Jack Kenney. Produced by Bryan Foy; directed by Noel Smith.

STORY: After the Civil War, Texas, needing money, sells land to a syndicate of northerners headed by Ray Teal. When Teal wants his land, and the squatters refuse to move, the governor sends Dennis Morgan to iron out matters. Eventually, keeping the use of firearms down to a minimum, Morgan gets the ranchers to move on with their cattle, which Teal had coveted. In the windup, a stampede started by Teal's men results in his death, after which Morgan clinches with Teal's daughter, Amanda Blake, who didn't agree at all with her father's tactics.

X-RAY: A routine western in every sense, this doesn't have much that hasn't been seen before. Morgan sings a few songs, and George O'Hanlon, usually "Joe McDoakes", is around to aid the comedy division. Otherwise this is formula on a low budget. The story was written by Tom Blackburn. Songs include: "Underneath A Western Sky", "The Band Played On", "The Cowboy", and "West Virginia." It will fit into the duallers except where any western show can be sold.

TIP ON BIDDING: Low bracket.

AD LINES: "Lawless Men . . . In 'Cattle Town'"; "Six Guns Shooting . . . To Uphold The Law"; "Dennis Morgan . . . Sings His Way To Victory In 'Cattle Town'."

FOREIGN

The Brave Don't Cry DRAMA
90M.
(Mayer-Kingsley)
(English-made)

ESTIMATE: Okeh dramatic import for the art spots.

CAST: John Gregson, Meg Buchanan, John Rae, Fulton Mae Kay, Andrew Keir, Wendy Noel, Russell Waters, Jameson Clark, Eric Woodburn, Archie Duncan, Jack Stewart, Anne Butchart, Mae Picton, Jock McKay, Jean Anderson, John Singer, Chris Page, Kelty MacLeod, Hal Osmond, Guthrie Mason, Howard Connall, Russel Hunter, Sam Kydd. Produced by John Grierson; directed by Philip Leacock.

STORY: In a small Scotch mining town, a cavein in a mine seals the entire crew.

The main shaft is flooded, and those who survive the collapse are encamped on high ground. The mine telephone keeps them in communication with the surface, and John Rae, crew manager, organizes the men below, and waits for instructions from above. The rescue workers, with the help of one of the miner's wives, Meg Buchanan, decide to follow an abandoned shaft. When they do cut through to the miners, dangerous gases seep in, and the men are ordered to move back in the shaft. One of the rescue workers, John Cameron, comes down, and calms their panic. The plan is to use breathing equipment to bring the men up three at a time. The tenseness of the slow rescue builds up till the last man is brought to the surface to safety.

X-RAY: There isn't much of a story line or dramatic conflict but this vivid view of a mine rescue captures the feelings of the people involved to the extent of leaving an indelible impression. The players, made up of the Glasgow Theatre Players, give memorable performances. The screen play was written by Montagu Slater.

AD LINES: "The Thrilling Story Of A Mine Rescue"; "Trapped Miners Whose Only Escape Was Through A Wall Of Deathly Gas"; "The Story Of A Mine Rescue And The Women Who Waited Anxiously."

Derby Day

DRAMA
84M.

(Wilcox-Neagle)
(English-made)

ESTIMATE: Okeh for the art spots.

CAST: Anna Neagle, Michael Wilding, Googie Withers, John McCallum, Peter Graves, Suzanne Cloutier, Gordon Harker, Gladys Henson, Toni Edgar Bruce. Produced by Maurice Cowan; directed by Herbert Wilcox.

STORY: On Derby Day, Anna Neagle, whose husband was killed in an air crash, goes to Epsom to watch the race in which one of her horses is participating. Michael Wilding, cartoonist, is assigned to make sketches there. Film star Peter Graves is won in a raffle to accompany the winner there, and is bored until the society lady who won breaks her leg, and pretty housemaid Suzanne Cloutier goes in her place, to the delight of Graves. John McCallum kills the husband of the two-timing Googie Withers when her husband catches them in an embrace, and goes to the Derby to seek help of a tout. Wilding's cab breaks down, and he is picked up by Neagle. Withers follows McCallum to warn him her husband's body has been found, and Wilding and Neagle discover that her husband and Wilding's fiancée were killed in the same crash. Neagle's horse wins. McCallum has placed all the money on it. Withers finds the money in a handbag belonging to Clouthier. With their winnings, they hope to run off to Spain, but, as McCallum goes to collect his winnings, the police collect him.

X-RAY: An interesting story, this blends the numerous persons directly interested in the outcome of the race. Withers is a standout, while the rest play their parts adequately. The names may help in the art spots.

AD LINES: "The Lives Of Many Depended On 'Derby Day'"; "All The Thrills Of The World's Greatest Race"; "Fate Wove Its Thread Amongst The Lives Of Six Persons on 'Derby Day'."

Leonardo Da Vinci

DOCUMENTARY
70M.

(Pictura)
(Italian-made)
(Partly in Technicolor)

ESTIMATE: Fine depiction of Da Vinci's life and works is best suited to the art houses.

CREDITS: Produced by Leonid Kipnis and Herman Starr; directed by Luciano Emmer and Lauro Venturi; commentary by Marcel Brion, and spoken by Albert Dekker.

STORY: Francis Henry Taylor, director, Metropolitan Museum of Art, gives some background of the times in which Leonardo Da Vinci lived. A brief story of the artist's life follows with examples of his work. Da Vinci's talent was early recognized when he began the protege of Lorenzo, in Florence. He was taken under wing by many great men, including Pope Leo X and the Borgias, but he was a Renaissance man, and not only an artist, but a sculptor, an architect, engineer, poet, scientist, inventor, musician, and writer. His thinking was so far advanced for his time that he often got into trouble with the authorities for espousing ideas in conflict with the prevailing beliefs. He was saved only by the intercession of the Pope when he stated his theory that the earth moves around the sun. This story of Da Vinci emphasizes his untiring observation of life, his searching mind that accepted nothing without proof, and his intimate knowledge of the human body and mind.

X-RAY: This is a vividly dramatic story of the works of Da Vinci illustrated by his own sketches and paintings, and punctuated by a fine musical score. The camera roams slowly and carefully over his paintings, and captures the details of his craftsmanship. Much is taken from Leonardo's own notebooks in which he recorded in mirror writing his scientific discoveries including a primitive airplane, automobile, and parachute. Because of the lack of a unifying force to tie together the many strands, the film tends to become sketchy in appearance, and, consequently, loses much of the power it might have had. Its good points, however, are so dominant that it should prove a fine program for art houses. The film is interspersed with Technicolor and sepia. Some of the works seen are: "The Last Supper", "Mona Lisa", "Madonna Of The Rocks", and "The Adoration Of The Magi."

AD LINES: "The Art Of Leonardo Da Vinci"; "The Magnificence Of The Renaissance In Leonardo Da Vinci"; "A Dramatic View Of Leonardo Da Vinci Through His Works."

Streets of Sorrow

DRAMA
75M.

(Union)
(Italian-made) (English titles)

ESTIMATE: A mediocre Italian import has the angles for the selling.

CAST: Geraldine Brooks, Vittorio Gassman, Franca Marzi, Lucille Marsh, Bruna Danieli, Armando Migliari, Aroldo Tieri, Saro Urzi, Gemma Belognesi, Gianni Guarnieri, Carlo Romane, Viglione Borgnese. Produced by Alberto Giacalone; directed by Arturo Gallea.

STORY: Geraldine Brooks, a girl of moderate circumstances, plies a sordid trade of prostitution in order to help her family. Rebuffed by them, she attempts suicide, but is saved by a young magistrate, Vittorio Gassman. Too frightened and ashamed to accept the hand of friendship that he offers, she flees. On the bus trip to Rome, they meet again, and their friendship is renewed. On a stopover at Florence, Gassman introduces her to his sister, Franca Marzi, attending school. They become good friends when Brooks encourages Marzi's matrimonial plans. In the midst of her happiness, Brooks is forced to run away again for fear that Gassman will learn of her bad past. Back in Rome, Brooks returns to the old bordello. Her memory of happier days makes the succeeding months more miserable for her until one day she hears of the announcement of Marzi's marriage.

Being unable to resist the temptation, she goes to the services, and is discovered again by Gassman. Her desire for happiness and marriage makes her decide to break all ties with her past. When she returns to the house to settle her affairs, one of the male visitors dies of a heart attack. No one is permitted to leave the premises pending the arrival of the police. Brooks tries desperately to hide and to disguise herself when she finds that it is Gassman who is conducting the investigation. She is recognized. In her shame, she throws herself out the window. Gassman implores her forgiveness, but it is too late.

X-RAY: Nothing more than a cinderella story with an unhappy ending and a ribald background, this dreary import must depend upon its exploitation possibilities. The contrived story becomes repetitious and overly sentimental. Exploitation spots will do best with this film. The screen play is by Fulvio Palmieri and Georgio Pastina, from the story by Guido Cantini. There is a good musical score by Alessandro Gicognini.

AD LINE: "A Much Censored Film"; "Streets Of Sorrow . . . Paved With Sin"; "Her Sinful Past Caught Up With Her."

Venetian Bird

MELODRAMA
95M.

(Rank)
(English-made)

ESTIMATE: Names should help interesting import.

CAST: Richard Todd, Eva Bartok, John Gregson, George Coulouris, Margot Grahame, Walter Rilla, John Bailey, Sidney James, Martin Boddey, Michael Balfour, Sydney Tafler, Miles Malleon. Produced by Betty Box; directed by Ralph Thomas.

STORY: Richard Todd, private eye, comes to Venice to find an Italian to reward him for his part in assisting an American soldier during the war. He places an ad in a newspaper, receives an answer, and his contact comes to meet him, but is scared to talk. The man disappears, and his body is found in the canal. Todd has a brush with the police, but keeps on his search which leads to art dealer Walter Rilla and his employe, Eva Bartok, Italian girl, who tells Todd the object of his search, her husband, was killed in an air raid. Todd checks, and finds his hero was a notorious criminal, whom the police protected. The police again tell Todd to lay off, but, suspicious of Rilla, Todd secretes himself in Rilla's palace home: Trapped, he bluffs his way out, but learns that his hero-criminal is still alive. Beaten by Rilla's men, Todd, hounded by the law, and suspected by Bartok, uncovers a plot to assassinate a leading public figure, and that the hero-criminal is to be the assassin. Rilla decides Todd knows too much, and decides to frame him as the assassin. The public figure is shot, and Todd is found unconscious with the murder rifle. He outwits both the police and Rilla, and, with the help of Margot Grahame, hides in a garret. Todd sees a man enter a flat occupied by Bartok, and concludes he is the hero-criminal and the assassin. After a chase, Todd leads the police to the assassin's lair.

X-RAY: A familiar story, at times confusing, this is aided by the ease of acting of Richard Todd and the quality and interest of the photography, Miss Bartok is attractive, but her acting lacks lustre. The screenplay is by Victor Cannin, from his own novel.

AD LINES: "International Intrigue Midst Venetian Beauty"; "Half The World Called Him Hero . . . The Other Half Knew Better"; "The Bird Fluttered Its Feathers And He Came Running . . . Into Danger."

The Shorts Parade

TWO REEL

Comedy

CUCKOO ON A CHOO CHOO. Columbia—The Three Stooges. 15m. The Three Stooges and two sisters abscond with a railroad car to decide which of them shall marry the uglier sister. One of them spends all his time drinking and seeing canaries that aren't there. A skunk enters the fray, and the boys are at their face-slapping, eye-gouging rowdiest until an electric razor down his back turns one of them into a great lover. FAIR. (5403).

DANCE, DUNCE, DANCE. Columbia—Assorted Favorite Reprints. 18½m. When first reviewed in THE SERVICESECTION of October, 1945, it was said: "Eddie Foy, Jr., and his small daughter are starving because Foy can't get a job in Hollywood. As a last resort, he makes one more try to get in to see a producer, and is mistaken for a masseur. Foy thinks he is nuts, but decides to play along until he can show his stuff. When that happens, the producer thinks Foy is nuts, until he reveals that he is looking for a job, whereupon the producer calls a cop. During the chase, he realizes that Foy is a great actor, and finally catches up, and hires him. GOOD." (5422).

Documentary

LIFE LINES OF DEFENSE. Al O. Bondy. 14m. Civilian defense officials lecture an average family via television on the importance of the civil defense setup for emergencies. Seen is the intricate communications system in operation to meet disasters and the mock air raids during which the system is exercised. A call for volunteers is made, and a typical family is affected to the extent of joining the volunteers. The film is a public service produced by the New York Telephone Company. It is distributed only on 35mm. for New York City only, and is provided gratis. FAIR.

Musical

GLASGOW ORPHEUS CHOIR. British Information Service. 14m. This musical featurette stars the Glasgow Orpheus Choir under the direction of the late Sir Hugh Robertson. Heard are some old Scotch hymns and ballads including: "Keydron", "Of Mice And Men", "The Faery Song", "The Isle Of Mull", and "The Dashing White Sergeant". The skill of the direction and the lightness of the old tunes provide a pleasant time. GOOD.

Color Travel

CRUISE OF THE ZACA. Warners—Technicolor Special. 17m. Narrated by Errol Flynn, this contains some highlights of a cruise aboard the Zaca on the west coast, through the Panama Canal, and in the West Indies area. Aside from a synthetic attempt at a thrill when Flynn falls out of a helicopter, this is considerably like home movies any traveler would take on a voyage. Some research for a marine institution offers background, and Nora Eddington is on hand, too. Otherwise, the Flynn connection is the most novel note sounded. FAIR. (9003).

ONE REEL

Color Cartoon

BARNEY'S HUNGRY COUSIN. MGM—Cartoons. 7m. Barney Bear goes on a

picnic in the woods, but his efforts to eat are thwarted by another, semi-wacky bear, who eats everything in sight. At the windup, Barney is arrested for attempting to feed the animals. FAIR.

BIG BAD SINDBAD. Paramount—Pop-eye. 10m. Popeye takes his nephews to the museum, and they see a statue of Sindbad, labeled the greatest sailor in the world. Popeye debunks the title, and tells the kids of his run-in with Sindbad. After Sindbad has captured Olive, Popeye comes to the rescue. There is a furious fight but Popeye, with the aid of a can of spinach, flattens the brute. Impressed by his story, the youngsters chip away Sindbad's statue until it becomes an image of Popeye. FAIR. (E12-4).

CINDERELLA GOES TO A PARTY. Columbia—Color Favorites Re-releases. 7m. When first reviewed in THE SERVICESECTION of June, 1942, it was said: "A Cinderella story in modern dress, this has Cindy going to the party in a new plane, and the party itself being held with all modern improvements. This is fairly amusing chiefly because of the Jerry Colonna-like prince. FAIR." (5605).

THE CUCKOO. I.Q. Columbia—Color Favorites Re-releases. 7m. When first reviewed in THE SERVICESECTION of August, 1941, it was said: "This burlesques the 'expert' type of quiz program. The 'professor' gets a reward for correct answers, or is slapped around for incorrect ones. Questions are serious, and this is generally okeh, what with the interest in quiz programs. GOOD." (5604).

FOREST FANTASY. Paramount—Kartunes. 7m. Evenings in the forest are brightened when the owl raises his baton, and leads the animals in a musical. At the cue from the conductor, the caterpillar pulls out three violins, the teeth of the hippopotamus become a xylophone, and the huge tusks of an elephant become a piano. All join in "Nola". The audience then follows the bouncing ball to the tune of "By The Light Of The Silvery Moon". GOOD. (X12-1).

HAPPY CIRCUS DAYS. 20th Century-Fox—Terrytoons Reissue. 7m. When first reviewed in THE SERVICESECTION of January, 1942, it was said: "Various traditional components of the circus, such as the gargantuan ape, the wild man, trapeze artists, animal performers, etc., are satirized in a mildly amusing manner. At the fadeout, a little boy, after hearing all about the sensational circus attractions, decides to go to the movies instead. This should prove best for kiddies. GOOD." (5329).

THE OWL AND THE PUSSY CAT. 20th Century-Fox—Terrytoon Reissue. 7m. When first reviewed in THE SERVICESECTION of January, 1939, it was said: "The Jimmy Durantish pussy cat lures the owl, but, before she can be married to him, her owl lover breaks up the wedding by introducing a mouse. The Durantish portrayal makes this better than usual. GOOD." (5327).

RABBIT'S KIN. Warners—Bugs Bunny Special. 7m. Bugs Bunny, to impress a younger bunny, makes a fool out of a puma whose talk is slightly on the Frank Fontaine side. The puma, while generally good natured, is always the butt of Bugs' antics. GOOD. (9724).

SLAP HAPPY HUNTERS. 20th Century-Fox—Terrytoon Reissue. 7m. When first reviewed in THE SERVICESECTION of

October, 1941, it was said: "Gandy Goose and friends go hunting, antagonize the animals, but the mosquito fleet attacks them and chases them away, earning the gratitude of all the others. There are a couple of humorous gags. FAIR. (5328).

TALE OF TWO MICE. Warners—Blue Ribbon Hit Parades. 7m. When first reviewed in THE SERVICESECTION of June, 1945, it was said: "Two mice with voices and actions resembling Abbott and Costello make a production out of trying to get some cheese from the refrigerator, which the house cat is guarding. After some tall and fancy dodging by the short, fat mouse, the mission is accomplished, and the cat is foiled again. GOOD." (9305).

TERRIER STRICKEN. Warners—Merrie Melodies, 7m. The tough cat tries to get the best of the small dog but to no avail. Every device that the cat uses comes to naught, and it winds up on the short end. FAIR. (9705).

TOLL BRIDGE TROUBLES. Columbia—Color Favorites Re-releases. 7m. When first reviewed in THE SERVICESECTION of December, 1942, it was said: "After the fox has been tricked into paying toll on a free bridge, he copies all of the tricks the cheating crow has used against the crow himself. FAIR." (5603).

Documentary

SURVIVAL UNDER ATOMIC ATTACK. Civil Defense Force—Castle Films. 9m. This documentary attempts to dispel the hysteria surrounding the threat of an atomic war, and acquaint citizens with the precautions to minimize the danger of an atom bomb. Edward R. Murrow's calm and thoughtful narration sets the tempo of the film. The principal dangers of an atomic attack, blast, heat, and radiation, are explained, and counter measures are shown whereby individuals can protect themselves both indoors and out in the open. Murrow emphasizes that we know enough about combatting the effects of an atomic bombing to avert a disaster such as suffered at Nagasaki and Hiroshima. EXCELLENT.

Musical

RAY ANTHONY AND ORCHESTRA. Columbia—Thrills Of Music Reprints. 10½m. When first reviewed in THE SERVICESECTION in July, 1947, it was said: "This presents disc jockey Fred Robbins announcing the numbers from his turntable. Songs heard are 'Let's Go Back And Kiss The Boys Again', 'I'll Close My Eyes', and 'Finiculi, Finicula'. Handling the vocalizing chores are Johnny Desmond and Dee Keating. GOOD." (5953).

CIRCUS BAND. Warners—Melody Master Bands. 9m. When first reviewed in THE SERVICESECTION of May, 1945, it was said: "While the camera kaleidoscopically furnishes background shots of a small circus with its big top, parade, side shows, big show, ringmaster, clowns, equestrians, acrobats, wild animals, elephants, and aerialists, the circus band blares away the familiar and typical circus music for accompaniment. Such numbers as 'Over the Waves' and 'The Man On The Flying Trapeze' are heard, with the reel concluding with a slam bang rendition of a stirring march. GOOD." (9803).

RAY MCKINLEY AND ORCHESTRA. Columbia—Thrills Of Music Reprints. 10m. When first reviewed in THE SERVICESECTION in December, 1946, it was said: "Ray McKinley introduces the reel by singing a boogie vocal inserting the names of the

(Continued on page 3426)

Production Numbers

(Continued from page 3427)

235	Horizons West	Oct.
280	The Lavender Hill Mob	Nov.
281	The Browning Version	Nov.
282	The Man In The White Suit	Apr.
283	Island Rescue	Aug.
284	The Stranger In Between	Sept.
285	The Promoter	Oct.
(End 1951-52)		
(1952-53)		
301	The Raiders	Nov.

302	Because Of You	Nov.
303	It Grows On Trees	Nov.
304	The Black Castle	Dec.
305	Against All Flags	Dec.
306	The Lawless Breed	Jan.
307	Meet Me At The Fair	Jan.
308	City Beneath The Sea	Feb.
309	The Redhead From Wyoming	Jan.
310	Mississippi Gambler	Feb.
380	Something Money Can't Buy	
	Girls In The Night	Feb.
	Seminole	Mar.
	Gunsmoke	Mar.

Warners

(For 1951-52 listing, see page 3359)

201	Big Jim McLain	Sept.
202	The Crimson Pirate	Sept.
203	The Miracle Of Our Lady Of Fatima	Oct.
204	Springfield Rifle	Oct.
205	Operation Secret	Nov.
206	The Iron Mistress	Nov.
207	Cattle Town	Dec.
208	Abbott And Costello Meet Captain Kidd	Dec.
209	April In Paris	Jan.
	Stop, You're Killing Me	Jan.
	The Man Behind The Gun	Jan.

The Shorts Parade

(Continued from page 3425)

boys in the band in the lyrics, and then the band gives with a jump tune called 'Hoodle Addle.' Teddy Norman and Chris Adams man the bandstand, giving a rendition of 'Tabu', and the entire band joins in on the finale playing an original instrumental, arranged by Eddie Sauter, called 'Comin' Out'. GOOD." (5952).

Novelty

KEEP IT CLEAN. MGM—Pete Smith Specialties. 9m. Pete Smith is again at his best as he shows the wrong way to practice sanitation in some eateries. With the aid of Dave O'Brien and Benny Rubin, the comedy moments are plentiful. This should be good for tieups with groups interested in restaurant cleanliness. EXCELLENT.

LET'S HAVE A PARADE. Paramount—Pacemakers. 10m. Justin Herman's commentary, as delivered by Ward Wilson, has a lot to do with making this a generally humorous subject. Taking for its theme the preparation necessary for a big parade in a Florida city, this concentrates, for the most part, on the attractive young girls on the floats. GOOD. (K12-2).

THE LITTLEST EXPERT ON INTERESTING PEOPLE. Paramount—Toppers. 9m. Youngster Charlie Hankinson gives his commentary on the interesting people of the past with the help of some old newsreels. Seen are William Jennings Bryan, Admiral Dewey, Teddy Roosevelt, Lillian Russell, Caruso, and Houdini. The cuteness of the narration wears off after a while. FAIR. (M12-1).

Color Sport

FIESTA FOR SPORTS. Warners—Sports Parades. 9m. Sport in Argentina is the subject, and this includes baseball, racing, bowling on the green, sailing, fishing, and a variety of other activities, winding up with a mass pageant of Indian children. FAIR. (9503).

Sports

CANINE I. Q. Paramount—Grantland Rice Sportlights. 9m. Herb Wegner, dog trainer, shows off some of his best pupils. His fourlegged friends prove good companions on a camping trip when they bring in firewood and water, and prove a help on the golf course, acting as caddies. Wegner also maintains a dog training school. GOOD. (R12-1).

FLYING SKATES. Columbia—World of Sports. 9½m. The camera travels to the Concord Hotel, in New York's Catskill Mountain area, for a few whirls around the ice rink. Everett McGowan, pro speed champ on ice skates, shows some amateurs what good skating is, and his daughter, Jo Ann, joins in later with an ice ballet. Neil Rose and Meryl Baxter provide humorous skating routines, and George Von Birgelen stilt skating specialist, shows his skill. GOOD. (5802).

Color Travel

CALLING ON CAPETOWN. MGM—Fitzpatrick Traveltalks. 9m. The Technicolor camera covers Capetown, South Africa, and some nearby spots, with tribute to Cecil Rhodes and others who built up the country. It is in the usual easy going pattern. FAIR.

QUEEN OF THE BORDER. British Information Service. 10m. The Technicolor camera travels on a tour of the famous Scottish wool town of Hawick, once the scene of battles between the Scotch and the English but now a peaceful industrial town. Ceremonies that live on from their glorious past are enacted each year. Seen also are the factories in which the famous Hawick woolens are processed and styled. GOOD.

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National Release Dates, Production Numbers On '51-'52, '52-'53 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1951-52 and 1952-53 product, accurate to time of publication—Ed.)

Allied Artists

AA20	The Highwayman	Aug. '51
AA21	Disc Jockey	Sept. '51
AA22	Battle Zone	Sept. '52
AA23	Torpedo Alley	Nov. '52
AA24	Kansas Pacific	Dec. '52

Columbia

472	Blue Canadian Rockies	Nov.
(For rest of 1951-52 listing, see page 3558)		
501	Affair In Trinidad	Sept.
502	Captain Pirate	Aug.
503	Rainbow 'Round My Shoulder	Sept.
504	Last Train From Bombay	Aug.
505	Strange Fascination	Dec.
506	The Happy Time	Dec.
507	Assignment—Paris	Oct.
508	The Golden Hawk	Oct.
509	The Clouded Yellow	Aug.
510	The Mine With The Iron Door	Sept.
511	Last Of The Comanches	Nov.
512	Hangman's Knot	Nov.
513	Invasion, U. S. A.	Dec.
514	Ladies Of The Chorus	Nov.
515	Eight Iron Men	Dec.
516	The Pathfinder	Nov.
518	Voodoo Tiger	Nov.

Lippert

(For 1951-52 listing, see page 3358)

5201	Tromba, The Tiger Man	Nov.
5202	Scotland Yard Inspector	Oct.
5203	Mr. Walkie Talkie	Nov.
5204	Gambler And The Lady	Dec.
5205	Johnny The Giant Killer	Feb.
5206	I'll Get You	Jan.
5207	The Tall Texan	Jan.

(Re-releases)

5209	Great White Hunter	Dec.
5210	Captain Kidd	Dec.

Metro-Goldwyn-Mayer

(For 1951-52 listing, see page 3358)

301	The Merry Widow	Sept.
302	The Devil Makes Three	Sept.
303	My Man And I	Sept.
304	Because You're Mine	Oct.
305	Apache War Smoke	Oct.
306	Everything I Have Is Yours	Oct.
307	Ivanhoe	Nov.
308	The Prisoner Of Zenda	Nov.
309	The Hour Of 13	Nov.
310	Plymouth Adventure	Nov.
311	Sky Full Of Moon	Dec.
312	Million Dollar Mermaid	Dec.
313	Above And Beyond	Jan.
314	Desperate Search	Jan.
315	The Bad And The Beautiful	Jan.

Monogram

5201	Flat Top	Nov. 12
5202	Hiawatha	Dec. 28
5203	Wagons West	July 6
5204	The Rose Bowl Story	Aug. 24
5205	Wild Stallion	May 18
5207	African Treasure	May 25
5208	Jungle Girl	Dec. 9
5209	Desert Pursuit	May 6
5210	Arctic Flight	Oct. 19
5211	Hold That Line	Mar. 23
5212	Here Come The Marines	June 15
5213	Feudin' Fools	Sept. 21
5214	No Holds Barred	Nov. 23
5215	Jet Job	Apr. 13
5216	Army Bound	Oct. 5
5217	The Steel Fist	Jan. 6
5218	Sea Tiger	July 27
5220	Gold Fever	June 8
5221	Yukon Gold	Aug. 10
5222	Timber Wolf	Nov. 25
5223	The Longhorn	Feb. 24
5224	Waco	Apr. 20
5225	Kansas Territory	Sept. 7
5226	Fargo	Jan. 13
5241	Texas City	Jan. 13

5242	The Man From Black Hills	Mar. 2
5243	Dead Man's Trall	July 20
5244	Canyon Ambush	Oct. 12
5251	Night Raiders	Feb. 3
5252	The Gunman	Apr. 6
5253	Montana Incident	Aug. 17
5254	Wyoming Roundup	Nov. 9
5299	Aladdin And His Lamp	Jan. 20
	The Maverick	Jan.

Paramount

(For 1951-52 listing, see page 3358)

5201	Just For You	Sept.
5202	Caribbean	Sept.
5203	Somebody Loves Me	Oct.
5204	Hurricane Smth	Oct.
5205	The Turning Point	Nov.
5206	The Savage	Nov.
5207	The Blazing Forest	Dec.
5209	Road To Bali	Jan.
5210	Thunder In The East	Jan.
5211	Tropic Zone	Jan.
5212	The Stooge	Feb.
5213	Come Back Little Sheba	Feb.
5214	The Stars Are Singing	Mar.
5215	Pleasure Island	Mar.

(Reissue)

5208	Cleopatra	Dec.
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RKO

(For 1951-52 listing, see page 3358)

301	One Minute To Zero	Aug.
302	Beware My Lovely	Aug.
303	Faithful City	Aug.
304	The Lusty Men	Nov.
305	Under The Red Sea	Oct.
306	Captive Women	Dec.
307	Blackbeard, The Pirate	Dec.
308	Mantana Belle	Nov. 11
309	Face To Face	Nov. 14
310	The Secret Shorer (Face To Face)	Nov.
311	Bride Comes To Yellow Sky (Face To Face)	Nov.
361	The Big Sky	Aug.
362	Sudden Fear	Aug.
368	Androcles And The Lion	Oct. 28
391	Story Of Robin Hood	July
	Hans Christian Andersen	Dec.
	Blackbeard, The Pirate	Dec. 25
	Never Wave At A Wac	Jan. 16
	No Time For Flowers	Jan.
	Peter Pan	Feb.
	Beautiful But Dangerous	Feb. 27
	Angel Face	Feb. 11

(Re-releases)

381	Laok Who's Laughing	Aug.
382	Too Many Girls	Aug.
383	Annie Oakley	Sept.
384	Allegheny Uprising	Sept.
385	The Bachelor And The Bobby Soxer	Sept.
386	Bachelor Mother	Sept.

Republic

(1951-52)

5101	Adventures Of Captain Fabian	Oct.
5102	The Sea Hornet	Nov.
5103	The Wild Blue Yander	Dec.
5104	Lady Possessed	Jan.
5105	Hoodlum Empire	Apr.
5106	I Dream Of Jeanie	June
5107	Woman Of The North Country	Aug.
5108	The Quiet Man	Sept.
5109	Toughest Man In Arizona	Oct.
5121	Honeychile	Oct.
5122	Oklahoma Annie	Apr.
5123	The Wac From Walla Walla	Oct.
5124	Havana Rose	Sept.
5125	The Fabulous Senorita	Apr.
5126	Tropical Heat Wave	Oct.
5127	This Is Korea!	Aug.
5128	Gobs And Gals	May
5129	Bal Tabarin	June
5130	Street Bandits	Nov.
5131	Woman In The Dark	Jan.
5141	Colorado Sundown	Feb.
5142	The Last Musketeer	Mar.
5143	Border Saddlemates	Apr.
5144	Old Oklahoma Plains	July
5145	South Pacific Trail	Oct.
5151	South Of Caliente	Oct.
5152	Pals Of The Golden West	Dec.
5171	Leadville Gunslinger	Mar.
5172	Black Hills Ambush	May
5173	Thundering Caravans	July
5174	Desperadoes' Outpost	Oct.

(1952-53)

5201	Thunderbirds	Nov.
5202	Ride The Man Down	Nov.
	Valley Of Missing Men	Dec.

20th Century-Fox

201	The Model And The Marriage Broker	Jan.
202	Japanese War Bride	Jan.
203	David And Bathsheba	Feb.
204	Phone Call From A Stranger	Feb.
205	Decision Before Dawn	Jan.
206	Viva Zapata!	Mar.
207	Red Skies Of Montana	Feb.
208	Five Fingers	Mar.
209	Return Of The Texan	Mar.
210	With A Song In My Heart	Apr.
211	The Pride Of St. Louis	Apr.
212	Rose Of Cimarron	Apr.
213	Belles On Their Toes	May
215	Deadline—U. S. A.	May

216	Outcasts Of Poker Flat	May
217	Kangaroo	June
218	Lady In The Iron Mask	June
219	Lydia Bailey	June
220	Wait 'Til The Sun Shines Nellie	July
221	We're Not Married	July
222	Diplomatic Courier	July
223	Dreamboat	Aug.
224	Don't Bother to Knock	Aug.
225	Les Miserables	Aug.
226	What Price Glory	Aug.
227	Lure Of The Wilderness	Sept.
228	O'Henry's Full House	Sept.
229	Way Of A Gaucho	Oct.
230	Monkey Business	Sept.
231	My Wife's Best Friend	Oct.
232	The Steel Trap	Nov.
233	My Pal Gus	Dec.
235	Night Without Sleep	Nov.
236	Bloodhounds Of Broadway	Nov.
237	Pony Soldier	Nov.
238	Something For The Birds	Oct.
239	Stars And Stripes Forever	Dec.
247	The Snows Of Kilimanjaro	Oct.

(End 1952)
(1953)

301	My Cousin Rachel	Jan.
302	The I Don't Care Girl	Jan.
303	Ruby Gentry	Jan.
304	The Thief Of Venice	Jan.
305	Taxi	Feb.
306	Niagara	Feb.
307	The Farmer Take A Wife	Feb.
308	Treasure Of The Golden Candor	Mar.
309	The Silver Whip	Mar.
	The President's Lady	Apr.
	Destination Gobi	Apr.
	The Desert Rats	Apr.
	Tonight We Sing	Apr.
	The Girl Next Door	May
	Man On A Tightrope	May
	Call Me Madame	June
	Down Among The Sheltering Palms	June
	Nearer My God To Thee	June
	White Witch Doctor	July
	Powder River	July
	Sailor Of The King	July
	Gentlemen Prefer Blondes	Aug.
	Pickup On South Street	Aug.
	Baptism Of Fire	Aug.
	The Robe	(Pre-release) Sept.

(Re-releases)

348	The Gunfighter	Jan.
349	Yellow Sky	Jan.

(Reissues)

252	Laura	May
253	This Above All	May
255	Leave Her To Heaven	June
256	The Rains Came	June
257	To the Shores of Tripoli	July
258	The Black Swan	July

United Artists

	High Noon (Kramer)	July
	Actors and Sin (Kuller)	July
	The Lady Vanishes (Hitchcock)	July
	Cry The Beloved Country (Lopert)	Aug.
	Island Of Desire (Rose)	Aug.
	Park Row (Fuller)	Aug.
	It's In The Bag (Skirball)	Sept.
	Guest Wife (Skirball)	Sept.
	Untamed Women (Jewell)	Sept.
	The Lady Vanishes (Hitchcock)	Sept.
	The Ring (King)	Sept.
	The Thief (Popkin)	Oct.
	Limelight (Chaplin)	Oct.
	The Glass Wall (Shane-Tors)	Nov.
	Monsaon (Film Group)	Dec.
	Outpost In Malaya (Staffard)	Nov.
	Kansas City Confidential (Small)	Dec.
	Babes In Bagdad (Danzinger)	Dec.
	Breaking The Sound Barrier (Lean)	Nov.

Universal-International

201	Cave Of Outlaws	Nov.
202	The Lady Pays Off	Nov.
203	The Raging Tide	Nov.
204	The Strange Door	Dec.
205	Meet Danny Wilson	Feb.
206	Week-End With Father	Dec.
207	Flame Of Araby	Jan.
208	Bright Victory	Jan.
209	The Treasure Of Lost Canyon	Mar.
210	Here Come The Nelsons	Feb.
211	Finders Keepers	Jan.
212	Bend Of The River	Feb.
213	The Cimarron Kid	Jan.
214	Flesh And Fury	Mar.
215	Steel Town	Mar.
216	Ma And Pa Kettle At The Fair	Apr.
217	The Battle At Apache Pass	Apr.
218	The Red Ball Express	May
219	Bronca Buster	May
220	No Room For The Groom	May
221	Ivory Hunter	June
222	Scarlet Angel	June
223	Just Across The Street	June
224	Francis Goes To West Point	July
225	Sally And Saint Anne	July
226	Has Anybody Seen My Gal	July
227	The World In His Arms	Aug.
228	The Duel At Silver Creek	Aug.
229	Lost In Alaska	Aug.
230	Untamed Frontier	Sept.
231	Son Of All Baba	Sept.
232	Bonzo Goes To College	Sept.
233	Willie And Joe In Back At The Front	Oct.
234	Yankee Buccaneer	Oct.

(Continued on page 3426)

ALPHABETICAL GUIDE To 167 Features Reviewed Since The Aug. 27 Issue

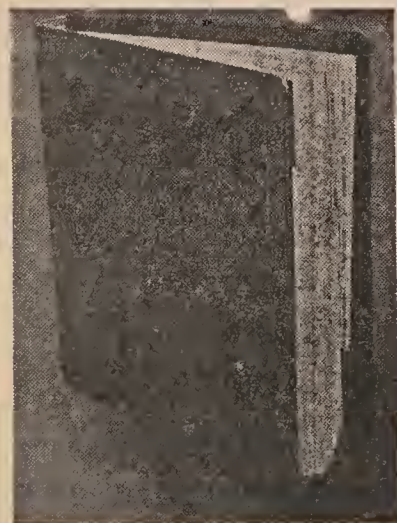
(This Index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A	
ABBOTT AND COSTELLO MEET CAPTAIN KIDD— 70m.—Warners	3423
ABOVE AND BEYOND—122m.—MGM	3413
AFFAIR IN TRINIDAD—98m.—Columbia	3366
AGAINST ALL FLAGS—84m.—U-I	3423
ALLEGHENY UPRISING—81m.—RKO	3369
AMAZING MONSIEUR FABRE, THE—89m.—Futter	3383
ANDROCLES AND THE LION—98m.—RKO	3407
ANGEL STREET—80m.—Commercial	3416
ANGELO IN THE CROWD—82m.—Continental	3400
ANNIE OAKLEY—91m.—RKO	3370
APACHE WAR SMOKE—67m.—MGM	3381
APRIL IN PARIS—101m.—Warners	3416
ARMY BOUND—61m.—Monogram	3368
ASSIGNMENT—PARIS—85m.—Columbia	3365
B	
BAD AND THE BEAUTIFUL, THE—118m.—MGM	3421
BATTLE ZONE—82m.—Allied Artists	3413
BATTLES OF CHIEF PONTIAC—72m.—Realart	3417
BEAUTY AND THE DEVIL—95m.—Davis	3373
BECAUSE OF YOU—95m.—U-I	3391
BECAUSE YOU'RE MINE—103m.—MGM	3367
BEA LUGOSI MEETS A BROOKLYN GORILLA— 74m.—Realart	3386
BERLINER, THE—80m.—Burstyn	3409
BEWARE MY LOVELY—77m.—RKO	3370
BIG JIM McLAIN—90m.—Warners	3372
BIG SKY, THE—122m.—RKO	3370
BLACKBEARD, THE PIRATE—99m.—RKO	3422
BLACK CASTLE, THE—81m.—U-I	3399
BLAZING FOREST, THE—90m.—Paramount	3389
BLOODHOUNDS OF BROADWAY—91m.—20th-Fox	3408
BONZO GOES TO COLLEGE—79½m.—U-I	3377
BLUE CANADIAN ROCKIES—58m.—Columbia	3413
BRANDY FOR THE PARSON—75m.—Mayer-Kingsley	3383
BRAVE DON'T CRY, THE—90m.—Mayer-Kingsley	3423
BREAKING THROUGH THE SOUND BARRIER —109m.—UA	3415
C	
CADETS OF GUASCOGNA, THE—103m.—Continental	3400
CANYON AMBUSH—53m.—Monogram	3398
CAPTAIN BLACK JACK—90m.—Classic	3373
CAPTAIN PIRATE—85m.—Columbia	3365
CAPTIVE WOMEN—65m.—RKO	3390
CARIBBEAN—97m.—Paramount	3369
CASQUE D'OR, THE STORY OF A BLONDE—95m.— —Discina	3384
CATTLE TOWN—71m.—Warners	3423
CLOUDED YELLOW, THE—89m.—Columbia	3366
CRIMSON PIRATE, THE—104m.—Warners	3373
CURTAIN UP—93m.—Rank	3384
D	
DANCE HALL GIRLS—67m.—Bell	3384
DANGEROUS ASSIGNMENT—67m.—Famous	3374
DEATH OF AN ANGEL—65m.—Famous	3384
DERBY DAY—84m.—Wilcox-Neagle	3424

DESPERADOES' OUTPOST—54m.—Republic	3398
DESPERATE SEARCH—71m.—MGM	3421
DEVIL MAKES THREE, THE—89m.—MGM	3367
E	
EIGHT IRON MEN—80m.—Columbia	3397
EVERYTHING I HAVE IS YOURS—91m.—MGM	3389
F	
FACE TO FACE—92m.—RKO	3414
FAITHFUL CITY—86m.—RKO	3370
FARGO—69m.—Monogram	3381
FATHER'S DILEMMA—80m.—Davis	3409
FEUDIN' FOOLS—63m.—Monogram	3368
FLAT TOP—85m.—Monogram	3406
FLOWERS OF ST. FRANCIS—80m.—Burstyn	3401
FORCE OF DESTINY, THE—100m.—Screen Arts Sales	3409
FOUR POSTER, THE—103m.—Columbia	3397
FOUR STEPS, THE—110m.—Metaxas	3416
FRENCH WAY, THE—74m.—Manor	3384
G	
GODS OF BALI, THE—61m.—Classic	3409
GOLDEN HAWK, THE—83m.—Columbia	3366
GRAND CONCERT, THE—100m.—Artkino	3385
GUEST WIFE—87m.—UA	3372
GUNFIGHTER, THE—84m.—20th-Fox	3422
H	
HANGMAN'S KNOT—81m.—Columbia	3405
HANS CHRISTIAN ANDERSEN—111m.—RKO	3422
HAPPY TIME, THE—94m.—Columbia	3366
HORIZONS WEST—81m.—U-I	3383
HOUR OF 18, THE—78m.—MGM	3389
HURRICANE SMITH—90m.—Paramount	3381
I	
I BELIEVE IN YOU—96m.—Rank	3385
IRON MISTRESS, THE—110m.—Warners	3400
IT GROWS ON TREES—84m.—U-I	3408
IT'S IN THE BAG—87m.—UA	3372
J	
JUST FOR YOU—104m.—Paramount	3369
K	
KANSAS CITY CONFIDENTIAL—98m.—UA	3415
L	
LADIES OF THE CHORUS—61m.—Columbia	3397
LADY GODIVA RIDES AGAIN—98m.—London	3385
LADY VANISHES, THE—95m.—UA	3372
LAST MISSION, THE—81m.—Finos	3401
LAST TRAIN FROM BOMBAY—72m.—Columbia	3366
LEONARDO DA VINCI—70m.—Pictura	3424
LIMELIGHT—141m.—United Artists	3399
LOOK WHO'S LAUGHING—79m.—RKO	3370
LUSTY MEN, THE—113m.—RKO	3390
M	
MAGIC BOX, THE—103m.—Mayer-Kingsley	3401
MAGIC SWORD, THE—90m.—Ellis	3401
MERRY WIDOW, THE—105m.—MGM	3367
MERRY WIVES OF WINDSOR, THE—92m.— Central Cinema	3402
MILLION DOLLAR MERMAID—114m.—MGM	3414
MINE WITH THE IRON DOOR, THE—66m.—Columbia	3366
MIRACLE OF OUR LADY OF FATIMA, THE—102m.— —W8	3373
MONKEY BUSINESS—97m.—20th-Fox	3371
MONTANA BELLE—81m.—RKO	3407
MONTANA INCIDENT—54m.—Monogram	3368
MR. DENNING DRIVES NORTH—93m.—London	3385
MY MAN AND I—99m.—MGM	3368
MY PAL GUS—83m.—20th-Fox	3408
MY WIFE'S BEST FRIEND—87m.—20th-Fox	3391
N	
NEW CHINA, THE—103m.—Artkino	3402
NIGHT WITHOUT SLEEP—77m.—20th-Fox	3391
NIGHTMARE IN RED CHINA—63m.—Friedgen	3417

NO HOLDS BARRED—66m.—Monogram	3406
O	
ONE MINUTE TO ZERO—105m.—RKO	3371
OPERATION SECRET—108m.—Warners	3400
ORIENTAL EVIL—65m.—Classic	3386
OUTPOST IN MALAYA—86m.—UA	3416
P	
PIRATE SUBMARINE—69m.—Lippert	3367
PLYMOUTH ADVENTURE—104m.—MGM	3406
PONY SOLDIER—83m.—20th-Fox	3408
PRISONER OF ZENDA, THE—101 MGM	3397
PROMOTER, THE—88m.—U-I	3385
R	
RAIDERS, THE—80m.—U-I	3399
RAINBOW 'ROUND MY SHOULDER—78m.—Columbia	3366
RIDE THE MAN DOWN—90m.—Republic	3407
ROAD TO BALI—90m.—Paramount	3421
ROBINSON CRUSOE LAND—82m.—Franco-London	3386
S	
SAVAGE, THE—95m.—Paramount	3382
SAVAGE TRIANGLE—112m.—Burstyn	3402
SCOTLAND YARD INSPECTOR—79m.—Lippert	3405
SEEDS OF DESTRUCTION—83m.—Astor	3374
SKY FULL OF MOON—73m.—Metro	3406
SNOWS OF KILIMANJARO, THE—114m.—20th-Fox	3382
SOMEBODY LOVES ME—97m.—Paramount	3369
SOMETHING FOR THE BIRDS—82m.—20th-Fox	3399
SOUTH PACIFIC TRAIL—60m.—Republic	3414
SPRINGFIELD RIFLE—93m.—Warners	3392
STARS AND STRIPES FOREVER—89m.—20th-Fox	3415
STEEL TRAP, THE—87m.—20th-Fox	3399
STOOGES, THE—100m.—Paramount	3398
STORY OF MANDY, THE—93m.—U-I	3423
STORY OF ROBIN HOOD, THE—83m.—RKO	3371
STRANGE FASCINATION—80m.—Columbia	3389
STRANGE ONES, THE—98m.—Kingsley-Mayer	3374
STREETS OF SORROW—75m.—Union	3424
SUDDEN FEAR—110m.—RKO	3371
T	
TARAS SHEVCHENKO—102m.—Artkino	3386
THIEF OF VENICE, THE—91m.—20th-Fox	3415
THIEF, THE—85m.—UA	3382
THIRST OF MEN, THE—83m.—Union	3417
THUNDER IN THE EAST—98m.—Paramount	3406
THUNDERBIRDS—99m.—Republic	3414
TOO MANY GIRLS—85m.—RKO	3371
TOPAZE—114m.—Discina	3417
TORPEDO ALLEY—84m.—Allied Artists	3413
TOUGHEST MAN IN ARIZONA—90m.—Republic	3398
TRIP TO AMERICA—75m.—Lewis	3409
TROMBA, THE TIGER MAN—63m.—Lippert	3405
TROPICAL HEAT WAVE—74m.—Republic	3390
TURNING POINT, THE—85m.—Paramount	3382
U	
UNDER THE RED SEA—67m.—RKO	3390
V	
VENETIAN BIRD—95m.—Rank	3424
VOODOO TIGER—67m.—Columbia	3405
W	
WAC FROM WALLA WALLA, THE—83m.—Republic	3407
WAGON TEAM—61m.—Columbia	3381
WAY OF A GAUCHO—91m.—20th-Fox	3391
WILLIE AND JOE IN BACK AT THE FRONT— 87m.—U-I	3383
WYOMING ROUNDUP—53m.—Monogram	3421
Y	
YANKEE BUCCANEER—86m.—U-I	3383
YELLOW SKY—98m.—20th-Fox	3422
YUKON GOLD—62m.—Monogram	3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)



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COLUMBIA	LIPPETT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
NOVEMBER Hangman's Knot R. Scott, D. Reed, C. Jorman, Jr. (Technicolor) Voodoo Tiger J. Weismuller, J. J. Burkhardt, J. Dean Blue Canadian Rockies G. Autry, G. Davis, P. Buttram Ladies Of The Chorus M. Monroe, A. Jergens, R. Brooks (Reissue)	NOVEMBER Tromba, The Tiger Man Krone Circus (Foreign-made) Mr. Walkie Talkie W. Tracy, J. Sawyer	NOVEMBER Plymouth Adventure S. Tracy, G. Tierney, V. Johnson (Technicolor) The Prisoner Of Zenda S. Granger, D. Kerr, J. Moson (Technicolor) The Hour Of 13 P. Lawford, D. Addoms (Made in England)	NOVEMBER Flat Top S. Hayden, R. Carlson, P. Coates (Cinecolor) Torpedo Alley M. Stevens, D. Malone, B. Williams (AA) Wyoming Roundup, W W. Wilson, P. Coates, T. Farrell No Holds Barred Bowery Boys	NOVEMBER The Savage C. Heston, P. Hanson, J. Taylor, S. Morrow (Technicolor) The Turning Point W. Holden, A. Smith, E. O'Brien	NOVEMBER Face To Face J. Mason, M. Steele, G. Lockhart, R. Preston Montana Belle J. Russell, G. Brent, S. Brady (Trucolor)	NOVEMBER Thunderbirds J. Derek, J. Barrymore, Jr., M. Freeman, G. Evans	NOVEMBER Night Without Sleep L. Darnell, G. Merrill, H. Neff The Steel Trap J. Cotton, T. Wright Bloodhounds Of Broadway M. Gaynor, S. Brady, M. Chapman (Technicolor) Pony Soldier T. Power, C. Mitchell, P. Edwards, T. Gomez (Technicolor)	NOVEMBER Outpost In Malaya C. Colbert, J. Hawkins (Stafford) (Made in Malaya) and England) Breaking The Sound Barrier R. Richardson, A. Todd, N. Patrick (Lean) (English-made)	NOVEMBER Because Of You L. Young, J. Chondler, A. Nicol It Grows On Trees J. Dunne, D. Jogger, J. Evons The Raiders R. Conte, V. Lindfors, B. Britton (Technicolor)	NOVEMBER Operation Secret C. Wilde, S. Cochran, P. Thoxier The Iron Mistress A. Ladd, V. Moyo, J. Callejo (Technicolor)
DECEMBER Eight Iron Men M. Castle, D. McMahon, B. Calleano Strange Fascination C. Moore, H. Haas, M. Barrie The Happy Time C. Boyer, L. Jourdan, M. Hunt, B. Driscoll Invasion, U.S.A. P. Castle, G. Mohr, E. Blythe	DECEMBER Gambler and The Lady D. Clark, N. Chance (Foreign-made)	DECEMBER Million Dollar Mermaid E. Williams, V. Mature, W. Pidgeon (Technicolor) Sky Full Of Moon J. Sterling, C. Carpenter, K. Wynn	DECEMBER Hiawatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Jungle Girl J. Sheffield, K. Shorpe Kansas Pacific S. Hayden, E. Miller, B. McLene (Cinecolor) (AA)	DECEMBER The Blazing Forest J. Payne, A. Moorehead, S. Morrow (Technicolor) Cleopatra C. Colbert, W. William, H. Wilcoxon (Reissue)	DECEMBER Blackbeard The Pirate R. Newton, L. Dornell, K. Andes, W. Bendix (Technicolor) Hans Christian Andersen D. Kaye, Jeanmarie, F. Granger (Technicolor) (Goldwyn)	DECEMBER Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates	DECEMBER My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Totter Stars And Stripes Forever C. Webb, R. Hussey, D. Page, R. Wagner (Technicolor)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) (Pre-release engagements only) Monsoon U. Thiess, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Babes In Bagdad P. Goddard, G. R. Lee, R. Ney (Danzinger) (European-made)	DECEMBER The Black Castle S. McNolly, P. Corday, R. Green B. Korloff, L. Choney Against All Flags E. Flynn, M. O'Hara, A. Quinn (Technicolor)	DECEMBER Cattle Town D. Morgan, R. Moreno, P. Carey Abbott and Costello Meet Captain Kidd B. Abbott, L. Costello, C. Laughton, H. Brooke (SuperCinecolor)
JANUARY I'll Get You G. Raft, S. Gray The Tall Texan L. Bridges, M. Windsor, L. J. Cobb	JANUARY Above And Beyond R. Taylor, E. Porter, J. Whitmore Desperate Search H. Keel, J. Greer, P. Medina The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan	JANUARY The Road To Bali B. Crosby, B. Hope, D. Lamour (Technicolor) Thunder In The East A. Ladd, D. Kerr, C. Boyer, C. Colvet Tropic Zone R. Reagon, R. Fleming, Estelita (Technicolor)	JANUARY The Maverick B. Elliott, P. Coates, M. Healey	JANUARY Androcles And The Lion J. Simmons, A. Young, V. Moture, R. Newton Never Wave At A WAC R. Russell, M. Wilson, P. Douglas No Time For Flowers V. Lindfors, P. Christian (Made in Austria)	JANUARY Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Trucolor)	JANUARY The Thief Of Venice M. Montez, P. Christian, F. Morlowe (Made in Europe) My Cousin Rachel O. DeHavilland, R. Burton, R. Squires The I Don't Care Girl M. Gaynor, D. Wayne, O. Levant (Technicolor) Ruby Gentry J. Jones, C. Heston, K. Malden (Re-releases) The Gunfighter Yellow Sky	JANUARY The Lawless Breed R. Hudson, J. Adams, M. Castle (Technicolor) The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicolor) Meet Me At The Fair D. Dailey, D. Lynn (Technicolor)	JANUARY April In Paris D. Doy, R. Bolger, C. Doughtin (Technicolor) Stop, You're Killing Me B. Crawford, C. Trevor, S. Leonard (WarnerColor) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicolor)		

OBSERVANCES

Dec. 25—Christmas Day
 Jan. 1—New Year's Day

REALART

November—Flame and The Devil—M. Auer, M. Bueford (Foreign-made)
 Battles Of Chief Pontiac—L. Barker, H. Westcott
 Lucy Goes Wild—L. Ball, G. Brent (Reissue)
 Cuban Pete—D. Arnez, E. Smith (Reissue)

December—Inside Job—A. Curtis, A. Rutherford (Reissue)

Mug Town—Deed End Kids (Reissue)
 My Death Is A Mockery—D. Huston, K. Byron
 (English-made)

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For the 24th consecutive season, EXHIBITOR greeted the new year with a neat, sparkling CALENDAR designed for BOOKING. A big 18 inches, its 14 months, all on one sheet, can be clearly and legibly at a distance.

1953

BOOKING CALENDAR

ANOTHER "Theatre Wise" Service From the Theatreman's Best Trade Paper

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EXHIBITOR

35th

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of a flame
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... who wrecked
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... **SIN BY SIN!**



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Story by ARTHUR FITZ-RICHARDS · A Bernhard-Vidor Presentation · Released by 20th Century-Fox

Ruby Gentry

Number 6
Sections: Section One

DECEMBER 10, 1952

AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

During PHYSICAL THEATRE

**SKY-HIGH
WATER
SLIDES!**

**SWINGS IN
THE
HEAVENS!**

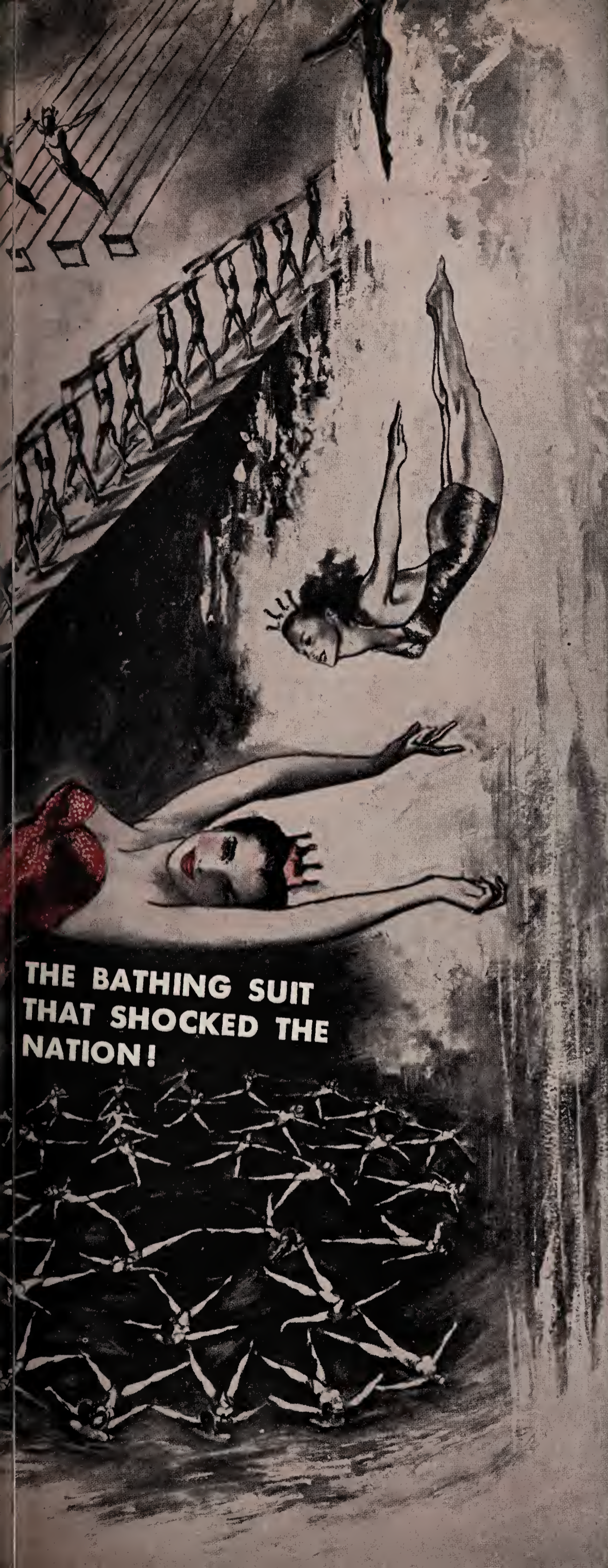
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**ESTHER WILLIAMS
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"MILLION DOLLAR
MERMAID" starring
Esther Williams • Victor
Mature • Walter Pidgeon
David Brian • with
Donna Corcoran • Color
by Technicolor • Screen
Play by Everett Freeman
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THE BATHING SUIT
THAT SHOCKED THE
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EYES HAVE
NEVER BEFORE
BEHELD SUCH
TECHNICOLOR
WONDERS AS

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**"MILLION
DOLLAR
MERMAID"**

Movie theatres foresee

Millions of people and

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M-G-M's

Miracle Musical

"Million Dollar Mermaid"

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Merry Xmas, Happy New Year!

VAUGHN MONROE

IDOL OF MILLIONS

Singing...

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in another great
action adventure

HERBERT J. YATE
Presents

TOUGHEST MAN IN ARIZONA

TRUCOLOR BY CONSOLIDATED

Starring

VAUGHN MONROE · JOAN LESLIE

with EDGAR BUCHANAN · VICTOR JORY · JEAN PARKER · HENRY MORGAN · IAN MacDONALD

Story and Screenplay By JOHN K. BUTLER · Associate Producer SIDNEY PICKER · Directed By R. G. SPRINGSTEEN

A REPUBLIC PICTURE

Republic Pictures Corporation





A CONSCIENCE stricken patron sent \$1 to a western theatre, revealing that he or she had been guilty of entering the house for 65 cents instead of 85 cents, and had therefore sentenced himself or herself to pay five times the amount out of which the theatre had been cheated.



IT SHOULDN'T be too difficult for theatres participating in the Bendix closed theatre TV meetings on Dec. 30 to make tiemps for Bendix giveaways following the televising.



DECLARING that it was "his constitutional right" to smoke in a theatre, a midwestern patron went to jail after he persisted in the practice. The city fire code prohibits smoking, in addition to the usual warning from the management. The young man stood by his principles until his mother came to bail him out.



THE CHECKING SERVICE at a midwestern house was expanded to include one for a pigeon, which accompanied a patron to the theatre. The manager decided the latter's regular business entitled her to the privilege.



JUST as interesting as the attendance at the forthcoming theatre TV showing of "Carmen" around the country will be the effect on concession sales at the theatres. It will be interesting to note whether people who buy their opera also are good customers at the stands.

—H. M. M.

I N D E X

VOL. 49, No. 6 DECEMBER 10, 1952

SECTION ONE

EDITORIAL	5
FEATURE ARTICLE— "THIS SMITH— A MIGHTY SHORTS MAN IS HE".....	6, 7
NEW YORK NEWS LETTER	8
THIS WAS THE WEEK WHEN.....	11
THE INTERNATIONAL SCENE	14
THE SCORE BOARD	15
PEOPLE	16
THE TIPOFF ON BUSINESS	16
IN THE NEWSREELS	18
PHYSICAL THEATRE	PT-1—PT-21

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
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THE COVER PHOTO

On the occasion of his 20th anniversary in the business, Pete Smith, whose "Pete Smith Specialties," MGM short subjects, have made history, poses with Dore Schary, MGM production chief.

EXHIBITOR

Vol. 49, No. 6



DECEMBER 10, 1952

The Plight of the Salesmen

THE recent Atlanta convention of the Colosseum of Motion Picture Salesmen of America again placed the spotlight on the men who are part of the lifeline of this industry, the salesmen, and their plight, which is one deserving of betterment.

JUST how a salesman can manage to get along on a \$9 daily allowance for hotel and meals, with hotels charging from \$4-\$5 a day, remains a mystery, and it is no secret that many don't break even at that rate. Furthermore, the policy of using company cars has eliminated the opportunity to save a few dollars on the expense sheet, with the result that the salesman's deficit keeps getting bigger. And many a booker has refused a chance to become a salesman because he knows that financially he might be worse off.

AN honest salesman is entitled to a decent break. Regardless of the theory that many salesmen are expendable and that it doesn't pay to visit accounts in the more distant points of some territories, we believe that the salesman has been, is, and always will be an important part of the industry setup. Where, for example, would many industry movements such as COMPO, the Christmas "Salute", and others be if it were not for the personal contact of the salesman? Their great work during the war cannot also be glossed over, and, despite the fact that once the mails were tried as a substitute for a salesman, we can't foresee a day when Uncle Sam's postmen will do the job that a film peddler does now.

EVERYTHING seems to be going up these days. Exchange employes and projectionists, organized for the common good, regularly get increases, the price of film keeps rising, and other trade employes are being unionized also. Only the salesman finds the going tough in his attempt to keep his head above water.

THAT is where the Colosseum comes in. Distribution has plenty of headaches, but, in the order of things, the salesman's interest is at the top of the list of problems to be solved. Even the exhibitors who are most outspoken in their denunciation of distributor tactics will agree that the salesmen have a right to live decently, too.

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MGM'S PETE SMITH, CELEBRATING 20 YEARS OF SHORTS MAKING, SHOWS NATIONAL THEATRES PRESIDENT CHARLES SKOURAS SOMETHING SURPRISING.

This Smith — A Mighty Shorts Man Is He

The Fellow Whose Specialty Is MGM's "Specialties" Is Celebrating 20 Years Of Making People Laugh



Smith's hands are full as he attempts to recall the many film awards his shorts have won.

WHEN Longfellow eulogized The Village Blacksmith with those unforgettable words, "The Smith the mighty man is he", he wasn't referring to the Smith named Pete who has been laboring in the vineyards of Hollywood, or, more specifically, Culver City, for lo! these 20 years. Yet, the Smith is indeed a mighty man, with a mighty boxoffice name in the field of shorts.

Pete Smith's celluloid career began when, as a press agent, he engineered some spectacular publicity stunts which attracted so much attention that before long he became MGM publicity director.

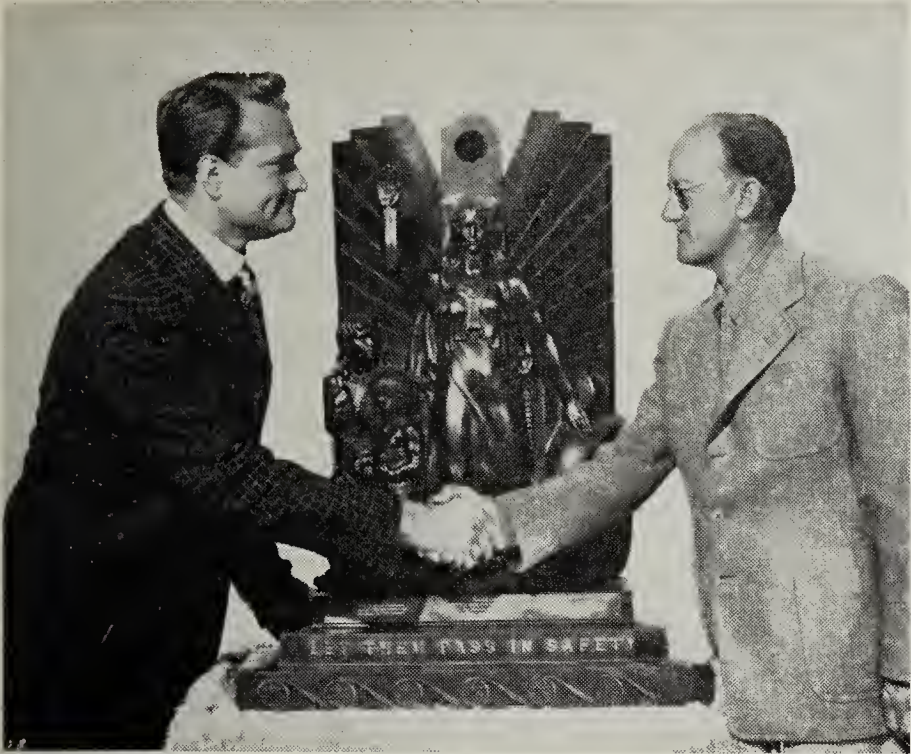
In 1931, his career took the turn down the short road when his friend, Joe Farnham, who had just started a series of the first short subjects with sound, died. Metro had 5000 feet of bronco-busting scenes with no one prepared to tie them together as a narrated film. At the time, one of Smith's official duties was to

accompany Louis B. Mayer when he appeared at banquets or industry meetings. While Mayer relied upon the education he had received in Saint John, New Brunswick, and his own movie experience to carry him through any serious discussion, he put Smith on the spot whenever an occasion called for comedy relief.

When the question of who would fit into the shorts department arose, L. B. answered it by suggesting the raspy-voiced dour-faced Smith. The rootin' tootin' reel was turned over to him, and he was told to make something out of it.

Smith did make something of it.

In the years since, Smith's "Specialty" shorts have consistently outrated their competition in both the domestic and foreign fields. In that time, too, Smith (whose "A Smith Named Pete" credit listing has become a trademark) has won two Academy Awards and many trophies.



Smith, who has as imposing a collection of awards, trophies, and citations as any one in Hollywood, is shown with Red Skelton, no mean comedian himself, congratulating him on an award won by one of his short subjects.



The Smith unit works on script ideas at one of the many gag conferences, left to right, Joe Ansen, writer; Phil Anderson, assistant to Smith; O'Brien; Joe Dietrick, film editor, and Reggie Carter, the secretarial assistant.



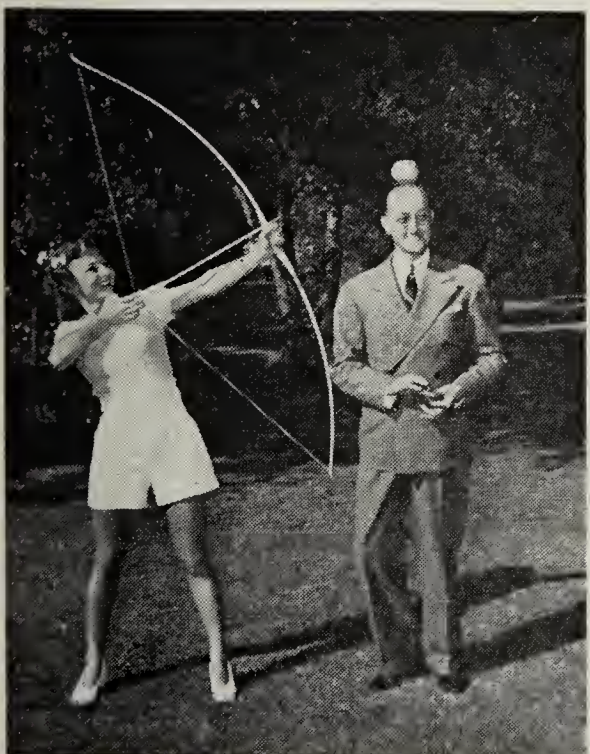
In front of his collection of trophies, Smith discusses a prize-winning short, "Bandage Bait," with W. G. Marks, safety division, Department of Labor, made at the department's request.



The Smith named Pete, Benny Rubin, and feature player, Dave O'Brien, stand behind Ann O'Neill during a close-up scene for another "Specialty." The intensity of the observation is obvious.



Smith, an ardent believer in the Stanislavsky school of acting, here insists that an actor must get inside the character he is playing, and explains the scene to an absorbed performer.



William Tell almost lost a son playing this game, but Smith fears nothing at the hands of such a pretty, though unidentified, archer.



Smith, working from detailed notes, records the narration on one of his short subjects while Ted Hoffman, sound engineer, stands by.



Smith, who has filmed some of the wierdest sights in the world, isn't really afraid of this monster, but one can't take too many chances.

New York News Letter

— By Mel Konecuff —

NEWSPAPER and trade press representatives as well as exhibitors were given a preview demonstration of RCA's new Giant Synchro Screen, which had



KONECOFF

just been installed in the RKO 58th Street theatre. This latest installation, which again uses the "light surround" technique, has an actual picture which measures 30 feet, seven inches in width. The overall width, including the white wings, is 56 feet. The wings reflect the light from the screen proper,

and give the effect of a larger picture.

The screen filled the entire proscenium arch, and improved viewing from the extreme side of the theatre as well as from the balcony. It was also stated that Hollywood film makers could use more wide angle shots in productions where that technique was warranted if the new screen were used, and the film would be more than effectively reproduced.

It was estimated that the price of the installation would be about double the ordinary screen installation at the average theatre, but that it would cost more to drape an ordinary screen and stage than it would to install Synchro Screen. The material in the "light surround" is the same as the screen proper, while the screen has perforations only in the area where the sound horn is located in the center. As a result, there is more light and a better picture reproduction. The only change in theatre equipment was installing wider lenses on the projection machines. Incidentally, over 100 ordinary sized Synchro Screens are in operation at present, with more being ordered daily.

Among those who addressed the gathering were Ben Schlanger, who designed the screen, along with William Hoffberg and J. F. O'Brien, manager, RCA theatre, sound, and visual equipment sales, who paid tribute to Sol Schwartz, RKO Theatres prexy, for initiating the change.

NEW PRODUCT, SPECIAL HANDLING, SALES ORG., ETC.: Bernard Jacon, vice-president in charge of sales, IFE Releasing Corporation, announced that six major Italian films would be released nationally during the first six months of 1953 at the rate of one monthly. At least half the films will be in American language versions, with re-recording processes having been improved immensely.

"Anna" will be the January release, with pre-release dates set for San Francisco and Buffalo. February will see "Bellissima" released, and star Anna Magnani



Officers and executives of the Italian Film Export Releasing Corporation, seen recently in New York, are, standing, left to right, Bernard Jacon, vice-president in charge of sales; Jonas Rosenfield, Jr., vice-president in charge of advertising, promotion and publicity, and, seated, Dr. Renato Gualino, president. National plans are underway.

may come over for personal appearances. March will have "Times Gone By", Easter-time will see an untitled film based on the life of Pope Pius X, in the American language, and the April release will be "The Young Caruso", also in English. The final film is "Girls Of The Piazza."

Jacon left on a month-long cross country trip to install divisional personnel, and finalize booking dates on some features. There will be five regional offices. The eastern division will headquarter in New York City, with a division manager supervising a sales representative to cover the New York area; another to cover the Boston-Albany area, another to cover Washington, Philadelphia, and Charlotte.

The central division will operate out of Cleveland, with a division manager to supervise a sales representative who will cover Cincinnati and Indianapolis, and one to cover Detroit, Pittsburgh, and Buffalo. The midwest division will operate from Chicago, with a division manager over a representative for Minneapolis, Des Moines, and Omaha and one for Kansas City and St. Louis. The southern division will headquarter in Atlanta, with a division manager supervising a representative for New Orleans and Memphis and one for Dallas and Oklahoma City. The western division will operate out of Los Angeles with a division manager supervising a representative covering San Francisco, Portland, and Seattle, and one for Denver and Salt Lake City.

Jacon expects that these people will be familiar with their territories, and will also be able to advise on the exploitation and publicity phases of the bookings in addition to handling sales. He will be able to cover the 31 exchange areas with 18 men, with more added as needed. Each film will receive major treatment with ads, TV, newspaper, etc., all being contacted well before picture dates so that there will be concentrated point of sale promotion. There will be trailers, three sheets, six-sheets, TV trailers, etc., all available well in advance, and negotiations are presently in effect with National Screen Service to handle accessories. It is also expected that films will be tradeshown wherever possible to permit buyers and bookers a view of the product.

The sales executive announced that all films scheduled for theatre showing will not be shown on television now or at a

Pre-Holiday Lull Affects B'way Sector

NEW YORK—Grosses in the Broadway first-runs, with only two openings, slipped back apace last weekend.

However, since the annual pre-Christmas slump was on, most of the spots expected it.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows.

"THE IRON MISTRESS" (WB). Paramount, with stage show, expected the third week to tally \$51,000.

"MILLION DOLLAR MERMAID" (MGM). Radio City Music Hall, with Christmas stage show, opened to \$89,000 for Thursday through Sunday, with the opening week heading toward \$140,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion anticipated the second week at \$45,000.

"THE SNOWS OF KILIMANJARO" (20th-Fox). Rivoli reported \$15,000 for the 12th week.

"KANSAS CITY CONFIDENTIAL" (UA). Globe expected the second week to hit \$13,500.

"THE THIEF OF VENICE" (20th-Fox). Mayfair was heading toward a \$14,000 second week.

"LIMELIGHT" (UA). Astor reported \$18,000 for the seventh week.

"OUTPOST IN MALAYA" (UA). Loew's State expected the second week to hit \$12,000.

"BREAKING THROUGH THE SOUND BARRIER" (UA). Victoria announced \$14,000 as the fifth week's figure.

"BECAUSE OF YOU" (U-I). Capitol claimed the opening week would reach \$34,000.

later date, and exhibitors will be assured of a steady flow of quality product with all theatres potential customers for the imports. He reported that IFE has about a dozen outstanding short subjects which can be packaged with features, and the shorts department may be expanded after several hundred shorts arrive here from Italy, and are screened for theatre suitability.

WAC DEPARTMENT: Frederick Brisson and Rosalind Russell, producer and star of "Never Wave At A WAC", respectively, in addition to being husband and wife, arrived to screen, and discuss, the film with RKO executives as well as to discuss the world premiere in Washington toward the end of January. The Women's Army Corps, which has assured Brisson that it will cooperate in all activities relating to the premiere as well as other key city openings, has given its approval to the comedy, which presents a realistic picture of women in the service and is expected to serve as a recruiting spur.

This was the story that was given a test run on a nationwide TV hookup a year ago to see how the story, comedy, situations, etc., played, and the kinescope recording was then studied. A single screen play was written as a result, with an estimated savings of \$30,000 to \$40,000. This, in addition to the publicity, advertising, and promotional value, which they've been assured is considerable, the pair felt that the potential viewing audience has not been reduced by the TV run, but

(Continued on page 17)

Myers, In Ind., Sees Some Hope For Arb.

UA's Krim Sets Deal For Italian Production

ROME—Joint Italo-American production in Italy of major motion pictures for world-wide distribution will be achieved under an arrangement concluded in Naples last week by Arthur B. Krim, president, United Artists, the American film company, and Angelo Rizzoli and Robert Haggiag of Italy.

The arrangement also provides for the formation of a new film distribution company, resulting from the merger of Dearfilm, currently distributing Italian films, and DAI, exclusive agency for distributing United Artists releases in Italy. Haggiag is the head of DAI, and Rizzoli, publisher, industrialist and producer, is the head of Dearfilm.

The new distribution company will distribute all United Artists releases in Italy.

Says "Distributor Execs Should Ask Sales Depts. To Step Aside"; Youngstein Also Heard At Convention

INDIANAPOLIS—Abram F. Myers, National Allied general counsel, gave some hint last week in an address before the Allied Theatre Owners of Indiana convention that there was still hope for an acceptable plan of arbitration if "distributor executives asked their sales departments to step aside while they acquainted themselves with the exhibitor point of view."

Myers said that Allied's rejection of the proposed arbitration draft at the Chicago convention would only have real meaning if it resulted in "heart to heart talks" between exhibitors and distributors to formulate a more suitable plan. He called 1953 "a year of decision," and expressed the hope that distributors would cooperate in an effort "to fill theatres, and not to try to get the most from each individual patron."

No exhibitor is against the principle of arbitration, he said, but everyone involved in the arbitration problem must realize the danger of giving judicial sanction to practices harmful to exhibitors. His criticism of the industry plan centered on pre-releases, competitive bidding, and the lack of provisions that would ease the strain on exhibitors. Myers also hit at "the iron curtain of the Johnston office," and asked that it be lifted. He praised Trueman Rembusch for his work as Indiana Allied president, and William Carroll for his work as secretary.

Max Youngstein, vice-president, United Artists, spoke, and said that the only way to solve industry problems is to realize that there are more areas of agreement than of disagreement between exhibitor and distributor.

Rembusch announced that, after seven years as president, he was not a candidate for reelection.

J. R. Pell, chairman, Allied's tax committee, spoke on the campaign for repeal of the 20 per cent amusement tax.

Joe Finnernan attacked exorbitant film rentals which necessitate advanced admission charges, while Ted Mendelsohn reported on drive-ins, and asked that more prints of all pictures be made available for them.

Edward Raoul, Jr., organization counsel, discussed legislative matters, and Burton Robbins, National Screen Service executive, also spoke.

Leon Bamberger, RKO, reiterated his opposition to the high rates charged by newspapers for motion picture advertising. Similar to his addresses at other conventions, his talk was well received.

Election of a new president to succeed Rembusch and other officers was deferred until the January meeting of the board.

A resolution was passed condemning increased admission pictures as "detrimental to theatre public relations", and urging exhibitors to resist them. Another resolution was passed calling distributor attention "again" to the "necessity of making a greater number of prints available in the exchange area." A third resolution, providing that the group set up a system for the exchange of information on allocation and terms to aid exhibitors who are on their own in outlying situations, was tabled for subsequent board action.

All three resolutions resulted from the film clinics.

TOA Available For Discussions

NEW YORK—The TOA made an effort last week to reopen discussions between exhibitors and distributors on the draft of the industry arbitration plan when Herman Levy, general counsel, announced that the organization was more prepared than ever to meet with distributors for conferences on provisions of the plan where disagreement exists. Earlier, Alfred Starr, TOA president, had also stated to an industry press conference that exhibitors favored the principle of arbitration, and would be glad to meet with distributors to iron out differences. Levy emphasized that Allied's rejection of the arbitration plan should not be considered an end to hopes of a workable agreement.

Meanwhile, the board of directors of the Independent Theatre Owners of Ohio voted to approve the action of National Allied in rejecting the arbitration plan in its present form.

The Western Theatre Owners rejected the proposed draft of the industry arbitration plan, claiming that it does not carry out the format outlined in the original arbitration conferences.

IFE Completes Executive Roster

NEW YORK—The IFE Releasing Corporation completed its roster of top executive personnel with the designation last week of Dr. Renato Gualino as president, E. R. Zorogniotti as executive vice-president, and Jonas Rosenfield, Jr., as vice-president in charge of advertising, promotion, and publicity.

All three men will continue as top executives of Italian Films Export. The parent organization has recently been expanded by the addition of two new departments, newsreels and short subjects, headed by Robert Gordon Edwards, and television, under the direction of Ralph Serpe.

Field staff for the five regional offices which IFE Releasing Corporation is now setting up in New York, Cleveland, Chicago, Atlanta, and Los Angeles will be announced shortly.

RKO Declares Dividend

NEW YORK—Sol A. Schwartz, president, RKO Theatres Corporation, announced last week that at a meeting of the board, a dividend of 15 cents per share was declared on the outstanding capital stock.



Shown is the group of new members of the Motion Picture Pioneers who participated in induction ceremonies at the organization's recent meeting

in the Hotel Astor, New York. The Pioneers inducted 65 new members. The New York City affair was one of the most successful in unit's history.

Novelty of "Bwana Devil" Attracts; "The Play's The Thing" — Manning

HOLLYWOOD—Good business followed the much heralded debut last fortnight of the first feature length film made and projected via Natural Vision Corporation's new process, "Bwana Devil", at two theatres, the Hollywood Paramount and the Downtown Paramount.

The plush event was attended by a heavy turnout of stars, industry top brass, and civic leaders.

To view the picture, it is necessary to use special Polaroid glasses. Inexpensive ones were provided, in cardboard frames.

Preceding the actual feature, an introductory short subject tended to point up the difference between the two dimensional photography now in use and the Natural Vision process. Using Lloyd Nolan as commentator and some clever cartoon puppet figures, the show was off to a good start. This first impact of the screen suddenly taking on the third dimension caused an instant ripple of interest and a burst of applause.

During the running of the color feature itself, reactions were varied. In some sequences, where the colors were vivid and in sharp contrast, the effect of the third dimensional process was startlingly real. For the whole, however, it will always remain for the actual story being told to bear the major responsibility of holding audience interest. This one is too lightweight, and, therefore, proved ineffectual to maintain any engrossment.

Like any new process, Natural Vision must be studied and then studied some more under a practical, working plan. Undoubtedly, there were many moments in the running of the film where the audience was quite excited about the natural, lifelike actors on the screen and the lush beauties of landscapes captured in all its beauty. But, there again, mere beauty of photography has never in itself been sufficient to hold for long the interest of the present, highly critical public, it would appear.

To this viewer, wearing the Polaroid glasses seemed no handicap, even though they were worn on top of regular spectacles. Others, after the showing were divided in their opinion.

The fact, however, remains that had the picture itself been of a more gratifying nature, the overall effect would certainly have been greatly altered. As it was, the process itself was burdened down with a sagging handicap.

Summing up, this initial attraction has most certainly a fine exploitation value. As for it being the white hope of the future for the industry, this is certainly a horse of a different dimension.

It is safe to venture that Natural Vision Corporation will be called upon to produce a really good feature picture to prove its worth before it will be acclaimed as the boxoffice bonanza which its backers claim it is.

Both Natural Vision equipment and "Bwana Devil", first picture produced for its use, are being booked nationally by George J. Schaefer, who headquarters in New York City.

—PAUL MANNING.



Among the celebrities who packed the Criterion, New York, for the recent benefit premiere of RKO's Samuel Goldwyn production, "Hans Christian Andersen," receipts of which were given to the Will Rogers Memorial Hospital, were, left to right, G. S. Eyssell, president, Rockefeller Center, and chairman, benefit committee; Jeanmaire, Goldwyn, and Abe Montague, president of the hospital and who is also Columbia vice-president.

Schwalberg Reveals New Division Planning

PHILADELPHIA—A. W. Schwalberg, president, Paramount Film Distributing Corporation, last week revealed details of a new plan for division managers' sales meetings, with special emphasis on more intensive promotion policies adapted to the specific needs of each regional territory. The first scheduled application of the new plan will cover releases for the first six months of 1953.

Keynote, according to Schwalberg, will be the inauguration of a series of individual regional meetings in the headquarters city of each Paramount division. The meetings, to be conducted by Schwalberg, also will be attended by E. K. "Ted" O'Shea and Jerry Pickman, vice-president in charge of advertising, publicity, and exploitation, as well as the division manager and key division personnel.

"The advantages of this new plan," Schwalberg stated, "are obvious. We feel confident that each of our division managers and each branch manager has an intimate knowledge of his own territory which will be invaluable in setting details of merchandising plans and programs. By coordinating the individual needs of each territory into one completely-integrated program of promotion, we feel that we shall strengthen our operations tremendously.

"The basis for the added strength which the Paramount program will derive from this method of handling," Schwalberg added, "is the fact that individual division managers and branch managers are so much more closely connected with the needs of theatres throughout the country than we can possibly be in the home office. No program can have any value unless it provides a direct benefit to the exhibitor at his own boxoffice. This is our aim, to do everything we can to stimulate boxoffice revenue to the individual theatre."

Skouras, Smith Set For Zukor Celebration

DALLAS—Robert J. O'Donnell, international chairman, Adolph Zukor Golden Jubilee sponsored by Variety Clubs International, last week announced that Charles Skouras, president, National Theatres, has accepted the west coast chairmanship of the celebration.

O'Donnell also announced that he has appointed Lou Smith, now handling "Movietime, U.S.A." for COMPO in Hollywood, as his executive aide on the celebration. Smith will operate from Hollywood and New York in conjunction with the Variety committees in charge of setting up arrangements for the celebrations.

Skouras has been named chairman of the Variety Clubs International committee which will have charge of the Zukor 80th birthday dinner at the Ambassador Hotel on Jan. 7. The dinner will be strictly an invitational affair, with no admission charge, and representatives from all branches of the industry as well as civic and industrial figures from throughout Southern California will be present at the event.

The dinner will launch a series of events planned under the auspices of the Variety Clubs, which will culminate in New York on March 4 with a Golden Jubilee Dinner at the Waldorf-Astoria, marking Zukor's 50 years in the film business.

O'Donnell revealed that pledges of full and unbounded cooperation in celebrating the veteran showman's 50th year in motion pictures have been flooding into his office.

Skouras sent invitations to studio heads and industry leaders to meet with him to review plans for honoring the pioneer.

Skouras later received a wired request from A. W. Schwalberg, president, Paramount Film Distributing Corporation, on behalf of Paramount Pictures, asking that the company be given the privilege of being host for the event.

The new program of individual meetings started here where Schwalberg, O'Shea, and Pickman met with mid-eastern division manager Howard G. Minsky and key division personnel.

Schwalberg, O'Shea, and Pickman flew to Dallas for similar meetings with south central division manager A. M. Kane and territory personnel. Next stop was Los Angeles, for a two-day session with western division manager George A. Smith and Pacific Coast sales forces.

On Dec. 12 and 13, the executive trio will be in Chicago for sessions with central division manager J. J. Donohue. Final meeting will be held in New York on Dec. 15 and 16, with eastern and southern division manager Hugh Owen calling together key personnel from his territories to discuss forthcoming product.

TOA Board Meets In Jan.

NEW YORK—Charles P. Skouras, chairman of the board, Theatre Owners of America last week announced that the annual mid-winter meeting of the board will take place here on Jan. 25-27.

Anti-Tax Subjects For Legislators Only

NEW YORK—The short subject which Senator Milliken, Colorado, suggested as the best vehicle for telling the industry's tax story would be for showing only to Senators and Congressmen, and would not be available to exhibitors, it was made plain last week by Pat McGee, co-chairman, National Tax Repeal Campaign Committee.

McGee, one of a delegation of Colorado theatre men who conferred with Senator Milliken on the industry's tax problems, emphasized in a wire to COMPO that the Colorado Senator said that if such a picture could be shown in Washington to groups of Senators and Congressmen, it would be of great help in the industry's tax campaign.

"Neither the Senator nor any of those at the conference," McGee wired, "made any mention of making the picture available to exhibitors for screening to the public."

Banquet Winds Up Inde. Exhib. Meeting

BOSTON—Henderson Richey, sales promotion manager for MGM, was to be the master of ceremonies at the banquet last night (Dec. 9), climaxing the annual convention of Independent Exhibitors, Inc., of New England and the Drive-In Association of New England at the Sheraton Plaza Hotel.

Joseph Kaufmann, newly-appointed director of theatre operations and distribution for Cinerama, Inc., was to be the principal speaker. Maurice Wolf, MGM public relations, also was to say a few words. Principal speaker at the luncheon was to have been Leon Bamberger of RKO.

The convention committee, headed by co-chairmen Norman Glassman and Leonard Goldberg, selected the following captains from the various districts in the five New England states: For Massachusetts: Edward Lider, Walter Mitchell, Leslie Bendslev, Roy Smith, Albert Arzigian, Edwin Fideli, Joseph Averbach, Al Lourie, Arthur Viano, Irving Isaacs, Joseph Dimodica, David Hodgdon, G. Albert Roy. Winthrop Knox, Frank Boschetti, Bruce Glassman, Sam Resnik, Norman Glassman, Charles Tobey, Sylvio Williams, Donald Holbrook, Lawrence Miceli, Julian Rifkin, Elihu Glass, Eugene Miekniowski, Calvin King, Abe Garbose, and Herbert Brown; Maine: Thomas Hanlon, Katherine Avery, James Speir, Eugene Boragine, Marshall Carleton, Royal Bolduc, G. E. Neagle, Ray Hammell, Charles Brooks Ralph Robert, William Flora, Marjorie Nutt, Joseph Cronan, Frank Le Page Lewis Tewksbury, Lillian Keegan and Samuel Nyer; New Hampshire: Leon Bolduc, Fred Markey, Joseph Kennedy, Ansel Sanborn, James Nadeau, Michael Bruno, Ambrose McLaughlin, Robert Zernsky, Theresa Cantlin, Arthur Barwood, Doris Mollica, and Warren Nichols; Rhode Island: Melvin Safner, Ted Rosenblatt, George Erinakesa, and Meyer Stanzler, and Vermont: Andrew Tegu, Donald McNally, Harold Ryan, and Paul Gamache.

This Was The Week When

Warners directors declared a dividend of 25 cents per share on the common stock "Peter Pan", Walt Disney feature to be released by RKO, was scheduled for a world premiere at the Roxy, New York, and State-Lake, Chicago. . . . The Sign, Catholic monthly, announced that its 11th annual award would be given to WB's "The Miracle Of Our Lady Of Fatima." . . . The board of Trans-Lux declared a 15 cent dividend on the common stock. . . . Paramount set a Hollywood-style premiere of "Come Back, Little Sheba" for the Victoria, New York, on Dec. 23. . . . The American Heritage Foundation credited the American motion picture industry with a "monumental role in the Election Day turnout on Nov. 4." . . . 20th-Fox declared a quarterly cash dividend of 25 cents per share on the common stock.

An exclusive representation agreement for the United States was signed with Regent Film Distributors, Limited, England, marking the entry of Gordon Films into that field in this country. . . . MGM's "The Hoaxters" bowed in at the Vogue, Wiltern, and United Artists, Hollywood, in order to be eligible for Academy Awards consideration. . . . "Face To Face", RKO release, had its world bow at the Studio, Salt Lake City.

Para. Bookers Sales Drive On

NEW YORK—Paramount has dedicated December to its fifth annual "Booker-Salesman's Drive," a company institution started in 1947 by A. W. Schwalberg, president, Paramount Film Distributing Corporation, as a tribute to the bookers-salesmen themselves whom he regards as "the backbone of any film organization."

The drive will continue through Jan. 3. Quotas have been set for the drive, and advertising material has been prepared by the home office committee under the chairmanship of Monroe R. Goodman. The committee includes Harold Beecroft, Joe Bisdale, Sid Blumenstock, Arthur Dunne, Martin Friedman, J. Knox Haddow, Fred Leroy, Sid Mesibov, Jack Roper, George Schur, and Joe Walsh.

Shlyen, Emanuel Named

NEW YORK—Ben Shlyen was last week appointed representative of the trade press on the executive committee of the Council of Motion Picture Organizations.

Jay Emanuel, EXHIBITOR publisher, will serve as Shlyen's alternate.

October Admissions Show Drop

WASHINGTON—October admission tax collections, representing business done in September, totalled \$31,294,629, according to the report issued last week by the Bureau of Internal Revenue. Receipts in September, 1951, were \$37,302,260.



Louis B. Mayer, Cinerama chairman of the board, was recently presented on the coast with the 1952 "Milestone Award" for his contributions to the industry. Seen, left to right, are: Norma Shearer, Mayer, and Sol C. Siegel, Screen Producers Guild head, who made the presentation.

B. G. Kranze Named UA Gen. Sales Head

NEW YORK—B. G. Kranze was last week appointed United Artists' general sales manager for the United States and Canada.

Kranze, serving as executive assistant to W. J. Heineman since April, 1951, began his career in 1921 at the Paramount studios in Astoria. He later served as salesman, branch manager, and eastern-central district manager for RKO. He was vice-president in charge of distribution for Eagle Lion Classics before joining United Artists.

New TV Distrib. Makes Nat. Bow

NEW YORK—The announcement that Teleconference, Inc., had been formed last fortnight heralded the entry of a second big-time distributor into the field of theatre television. A group of experts in the field of public and industrial relations will head the new group, and has arranged the largest closed circuit industrial theatre TV event thus far for the Bendix Home Appliances Division of Avco Manufacturing Corporation.

The TV sales conference, originating in Chicago's Garrick, will introduce a new Bendix product to dealers in theatres in 40 cities on Dec. 30.

Teleconference, Inc., is headed by Stanley Baar, president; Aaron Feinsot, vice-president; Thomas W. Casey, vice-president, and Gerald Dickler, secretary-general counsel. The company will not restrict itself to sales conferences, but will also enter the field of distribution of sports and entertainment events. The company, it is said, in addition to the Bendix telecast, is about to close other industrial theatre TV deals.

Payment to the theatres for the Bendix telecast, which will be one hour long, is on a flat fee basis.

Essaness Wins Decision

CHICAGO—A decision handed down last week by Judge Walter Labuy favored the Essaness Theatre Corporation in the \$1,300,000 suit brought against it by the Spiegel estate and Emil Stern, former partners in the circuit, claiming misrepresentation by the corporation in the purchase of their Essaness stock for \$1,250,000 five years ago.

➔ **Something
Happened to
N.Y. Critics** v

Hans Christ

Color

★ ★ ★ ★ Highest rating from **KATE CAMERON**, *Daily News*:

“A charming, delightful, tuneful, amusing, touching, colorful, lavish, eye-filling entertainment. All this and more is ‘Hans Christian Andersen’.”

●
ROSE PELSWICK, *Journal-American*:

“Lovely to look at and enchanting to hear. Made with taste and skill, a blend of charm and romance and humor, of beautiful ballets, rhythmic songs, glowing colors and gorgeous sets. It’s delightful entertainment!”

●
OTIS GUERNSEY, *Herald Tribune*:

“Big, merry and tuneful! Samuel Goldwyn has created a Hollywood fairyland. There is so much spread across the screen that one hardly knows where to begin. A bona fide Goldwyn dazzler!”

●
FRANK QUINN, *Mirror*:

“Hurrah for Goldwyn!! Everything about this film is laudatory. Rich humor, great warmth and delightful charm. Frank Loesser contributes a score that will have you humming when you leave!”

**Wonderful
out of 7
men they saw**

in Andersen

TECHNICOLOR

BOSLEY CROWTHER, *Times:*

“As pretty and graceful a picture as has come down the rocky pike this year. Samuel Goldwyn’s reputation as a maker of quality films, full of exquisite production and pains-taking craftsmanship should receive further elevation!”

ALTON COOK, *World-Telegram & Sun:*

“The masterwork of the long producing career of Samuel Goldwyn. Danny Kaye leaves an audience with the feeling that everyone in the place has just had something as nice as a birthday party. Good feeling radiates from the screen. Probably the most enduring songs in the memory of man!”

IRENE THIRER, *Post:*

“It’s out of this world! A new star is born—Jeanmaire, who is enchanting and a charming actress, besides being grace personified. The underwater ballet is breathtakingly lovely, the production is lavish and grand and replete with melodies. A resplendent song and dance show!”

The International Scene

Canada

Two statements regarding Famous Players Canadian Corporation would seem to complement each, though they covered two widely separated fields in the operation of the company. One was the announcement of an increase in Famous Players dividends for 1952, while the other was a tribute to the manpower of the company as being more important than "the good leadership and sound financing", made by Rueben Bolstad, vice-president. An increase of 40 cents per share will be paid shareholders of the company in 1952, it was announced by the board. The directors declared a regular dividend of 35 cents per share of Famous Players stock, plus an extra dividend of 15 cents per share for the quarter ending on Dec. 31, 1952. Shareholders received four dividends of 30 cents each in 1951, totalling \$1.20 per share, as opposed to the \$1.60 being paid this year. Three dividends of 30 cents each have been paid this year, with an extra 20 cents paid in March. The announced December dividend of 35 cents plus an extra dividend of 15 cents brings the total value per share in 1952 to \$1.60. Speaking to a gathering of partners and managers in Vancouver, a meeting which began a three-week tour of western Canada. Bolstad said that manpower was "an asset which does not show on our annual balance sheet," but that it had played an important part in the company's development. At the meeting, three new members of the Famous' 25-year club were inducted, Phil Tucker, Kamloops, Martin Cave, Victoria, and George Gerard, Vancouver. "We have a very special regard for our British Columbia members, for the roots of Famous Players are deep in this province," said Bolstad. The meetings, presided over by Larry Bearg, western division manager, moved on to Calgary, and Moose Jaw, Regina, winding up in Winnipeg. Talks on confections, advertising, and other phases of theatre operations were given by Jack Fitzgibbons, Jr., and James R. Nairn.

Posted to the new crew of Tent 28, Variety Club, Toronto, were four new faces, George Altman, Jack Fitzgibbons, Jr., Paul Johnson, and Harry Mandell. They were in addition to the reelection of Herb Allen, Clare Appel, Reuben Bolstad, Dan Krendel, Gordon Lightstone, Ernest Rawley, and William A. Summer-ville, Jr. Inducted at the meeting were Reginald Batten, Shelly Films; Harold Myers, Myers Ticket Agencies; Sol Cohen, Victoria, Toronto, and Grant Carson, Virginiatown theatre operator.

Jack Arthur, northern Ontario supervisor for Famous Players Canadian Corporation, whose headquarters are at Toronto, has been given a three-year contract by the Canadian National Exhibition to be executive producer of the grandstand show. It is expected that he will resign his position to give his full attention to the CNE operation, which will pay him \$12,500



Roy Pendry, Warner-Pathe Newsreel photographer, aims his camera at one of the attractive models who took part in the recent showing of clothes and hair styles at the Odeon, Toronto. Footage shot at the showing arranged by Gerry Sounderson was included in the Warner newsreel.

a year, plus seven per cent of the show's gross over \$350,000. Arthur will be allowed to participate in outside activities during the off-season. At present he is the star of a Trans-Canada radio network program telling of his career in show-business, entitled "Mr. Showbusiness." Arthur was responsible for production of the 1952 edition of the grandstand show.

Construction and alteration contracts worth \$471,000 for eight theatres were awarded during October. Of these, five, valued at \$206,000, were in Ontario, two for \$195,000 were in Saskatchewan, and one for \$70,000 was in Quebec. The other provinces had none, and Quebec's award was for a theatre in Montreal. Work has started on one theatre and a drive-in, while plans are ready for three drive-ins.

Arnold Entwistle, Entwistle Theatres Limited, died in Edmonton at the age of 58. A former president of the Canadian Picture Pioneers, Entwistle had been ill for several weeks. He founded the business which is now associated with Famous Players Canadian Corporation, with his brother and father in 1920 at the time of the purchase of the Dreamland, Edmonton.

CANADIAN CLIPS: Toronto was host to two visitors. Ralph Bromhead, head, Independent Film Distributors, was in to discuss "Women At Twilight" with the Canadian distributor, Cardinal Films. From Canada's film center, Bromhead went on to New York for talks with United Artists. Another English visitor was C. J. Latta, managing director, Associated British Pathe, for whom an intimate luncheon was tendered by theatre executives. . . . Arthur Manson has been confirmed in his position as advertising and publicity chief in Canada for MGM, to succeed the late Dewey Bloom. . . . The Winnipeg district, Canadian Picture Pioneers, met. . . . Funeral services were held for Mrs. Mark Geldsaeler, mother of Ben Geldsaeler, chief film buyer, Famous Players Canadian Corporation. . . . "Citizen Verek," a composite true story of a group

of new Canadians from Europe, is the latest National Film Board "Canada Carries On" release. . . . Phil Pendry, Warner-Pathe News cameraman in Canada, was honored by the rector of Laval University, Quebec, with a commemorative medal and an album for making the school better known during centenary celebrations last fall. . . . Twentieth Century Theatres (Toronto) Managers' Club added another \$1500 to the fund of \$3500 which it has contributed towards the cost of operation of Variety Village, Toronto. The money was raised through a benefit show held at the Victory, Toronto. . . . A first-run policy is to be inaugurated at the opening on Dec. 29 by Premier Operating's Imperial, Port Colborne, when the house reopens after redecoration.

Audio executives Arthur Gottlieb, Clem Williams, and Walter Ellaby were at Colorado Springs, Colo., where they held top level conferences with Alexander Film Company executives concerning various phases of distribution. Audio is the exclusive Canadian distributor for Alexander. Gottlieb headed for New York, Williams returned to Audio's home office in Toronto, and Ellaby started an extended sales trip with stopovers at Vancouver, Calgary, and Winnipeg.

In Toronto, Marcus Loew's Theatres, Limited, announced a net profit in the year ended on Aug. 28 of \$84,944, or \$1.32 a share, compared to \$84,140, or \$1.22 a share, in the previous year.

—HARRY ALLEN, JR.

England

In London, J. Arthur Rank testified during a Magistrates Court hearing of charges brought by the Board of Trade that the Gaumont had failed to exhibit sufficient British-made films to meet its second features quota requirements, that the double feature house had been losing money for years. Rank further stated that his theatres lost money last year, but earned 1,151,000 pounds (\$3,222,800) selling ice cream to patrons. The complaint against him was later dismissed. The court criticized the BOT for bringing the action without considering the cost or other "vital and necessary" matters. Rank and Sidney Colt, BOT, testified during the hearing, and the defense was conducted by Sir Hartley Shawcross, former BOT president.



Londoners lined up at the Cameo recently for the first "oll-Mogoo" program ever shown in England, including five of the most popular Columbia-UPA shorts featuring "Mr. Mogoo."

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

RKO

"Angel Face"—Names should help slow moving melodrama.

"No Time For Flowers"—Pleasing import for the duallers.

U-I

"Meet Me At The Fair"—Pleasing for the family trade.

20th-Fox Reveals 1953 Shorts Program

NEW YORK—A program of 51 shorts will be released by 20th-Fox during 1953, Peter G. Levathes, short subject sales manager, announced last week.

The slate will comprise offerings by Art Films Productions, "Terrytoons", and an assortment of "Movietone" sport reels and news subjects, in addition to the four weekly editions of Movietone News, Levathes stated.

A series of seven Technicolor art films dealing with the masterworks and lives of world renowned artists will be offered next year. Three of the subjects pre-released: "Curtain Call", "I Remember The Glory", and "Light In The Window", will lead the series in general release during 1953. The others are "Birth Of Venus", "Joy Of Living", "The Young Immortal", and "The Night Watch."

"Terrytoons" will be represented by 30 Technicolor features. Twenty-six of the total will be new, and four will be re-issues.

Six sport reels will reach the screens. "Movietone" will also introduce a special series of six 10-minute shorts dealing with headline news events captured on film.

Rounding out the short subject releases will be two reissues of Lew Lehr featurettes.

Gold Hits TV Demands

NEW YORK—Mel Gold, president, National Television Film Council, one of the participants in the negotiations between the film producers and SAG, last week denounced what he claimed were SAG attempts to foist upon the film producers wage rates and policies which, although feasible and operative in radio and live TV, would be ruinous when applied to the TV film industry.

Speaking at an NTFC luncheon, Gold said that the SAG demands for additional payments for reuse of film commercials and payment on a per-film rather than per-day basis to actions might raise the cost of film commercials to such an extent that it would be impossible for producers to operate profitably in competition with live commercials.

"Free" Admissions Legitimate

COLUMBUS, O.—T. W. Kienlan, special assistant to the Under-Secretary of the Treasury, reported last fortnight that the free admission policy of the 321-seat Little, H. & S. Theatres, "apparently is legitimate."

Kienlan said that if the practice becomes widespread, the Bureau will have to "work out a regulation to cover the situation."

Streamlined 22-Car Train To Carry Trade Exposition To Entire Country

DALLAS—It was announced last week that Texas COMPO will transfer its Motion Picture World Exposition to a special streamlined 22-car train for a nation-wide tour immediately following its 1953 State Fair of Texas presentation.

Paul Short, creator and designer of the exposition, who will direct the State Fair engagement as well as the tour, assisted by his co-chairman, is now conferring with officials of the American Association of Railroads regarding complete details and plans.

The plans were to be presented to the board of directors of COMPO at its meeting in Chicago this week by R. J. O'Donnell and Colonel H. A. Cole, co-chairmen, Texas COMPO.

Twelve of the cars will be needed to house the Hollywood studio exhibits which will include historical data, actual costumes, properties, miniature production sets, and complete material displaying the beginning, growth and development of the industry.

One of the cars will be especially equipped to carry network radio broad-

casts. Another will present television programs in which audiences will participate. Two cars will be appointed to serve the press, executive staff, and the crew.

Still another car will be converted into a miniature theatre for the showing of a 20-minute subject covering the history of the industry. Another car will become a miniature motion picture studio for screen tests to execute the Leonard Goldenson plan for a national talent search, in which all theatres in the United States will have an opportunity to offer contestants and candidates. Tests will be made by noted Hollywood directors and writers aboard for this assignment.

One of the features of both the exposition and the tour will be the \$5,000 contest in which cash awards will be made to persons submitting the closest estimates of the number of feet of film used by the industry in producing talking pictures and color pictures. The talking picture footage contest will be confined to the exposition at the State Fair of Texas and the color film footage will be covered exclusively by the tour.

Allied Members Surveyed

NEW YORK—Wilbur Snaper, president, Allied States, announced last fortnight that a questionnaire prepared by general counsel Abram F. Myers was being sent to all members asking them to list information on any abuses charged against any distributor with whom they do business. The information will be specific.

This is in line with the "statement of policy" adopted at the Allied convention in Chicago which pledged "a concerted effort to secure prompt, effective relief" by such legal means as might be open to Allied members.

Jarrico Decision Important

HOLLYWOOD—An important precedent with respect to a studio's right to withhold screen credits was believed to have been established last fortnight when Superior Judge Orlando H. Rhodes upheld RKO in refusing screen credit to Paul Jarrico on "The Las Vegas Story," following the writer's discharge for refusing to answer questions of the Un-American Activities Committee.

The Jarrico precedent apparently opens the way for reconsideration of agreements between talent guilds and studios involving the apportionment of screen credits.

Local Union Negotiations Due

NEW YORK—It was learned last week that home offices of national distributors have sent letters to local unions representing exchange workers in each key city requesting terms and conditions demanded in new contracts.

The locals voted to negotiate individually this year, and distributors plan to set up committees to carry on negotiations at the local level. When the proposals are received here, the labor relations departments will study the demands, and then committees, representing the distributors will negotiate at a local level.

RKO Holds Exploitation Sessions

CHICAGO—Richard Condon, RKO director of publicity, advertising, and exploitation, and Leon Brandt, exploitation manager, conducted a two-day meeting last week with the company's midwestern field representatives. Plans were discussed for "Hans Christian Andersen", "Peter Pan", "Androcles And The Lion", "Face To Face", "Under The Red Sea", and "Blackbeard The Pirate." Attending were Douglas Beck, Chicago; William Brooker, Kansas City; Joseph Longo, Cleveland, and Edward Terhune, Salt Lake City.

Similar meetings were held previously in New York. Attending were Spencer Steinhurst, Atlanta; Hank Howard, Philadelphia; Barry Bernard, Buffalo; Seymour Eaton, Dallas, and Charles Moss, David Cantor, and Norman Poller, New York.

"Alice" Foreclosure Asked

NEW YORK—A suit was filed in U. S. District Court last fortnight by Chesapeake Industries seeking to foreclose a mortgage on Lou Bunin's version of "Alice In Wonderland", and claimed an assignment of the motion picture rights to the film. The action claimed non-payment of the balance of a promissory note amounting to \$24,626, under an agreement dated June, 1951. Chesapeake asks a first mortgage on the rights to the production and a prohibition against the sale of such rights by any purchaser of the film.

TV Strike Starts


NEW YORK—A strike called by the Screen Actors Guild against producers of filmed TV commercials went into effect last fortnight. The issue involved is SAG's demand for payment for reuse of commercials.


The Film Producers Association of New York stated that the producers "are determined to resist to the end SAG's demand for 100 per cent repayment every time a filmed commercial is used."


The Tip-Off On Business


(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date in accordance with newer information, exhibitors will be able to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (DECEMBER 10, 1952)


Swell, topnotch, record-breaking or close to it in all types of houses. 


Just fair, nothing out of the ordinary, returns about average. 


Good, although not breaking the walls down, but solid returns. 


Disappointing, way below the average expected, decidedly off. 

The Week's Newcomers


BLACKBEARD, THE PIRATE (99m.) (RKO) 


BLOODHOUNDS OF BROADWAY (91m.) (20th-Fox) 


BREAKING THE SOUND BARRIER (109m.) (UA) 


CATTLE TOWN (71m.) (WB) 


HANS CHRISTIAN ANDERSEN (111m.) (RKO) 


HANGMAN'S KNOT (84m.) (Columbia) 


IT GROWS ON TREES (84m.) (U-I) 


KANSAS CITY CONFIDENTIAL (98m.) (UA) 


MONTANA BELLE (81m.) (RKO) 

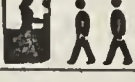
PLYMOUTH ADVENTURE (104m.) (MGM) 

PONY SOLDIER (83m.) (20th-Fox) 


THE IRON MISTRESS (110m.) (WB) 


THE RAIDERS (80m.) (U-I) 


THE STEEL TRAP (87m.) (20th-Fox) 


THE THIEF OF VENICE (91m.) (20th-Fox) 


Continuing


BECAUSE OF YOU (95m.) (U-I) 


BECAUSE YOU'RE MINE (103m.) (MGM) 

HORIZONS WEST (81m.) (U-I) 

HURRICANE SMITH (90m.) (Paramount) 


LIMELIGHT (141m.) (UA) 


LURE OF THE WILDERNESS (92m.) (20th-Fox) 


NIGHT WITHOUT SLEEP (77m.) (20th-Fox) 


OPERATION SECRET (108m.) (WB) 


PARK ROW (83m.) (UA) 


SOMEBODY LOVES ME (97m.) (Paramount) 


SPRINGFIELD RIFLE (93m.) (WB) 


THE BLACK CASTLE (81m.) (U-I) 


THE BLAZING FOREST (91m.) (Paramount) 

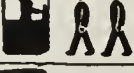
THE FOUR POSTER (103m.) (Columbia) 

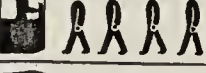
THE GOLDEN HAWK (84m.) (Columbia) 


THE HAPPY TIME (94m.) (Columbia) 


THE PRISONER OF ZENDA (101m.) (MGM) 

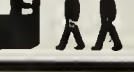
THE RING (78m.) (UA) 

THE SAVAGE (94m.) (Paramount) 

THE SNOWS OF KILIMANJARO (114m.) (20th-Fox) 

THE THIEF (85m.) (UA) 

THE TURNING POINT (84½m.) (Paramount) 

YANKEE BUCCANEER (86m.) (U-I) 



C. J. Latta, managing director, Associated British Pictures Corporation, was guest of honor at a recent dinner party held by Allied Artists executives in Beverly Hills, Cal. Seen, are, left to right: Latta, Mrs. Scott R. Dunlap, Lady Ann Coke, Allied Artists President Steve Broidy, Mrs. Latta, and Scott R. Dunlap, Allied Artists producer.

PEOPLE

NEW YORK—Screen Gems, Inc., and United Artists last week announced jointly that John Mitchell was leaving the vice-presidency of United Artists Television to join Screen Gems. Mitchell will serve as Screen Gems general sales manager. John Mitchell and Ralph Cohn, general manager, Screen Gems, are expanding their sales setup to handle sales of packaged film programs to national advertisers, as well as a countrywide syndication organization. At a recent meeting, the board of directors of Screen Gems, Inc., elected both Cohn and Mitchell to posts of vice-president, with Cohn serving in a general managerial capacity, and Mitchell concentrating on sales.

NEW YORK—George T. Shupert, has been appointed vice-president and general manager, United Artists Television Corporation, a wholly-owned subsidiary of United Artists Corporation, it was announced last week by Robert Benjamin, chairman of the board. Shupert is currently vice-president, Peerless Film Productions, Inc., and formerly vice-president and director of commercial operations for Paramount Television Productions, Inc. United Artists Television Corporation distributes film programs made especially for television, and does not handle United Artists' features, which are exhibited only in theatres.

NEW YORK—Alfred Crown, RKO foreign manager, last week announced the appointment of Edwin J. Smith, Jr., as assistant foreign sales manager, a new post created by the resignations of B. D. Lion and Ned Clarke, division managers in the foreign department. Crown also announced the promotions of Melvin Danheiser and Arthur Herskovitz to assist Smith with European-Australasian operations and Latin-American-Far Eastern operations, respectively.

NEW YORK—Roy O. Disney, president, Walt Disney Productions, last week announced that Ned Clarke has joined the Disney organization as foreign sales supervisor. Clarke resigned from the post of Latin-American and Far Eastern sales supervisor for RKO. An industry veteran, Clarke was born in Boston, and started his sales career there with Pathe in 1929.

Konecuff

(Continued from page 8)

rather it has been expanded. Brisson felt that this procedure could well fit other vehicles where there is a question mark holding up the production, and he intends to pre-test another comedy he has, "You Can't Judge A Lady."

As dates on the film are set, Marie Wilson, Paul Douglas, and Russell will each make at least six personal appearances, a stipulation that has been written in their contracts. In addition, the WAC band will also be available for personals. Douglas, who is off to Korea for the Christmas holidays, will take along a 16mm. print for a battleground premiere. It was felt that the location shooting aided the film as well as the writer who spent some time on the scene getting the proper dialogue and atmosphere. Russell was so enthused that she prefers location shooting to any other type of filming. It, incidentally, is her 39th feature.

Brisson's contract with RKO calls for only this single feature, and he doesn't know where his next, to be made in Spain next June or July in Eastman color, will find release. The film will cost about a million dollars, and will be a comedy adventure yarn which may star Russell and, possibly, Joseph Cotten or Gregory Peck. He felt that the country was economically good for making the film, and that it offered plenty of colorful background.

THE METROPOLITAN SCENE: MGM exploitation manager Dan Terrell right on the ball with a ball point pen plugging "Million Dollar Mermaid". A good man. Guess he couldn't send Esther Williams over. . . . That Look campaign on behalf of 20th Century-Fox's "The Thief Of Venice" is impressive with all kinds of gimmicks, doodads, and pitches. . . . Myer Beck is representing Lopert on "Gilbert And Sullivan" publicity and advertising-wise. . . . All unions and crafts cooperated to put across the 18-hour cerebral palsy telethon. . . . 20th Century-Fox's 28-page pressbook on "Stars And Stripes Forever" has nine pages devoted exclusively to music merchandising in addition to other gems. Incidentally, the advertising section of the pressbook on "My Cousin Rachel" is separate and apart from the rest of the campaign, and may have to be acquired separately by exhibs. . . . An okeh pressbook is out on UA's "Outpost In Malaya."

Monogram Profit Down

HOLLYWOOD—Steve Broidy, Monogram president, reported last week that the company and its totally owned subsidiaries showed a net profit for 13 weeks ended on Sept. 27 of \$125,897, compared with \$150,465 for the same period in 1951. The decline was because previous year's figures included income from a licensing group of additional pictures for television showing. The policy has been discontinued this year.

U-I In Coast Meeting

HOLLYWOOD—U-I distribution and promotion executives this week joined the company's production heads at the studios for a weeklong series of top level policy and planning sessions covering production, distribution, and promotion for the coming year.

MGM Sets Plans For 1952-53 Program

HOLLYWOOD—Fifteen pictures have been scheduled to start during the coming three months, which will maintain MGM's 1952-'53 program at an increasingly high level of production well into the new year, it was announced by Dore Schary, vice-president in charge of production, last week.

Fifty-two story properties are currently in active work. From these a tentative 1953-'54 schedule of films has been outlined.

Thirteen pictures have been completed since the beginning of the fiscal year, Sept. 1, with five now before the cameras.

The 15 pictures being readied for production in coming weeks are:

"Latin Lovers", in Technicolor, starring Lana Turner, Ricardo Montalban, and John Lund, to be directed by Mervyn LeRoy, with Joe Pasternak producing; "Years Ago", co-starring Spencer Tracy, Jean Simmons, and Teresa Wright, to be directed by George Cukor, with Lawrence Weingarten producing; "All The Brothers Were Valiant", in Technicolor, starring Robert Taylor, Stewart Granger, and Elizabeth Taylor, to be directed by Richard Thorpe, and produced by Pandro S. Berman; "Blue Goddess", starring Red Skelton, to be directed by Robert Z. Leonard, and produced by Edwin H. Knopf; "Easy To Love", in Technicolor, starring Esther Williams, with Busby Berkeley to direct the numbers and Joe Pasternak producing; "Interrupted Melody", in Technicolor, starring Greer Garson, with Jack Cummings producing; "Take The High Ground", to be produced by Dore Schary, in Ansco color with James Whitmore, Dean Miller, Richard Anderson, and William Campbell, and directed by Richard Brooks; "Jefferson Selleck", to star Spencer Tracy, with Joseph L. Mankiewicz as the producer, director, and writer; "Kiss Me Kate", to be filmed in Technicolor, starring Kathryn Grayson, to be directed by George Sidney, and produced by Jack Cummings; "Affairs Of Dobie Gillis", starring Debbie Reynolds, to be directed by Don Weis, and produced by Arthur Loew, Jr.; "One More Time", starring Lana Turner, to be directed by George Cukor, and produced by Armand Deutsch, and "I Married West Point", to be produced by William Grady, Jr.

Also in the group of 15 are "Flight To The Islands", "Big Leaguer", and "Scarlet Coat", to be filmed in Ansco color.

Other major productions scheduled include "King Arthur And The Round Table", in Technicolor, to star Robert

Gunzberg Stresses Three-Dimensional Progress

HOLLYWOOD—Twelve major motion pictures will be filmed in three-dimensional process within the next 15 months, it was announced at a press conference last week by M. L. Gunzberg, president, Natural Vision Corporation. Gunzberg also envisioned the possibility of three dimensional television.

Arch Oboler's "Bwana Devil" is the first feature length three dimensional film, and Gunzberg said that the Natural Vision projection process was found to be so economical that contracts have been signed providing for exhibition in 50 cities within the next six months.

Among the productions coming up in Natural Vision will be a second Oboler production, "Spear In The Sand"; a full length puppet feature; immediate conclusion of negotiations for the on-stage filming of Broadway's "New Faces," and the possibility of filming Rita Hayworth in the third dimension in "Miss Sadie Thompson."

Taylor, with Richard Thorpe to direct, and Pandro S. Berman to produce; "Rose Marie", in Technicolor, with an all-star cast, and to be directed by Mervyn LeRoy; "Brigadoon", in Technicolor, starring Gene Kelly, to be directed by Kelly, and produced by Arthur Freed, and "The Ruth Etting Story."

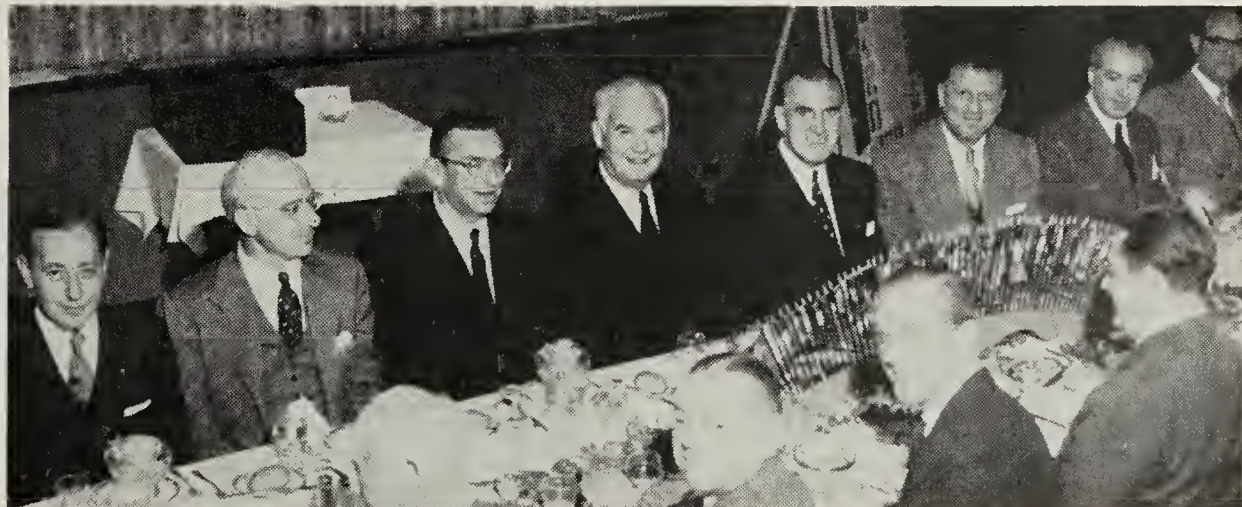
Four productions, in Technicolor, are still before the cameras, including "Mogambo", in Africa; "Invitation To The Dance", "The Band Wagon", and "Give A Girl A Break." "A Slight Case Of Larceny", starring Mickey Rooney, directed by Don Weis, and produced by Henry Berman, also started.

MGM has 27 pictures in various stages of preparation for release.

Broidy Heads IMPPA

HOLLYWOOD—Steve Broidy, president, Allied Artists, was elected last fortnight to succeed the late I. E. Chadwick as president, Independent Motion Picture Producers Association. Named as vice-presidents were Jack Broder, Robert Lip-pert, and Sam Katzman. Ed Finney was reelected secretary-treasurer of the organization.

A resolution was passed paying tribute to Chadwick. Its contents will be contained in a scroll to be given to his widow and son.



When U-I executives recently joined in New York in the company's foreign distribution tribute to H. J. Blumberg, chairman of the board, celebrating his 40th year in the industry, on hand were, left to right: Adolph Schimel, vice-president-general counsel; Leon Goldberg, vice-president-treasurer; William Goetz, in charge of production; Blumberg; Alfred E. Daff, executive vice-president; Milton R. Rackmil, president; Americo Aboaf, head, foreign distribution, and David A. Lipton, advertising-publicity chief.

Miscellaneous

In the Newsreels

IN ALL FIVE:

South Korea: Seoul awaits Eisenhower's arrival. Washington, D. C.: Mrs. Eisenhower visits Mrs. Truman at White House. Tacoma, Wash.: Thirty-six killed in crash of C-54. Philadelphia: Navy defeats Army, 7-0.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 35, No. 98) Korea: Two new ROK divisions activated. Chicago: Prize cattle. South Bend, Ind.: Notre Dame, 9; Southern California, 0.

NEWS OF THE DAY (Vol. XXIV, No. 228) Homestead, Pa.: United States Steel Corporation marks 51st year. South Bend, Ind.: Notre Dame, 9; Southern California, 0.

PARAMOUNT NEWS (No. 31) New York: Winthrop Aldrich named new envoy to Britain. South Bend, Ind.: Notre Dame, 9; Southern California, 0. Paramount News special: "Midnight In Toyland."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 418) Seattle: Army shows "Barc." New Jersey: Signal Corps unveils "Rawin." Washington: Incoming and outgoing defense chiefs meet.

WARNER PATHE NEWS (Vol. 24, No. 33) Seattle: Army shows "Barc." Homestead, Pa.: United States Steel Corporation marks 51st year. Burbank, Cal.: Cars and stars at Warner studio. South Bend, Ind.: Notre Dame, 9; Southern California, 0.

TELENEWS DIGEST (Vol. 6, No. 49-A) South Korea: Seoul awaits Eisenhower's arrival. Seattle: Army shows "Barc", new giant amphibious vehicle. China Lake, Mojave Desert: Navy stages rocket show. Indo-China: French patrols hit Red lines. Fashions: Stylish timepieces. Philadelphia: Navy defeats Army, 7-0.

MOVIE TONE NEWS (Vol. 35, No. 97) Indo-China: French battle Reds. New York: President-elect Eisenhower appoints Arthur Summerfield Postmaster General; Mrs. Oveta Hobby, head, Federal Security Agency, and Mrs. Ivy B. Priest, treasurer. India: Prime Minister Nehru visits Assam. Korea: Paratroops on alert. Mexico: O'Dwyer quits post. Yugoslavia: Marshal Tito reelected. Rio de Janeiro: MPA head Eric Johnston greeted by President Vargas. Cypress Gardens, Fla.: "Miss Tangerine."

NEWS OF THE DAY (Vol. XXIV, No. 227) Korea: Paratroops on alert. New York: Vishinsky rejects India's compromise plan for Korea's war prisoners. Rio de Janeiro: MPA head Eric Johnston greeted by President Vargas. Washington: Meany elected president, AFL (except Portland). Salem, Ore.: Oregon's Governor McKay named Secretary of Interior (Portland only). Bill Stern's All-American stars and plays.

PARAMOUNT NEWS (No. 30) Washington: Meany elected president, AFL. New York: Vishinsky rejects India's compromise plan for Korea's war prisoners. Rio de Janeiro: MPA head Eric Johnston greeted by President Vargas. New York: Mrs. Eisenhower honored by USO. New York: President-elect Eisenhower appoints Mrs. Oveta Hobby head, Federal Security Agency, and Mrs. Ivy B. Priest treasurer. Paramount News' 1952 All-American team.



Variety Clubs International officials recently met in New York for the around-the-globe celebration in honor of Adolph Zukor, chairman of the board of Paramount, who is entering his 50th year in the motion picture industry. Seen, left to right, are: Lou Smith, industry coordinator of the Zukor testimonials; Robert J. O'Donnell, Dallas theatre executive, former VCI Chief Barker, and general chairman of the Zukor testimonials; and Edward Lachman, Chief Barker, Tent 35.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 417) Korea: Paratroops on alert. England: Amphibious jeep shown. France: Alpine observatory studies cosmic rays. New York: Motion Picture Pioneers name N. J. Blumberg. Seattle: Santa Claus parade.

WARNER PATHE NEWS (Vol. 24, No. 32) New York: President-elect Eisenhower appoints Mrs. Oveta Hobby head, Federal Security Agency, and Mrs. Ivy B. Priest, treasurer; greets Lewis Douglas, ex-ambassador to England, and Lord Tedder, World War II Allied air commander; as well as Harry M. Warner. Korea: Paratroops on alert. Washington: Meany elected president, AFL. Washington: Medal of Honor awarded Korea heroes. Rio de Janeiro: MPA head Eric Johnston greeted by President Vargas. New York City: Pioneers name N. J. Blumberg. New York: Fashions for resorts. Football: Eagles beat Browns.

TELENEWS DIGEST: (Vol. 6, No. 48-B) Korea: Air Force "Flying Boxcars" supply troops in mountainous outposts; UN soldiers outfitted with cold weather gear. Coshocton, O.: AFL president Green laid to rest. New York: One-man crusade against Reds. England: British prepare for coronation. USA: Fiberfrax, new fiber, flame stopper. Tuscany: Boar hunt. Tennis: Etchebaster defeats Martin.



A group of U-I branch managers who recently visited the Walter Lantz studio on the coast learned how animated cartoons are made: Back row, left to right, Arthur Greenfield, Seattle; Mrs. Ben Robbins; Mrs. H. Freeman; Ben Robbins, Detroit; Mrs. B. Hudgens; Dave Goldman, Milwaukee; L. J. Miller, Minneapolis, and, front row, Ernest Piro, Portland; Joseph Leon, Philadelphia; Walter Lantz with "Woody Woodpecker"; Charles Hudgens, Oklahoma City; Dave Miller, Buffalo, and Sam Oshry, Indianapolis.

Eight TOA Units Okeh Arb. Plan

NEW YORK—The Theatre Owners of Oklahoma, Inc., last week became the eighth unit organization of the Theatre Owners of America unanimously to endorse the industry arbitration plan, ultimately to be approved by the national TOA.

Other units which already have voted approval include: Motion Picture Theatre Owners of Metropolitan, D. C., Theatre Owners of North and South Carolina, Theatre Owners of America Albany Exchange Area, Motion Picture Theatre Owners of Arkansas, Mississippi, and Tennessee, Motion Picture Exhibitors of Florida, Tennessee Theatre Owners Association, and Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois.

Women's Clubs Honor Trade

WASHINGTON—The General Federation of Women's Clubs last fortnight advised member units that it will give awards for outstanding motion pictures during the 1952-53 club season in two categories, biographical and the best portrayed of American home life.

NATIONAL LEGION OF DECENCY

Dec. 4, 1952

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Hans Christian Andersen" (RKO); "Million Dollar Mermaid" (MGM); "The Pathfinder" (Col.); "Thunderbirds" (Rep.). "Winning Of The West" (Col.); UNOBJECTIONABLE FOR ADULTS: "Brandy For The Parson" (English-made) (Union); "The Importance Of Being Earnest" (English-made) (U-I); "Outpost In Malaya" (UA); "Road To Bali" (Para.); "South Pacific Trail" (Rep.); "Tromba, The Tiger Man" (European-made) (Lippert); OBJECTIONABLE IN PART FOR ALL: "The Bad And The Beautiful" (MGM); "Ruby Gentry" (20th-Fox); "Two Cents Worth Of Hope" (Italian-made) (Times).

NATIONAL BOARD OF REVIEW

Nov. 22, 1952

STARRED SELECTED FEATURE: "Leonardo Da Vinci" (Pictura); SELECTED FEATURE: "Plymouth Adventure" (MGM).

PHYSICAL THEATRE



An effective use of glass contributes a great deal in creating the air of elegance and splendor which is immediately felt upon entering the Plaza de Catalunya, Barcelona, Spain. Seating almost 1,000, this Spanish house captures some of the fire and spirit of the land, and still keeps well within good taste.

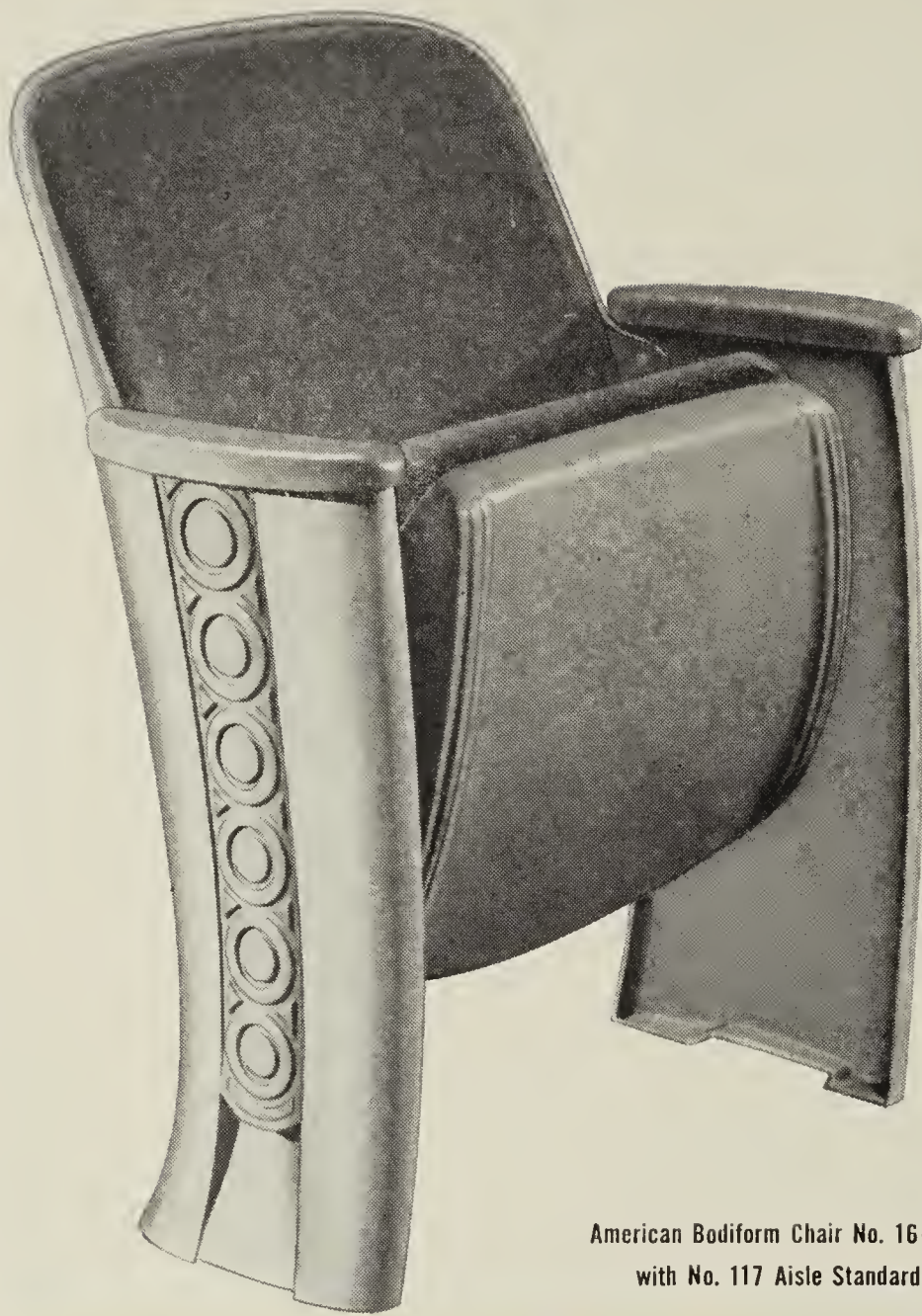
Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

Vol. 7, No. 13 December 10, 1952

IN THIS ISSUE:

- | | |
|--------------------------------|---------|
| A HAPPY ENDING | Page 7 |
| SIDEWALK HOUSEKEEPING | Page 12 |
| A CONVERTIBLE THEATRE | Page 14 |
| NEW PRODUCTS | Page 16 |
| PLAYGROUNDS AT DRIVE-INS | Page 23 |



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On The Line

Get Set

On Your Mark! Get Set! Go! These are familiar words to anyone who has ever been in a race. And these same words can be applied to theatre operators today.

For more years than anyone has liked, theatre construction has been regulated and restricted until it was at a virtual standstill. As more and more houses began to show their age the need for repairs, and new construction, became more acute. As the industry is all too aware, theatremen have been "on your mark" for a long, long time.

Although the complete removal of controls or shortages of materials and equipment is not in the immediate future, a number of restrictions have been relaxed, and more are promised for 1953. Now is the time for operators who have been thinking of remodeling their theatres or exhibitors who have decided to build a drive-in, when and if, to "get set."

That the men who manufacture and sell theatre equipment will be ready was plainly evident at the ALLIED-TESTMA-TEDA convention and trade show, recently held in Chicago. With a combined registration of over 1,000, never before have so many exhibitors been exposed to such a mass of new equipment and supplies. And the encouraging sign that indicates that theatremen are "getting set" were the reports from all corners of the two floors that housed the trade show, that exhibitors were looking and buying.

For much too long theatremen have often refused to see the value of purchasing new and modern equipment before their outdated equipment has run itself into the ground. This short-sightedness and false economy only results in a steady drain on resources. If the Chicago conclave was indicative of the thinking of theatremen, and the nation-wide representation offers a valid argument that it was, the men who run the nation's theatres are heeding the advice of such men as Nathan Golden, of the National Production Authority, Department of Commerce, to get ready to take advantage of the equipment and materials that are available now, or will soon be available.

The men who are making it possible for exhibitors to plan for the future, to a great extent, are the manufacturers and dealers. Even though there were times when it appeared that even a partial lifting of restrictions was nowhere in the foreseeable future, these men went right ahead designing, and building the kind of products that are a must for the proper operation of a modern theatre, be it conventional or outdoor. The vast array of equipment that was on hand at the trade show would have impressed even a layman.

Theatremen, aware of the importance of keeping up with the times, and the manufacturers and dealers, who respond to the needs of the times, are set. It is an encouraging thing to know that the theatre industry will be ready and able when the word comes to "go."

PHYSICAL THEATRE • A sectional department of EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.

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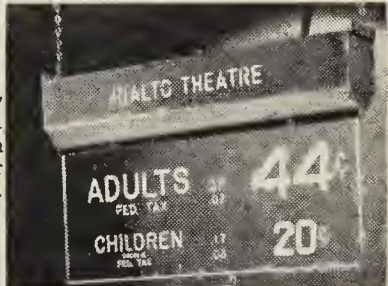
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Three More Theatres Take FULL Advantage of Heywood-Wakefield Comfort



THE THREE THEATRES shown on these pages illustrate an important profit-building trend that is being followed by alert operators from coast to coast. This is to plan both modernization and new construction to assure every possible improvement in *comfort* for their patrons. Like a growing number of theatres, these show careful planning to insure for *all* patrons the extra comfort of Heywood-Wakefield seating. At the same time, they take full advantage of the proved record of "Airflo" chairs for keeping loge sections profitably filled at a worthwhile admission premium.

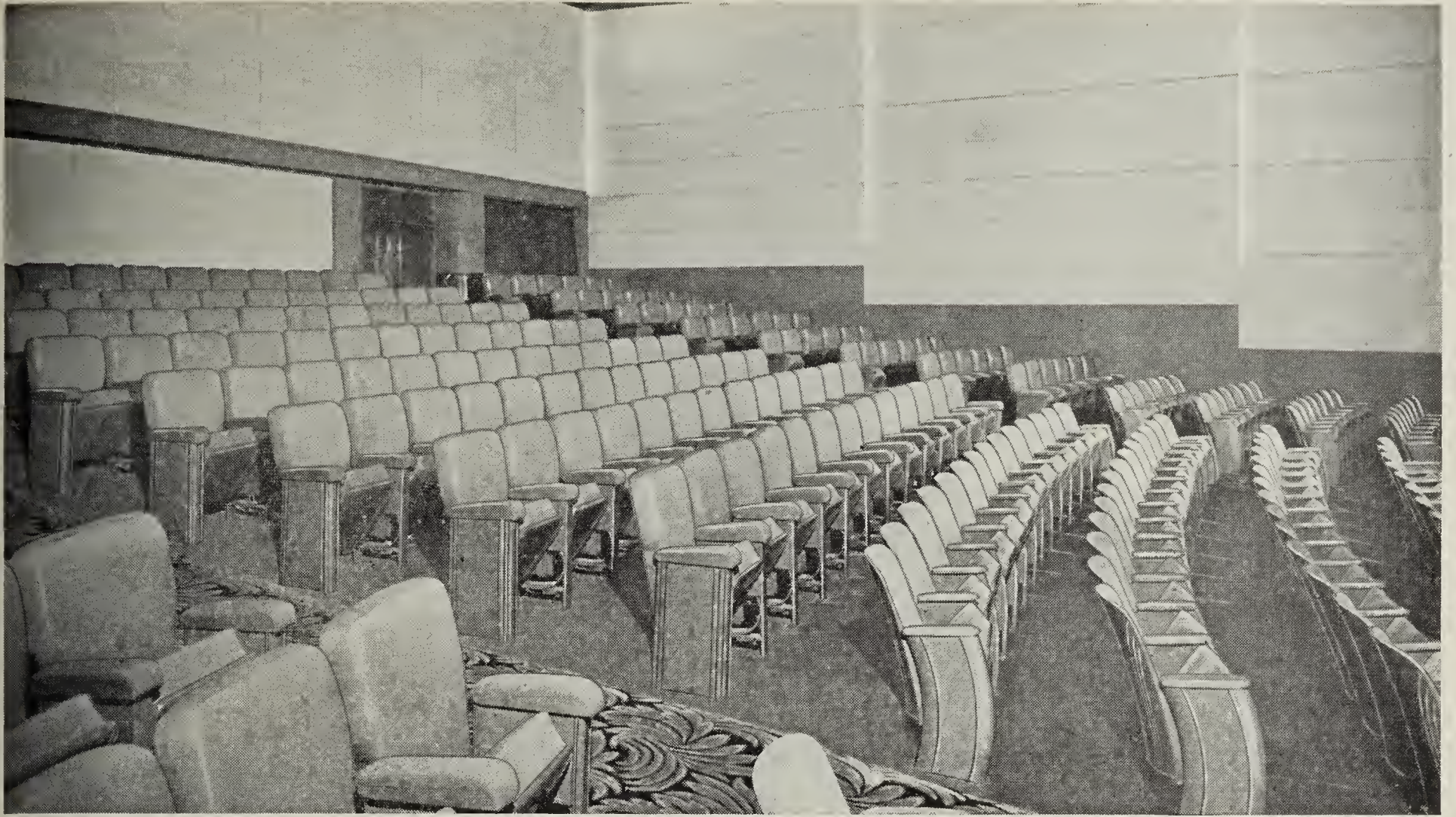
Their operators are finding, as so many others have, that sections seated with "Airflo" Rocking Chair Loges fill first consistently at an increase in admission that soon pays off the cost of these luxurious chairs. They are finding, too, that added comfort throughout the house is reflected in increased repeat patronage as well as in a growing number of new patrons.

Theatre Seating Division
MENOMINEE, MICHIGAN
SALES OFFICES in BALTIMORE,
BOSTON, CHICAGO and NEW YORK

★ Write today for the fully
illustrated catalogue of
Heywood-Wakefield Theatre Chairs

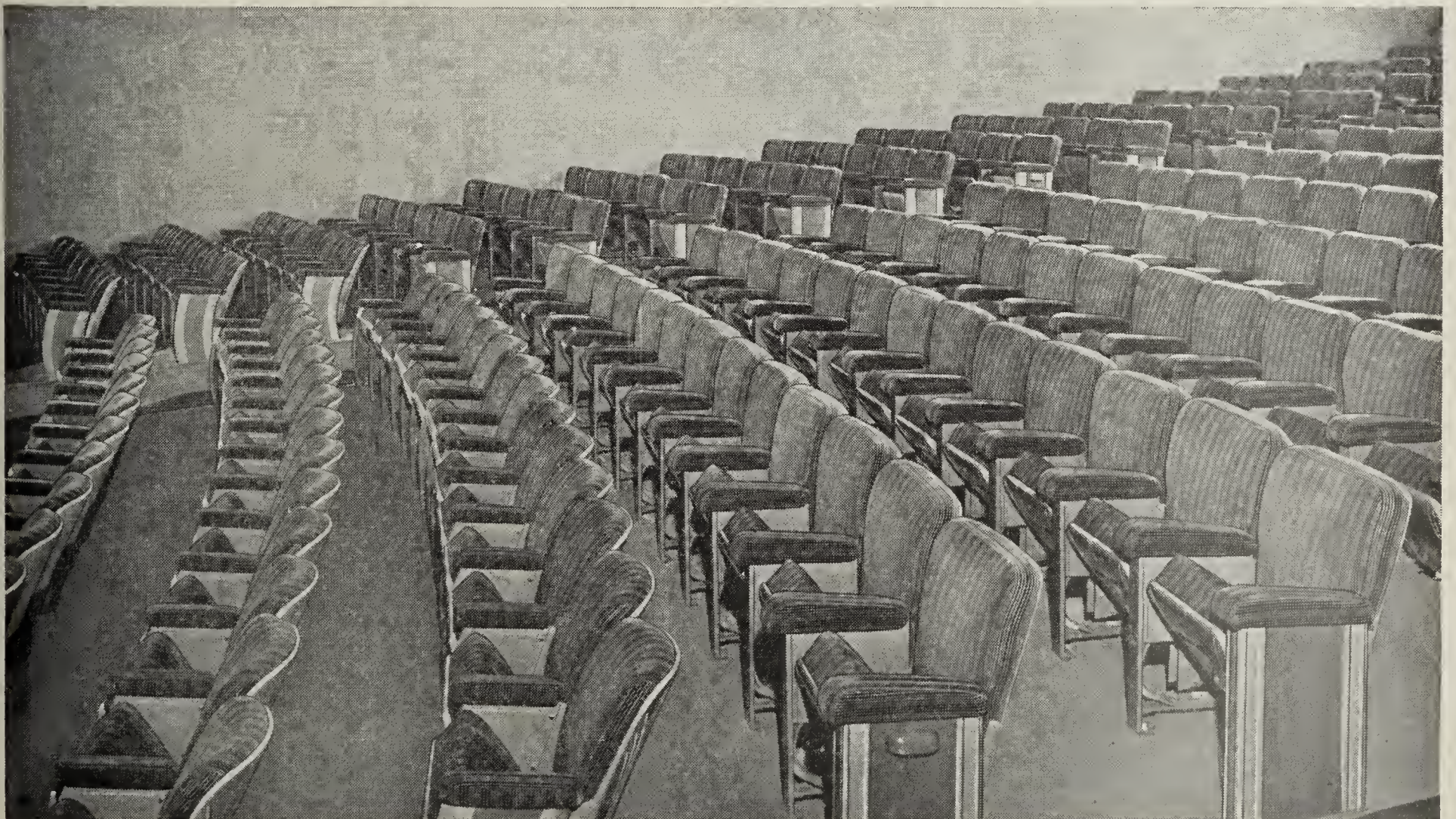
In the recently modernized Bay Theatre, National City, California, Heywood-Wakefield seating was selected by Harry Goldfarb to replace the original installation because of its added comfort. The 276 seats in the loge section shown to the right are Heywood-Wakefield "Airflo" Rocking Chair Loge model TC 706. The remainder of the house is seated with 650 "Encore" TC 700 chairs.





Completely modernized by Jack Berman and Harry Goldfarb, the Linda Theatre, San Diego, was reseeded throughout with Heywood-Wakefield chairs. The loge section at the left is seated with 200 TC 706 "Airflo" Rocking Chair units, while the 622 orchestra seats are "Encore" TC 700 chairs.

The Garnar Theatre, Montebello, California, is a brand new house which provides one of the country's most luxurious and comfortable settings for enjoying fine pictures. Operator A. J. Olander reports that the policy of planning extra comfort for all patrons is more than paying its way. The loge section shown to the right provides 300 TC 706 "Airflo" Rocking Chair Loges, while the orchestra is seated with 504 "Encore" TC 701 and 186 "Encore" TC 700 chairs, all of which have foam rubber-cushioned arms.



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A VIEW OF THE DAIS AT THE ALL-INDUSTRY LUNCHEON HELD DURING THE RECENT ALLIED-TESMA-TEDA CONVENTION AND TRADE SHOW.

A HAPPY ENDING

Record Breaking Joint ALLIED-TESMA-TEDA Meeting A Success

OPTIMISM. If it was necessary to sum up the overall impression felt at the seventh annual joint convention of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association recently held in the Morrison Hotel, Chicago, optimism would just fit the bill.

On Saturday morning, Nov. 15, manufacturers from all over the country were busy setting up their displays, preparing to take their place in the most elaborate trade show in the history of the motion picture industry. Wandering around the two floors that were needed to house all the booths, you were able to see everything that a theatre operator could possibly need or desire. From a pocket comb dispenser to large screen outdoor television, it was there to be found, studied and perhaps purchased.

As the displays went up it was possible to hear bits of conversation which all seemed to add up to the same thought. There seemed to be a blanket approval of this first joint meeting of TESMA, TEDA and Allied States. At every booth all expressed the opinion that this was going to be a successful trade show, and events proved the validity of this impression.

Even before the trade show was officially open theatremen were in evidence, looking, touching and asking questions about the equipment that was being showcased.

This was not idle curiosity, or just a means of killing time, but a genuine desire to seek out that which they felt they needed, and needed now.

Once the convention got underway there was no ebb of interest. The two floors were well filled with theatremen during the entire time the trade show was open. Motion pictures in the last five years have made tremendous technical advances, and the products to be seen at the Morrison offered definite proof that these improvements were now available to theatres.

PHYSICAL THEATRE

Vol. 7, No. 13 December 10, 1952

One thing that impressed very favorably was the methods used to draw attention to the booths. Most of the displays gave evidence of careful planning and thought. Where it was possible the equipment, or models, were seen in actual use. At the Knoxville Scenic Studios booth, for example, a large working model of a stage was set up, demonstrating a number of different stage curtains. Drawings and photographs were also used to advantage.

A popular exhibit was that of Miracle Whirl Power Rides, where a merry-go-round suited for drive-in playgrounds was given a trial by both young and old alike. Something a bit different in the way of beverages was to be found at the booth of Majestic Enterprises, Ltd. It consists of a concentrated fruit juice base that makes for refreshing and delicious drinking. At the present time the bases are available in three flavors, lemon, orange, and lemon lime, and are produced from California fruits. One of the good features about this drink is the fact that it comes in "powder crystal" form. This makes it easier to store and eliminates the need for refrigeration.

Another of the many eye-catching displays was that of the Heywood-Wakefield people. The star of this exhibit was the firm's new air-flow rocking chair which is the last word in theatre seat comfort. Not to be outdone the Kroehler Manufacturing Company made effective use of an automatic device to demonstrate the operation of its latest push-back chair, and although they did not give the details as yet, the Kroehler folks indicated that they have developed a new idea in seat covering which should do much in the way of preventing seats from being slashed by vandals.

One exhibit which certainly demonstrated that even theatremen are susceptible to the attraction of a concession stand



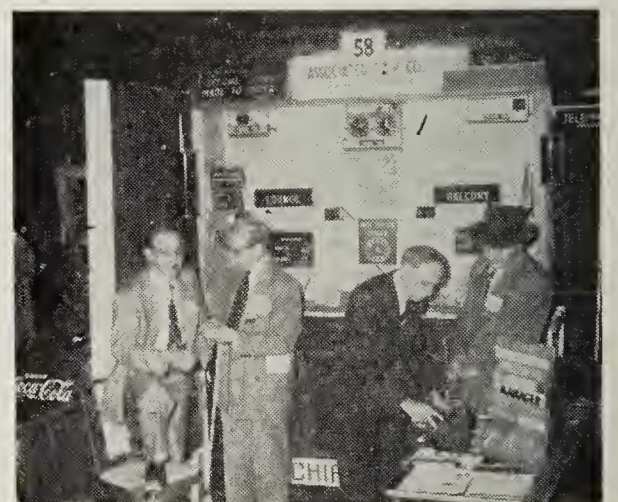
Above, in the usual left to right order: Seen at the National Theatre Supply exhibit are J. E. Currie, Thomas J. Mulray, W. E. Green N.T.S. president, Iowa exhibitor George Thacker, Arthur Meyer, International Projector Co., and N.T.S. vice-president R. L. Bostick. At the General Register booth are

seen Saul Hammer and Hilding Karlson, of General Register, and Oregon theatreman A. L. Adams. The Heywood-Wakefield exhibit is seen with J. C. Tipton, Wil-kin Theatre Supply, and company representatives P. M. Nelson, E. J. Perry, A. A. Simms, C. H. Rukos, and L. H. Francis.



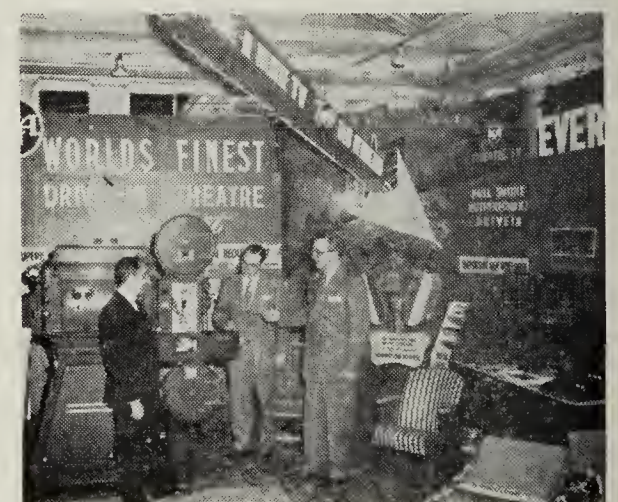
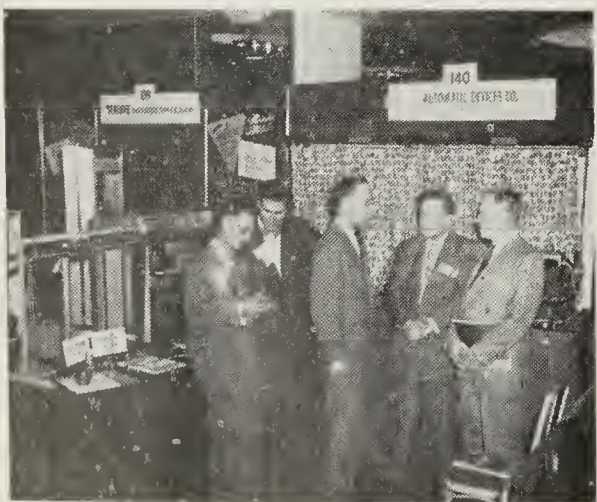
Above, in the usual left to right order: The Kollmorgen booth is seen with Oscar J. Howell, of Capital City Supply Co., and company representative J. A. Fetherston. Seen at the National Carbon exhibit are company representatives N. S. Allee, E. R. Grieb, Charles Hanley, and Paul Ries, with

Gene McCarthy, of National Theatre Supply. In the Century Projector booth are seen firm representative L. W. Davee, L. M. Wutke, Pemberton Theatre Supply, Frank Nelson, Theatre Enterprises, John Hardin, Hardin Theatre Supply, and W. D. Havalier, representing Century Projector.



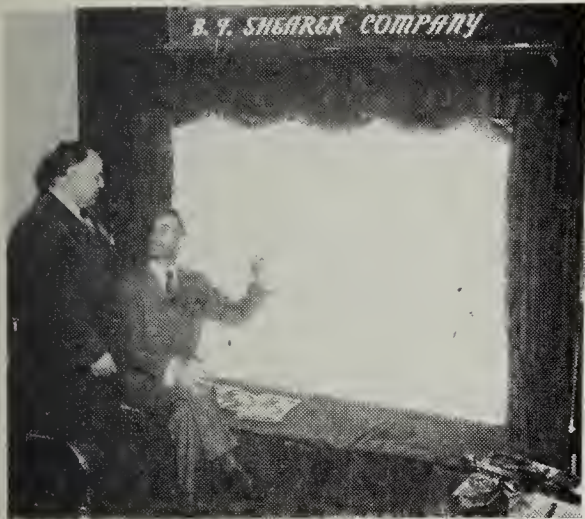
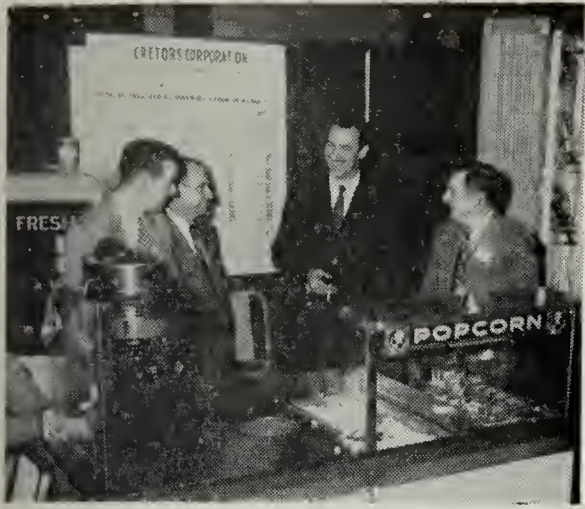
Above, in the usual left to right order: Seen at the Hires booth are C. D. Clarke, and Biel Ludwig, of Hires, with theatreman F. B. Blommer. The J. E. Robin booth is seen with company president Emil A. Kern, Wisconsin exhibi-

tor N. C. Weltstein, and company representative Bruno M. Kern. Seen at the Associated Ticket & Register exhibit are Wallace Katz, Oscar Neu, Neumade Products, Julius Katz, of Associated T & R, and Charles Becker.



Above, in the usual left to right order: Seen at the Automatic Devices, Inc., display are Harry Sarber, Triple S. Supply, firm representatives Bill Smith, Jr., and A. Samuels, A. J. Larsen and A. T. Crawmer, of National Theatre Supply. Seen at the Pepsi-Cola booth are Peter K. Warren, company repre-

sentative, Ralph E. McClanahan, president of Kentucky Assoc. of Theatre Owners, and Frank Rankin, of Pepsi-Cola. The RCA booth is seen with exhibitor George Kerasotes, and company representatives J. F. O'Brien and A. J. Platt. Exhibit stressed theatre television equipment for drive-ins.



was that of the Hires Company. Their booth consisted of a new type of hot dog machine which cooks the franks on revolving bars, and the Hires root beer barrel dispenser. Working at full speed throughout the show, an impressive number of hot dogs and drinks were distributed, and also proved itself to be a selling point for the Hires salesmen.

One of the highlights of the Superior Electric Company's display was its Positioner control system for light dimming. Known as the Luxtrol system of lighting control, it provides remote operation of motor-driven Powerstat dimmers from miniature selector stations. It is a complete switchboard with pre-sets for advance programming of complicated stage lighting operation.

Exhibitors showed a great deal of interest in the new Strong universal high intensity arc slide projector, which was demonstrated at the show for the first time. They were impressed with the simplicity of operation, and the fact that the motor-driven arc will project continuously for 80 minutes without retrimming.

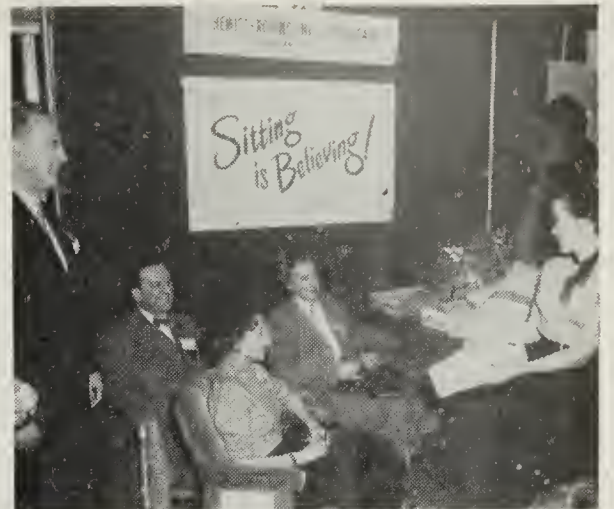
On the left, in the usual order: Seen at the Cretors Corp. booth are from left to right, Rufus Harris and Jim Blevins, of Blevins Popcorn, and Charles Cretors and Ed Chrisman, representing Cretors. Seen at the B. F. Shearer Co. exhibit is T. L. Shearer with Walter Bruning, of Karaghusian. On view at the EPRAD booth is Jack Mitchell, Tri-State Theatre Supply; pert model Connie Lee Orrison, and Al Boudouris, EPRAD. Argus Mfg. Co. representatives Jack Hawkins and Jack Giblin are seen with exhibitor H. C. Randgaard, Minn. Seen at the American Seating Co. exhibit is Gordon Graber, of the company, exhibitor R. V. McGinnis, and W. Keith Dickinson.

On the right in the usual order: Seen at the Hewitt Robins booth from left to right are, Ed Lebo, Mrs. W. H. Hoffman, Mr. W. H. Hoffman, Mrs. B. Wilson, and Connie Lee Orrison. Jim Squires and S. L. Mitchell, of Knoxville Scenic Studios, are seen with exhibitor L. P. Mitchell and his wife. At Wenzel Projector firm representatives C. J. Williams and Fred J. Wenzel talk to exhibitor Louis Lannon, Louisiana. Anderson & Wagner's Everfrost Soda Bar is the center of attraction for Texas exhibitors E. L. Pack and Jack A. Farr, and firm representative Don Hilke. The Electric-Aire Engineering Corp. booth is occupied by E. S. Hewitt company, H. J. Gilbert, Jersey exhibitor, and Mr. and Mrs. E. J. Kraus.

An example of this apparent new rush of technological advances being made in the theatre field, and which was apparent throughout the trade show, was Raytone Screen Corporation's new Transcenic Stage Surround which Raytone is putting on the market. As seen at the show Transcenic is a method of wide angle or panoramic vision that approaches normal viewing conditions, and is said to make for greater viewing comfort, greatly because of its uniform level of illumination. Another item at the Raytone booth which attracted attention was its Pantex all vinyl film sound screen.

At the Anderson and Wagner exhibit the center of attraction was the new Everfrost soda bar. The colorful dispenser featured all dry refrigeration, which eliminates the need for icing coils, refrigerated syrups which makes for a colder drink, and the simplicity of operation and maintenance.

The Adler Silhouette Letter Company had a large and colorful display of its
(Continued on page PT-10)





(Continued from page PT-9)

line of plastic and aluminum changeable letters. An extra added attraction at this booth was the two lovely models, one blonde and one brunette, who proved to be ideal lures to get theatremen to the Adler exhibit.

Four new products which were introduced to the trade this year were on view at the Automatic Devices Company's booth. A great deal of interest was shown in the firm's two new curtain tracks. A tubular-type of curved cyclorama track known as Steelite, was shown along with a new light-to-medium duty magnesium drapery track. Two new curtain controls were also on view as well as the popular Tom Thumb controller designed for smaller stages, and the reversible stop, start and reverse mechanism was available for a demonstration operation by theatremen.

Still another popular attraction was the Eprad booth which presented its new encapsulated driver unit. The encapsulated process known as Weather-Shield, is said to eliminate weathering, drying, fungus formation,

On the left, in the usual order: Seen at the Berlo Vending exhibit are Ralph Pries, Oscar F. ne, Indiana exhibitor, and Elmer Daniels, Master Kraft Fixture Co. At the Ashcraft booth are seen Bob Fellers, Kansas theatremen, Frank Nelson, Theatre Enterprises, Mrs. Clarence Ashcraft, Fred Bearden, Jr., S. Theatre Equipment Co., and John Mauk, Ohio exhibitor. At the Majestic Enterprises booth are seen company representative Carl Cinkle, Arsene Perneti, and Alabama theatremen Locke Bolen and S. T. Jackson. At Bausch & Lomb are seen company representatives M. H. Stevens and D. H. Peterson with an unidentified visitor. Seen at the Whitney Blake exhibit are firm representatives Charles Cumpstone and Col. Edward Love, with dealers Harry Blumberg, Martin Ellis, and Ben Blumberg.

On the right, in the usual order: Seen at the Superior Electric booth are company representative Joseph Lawton, and Pennsylvania theatremen Samuel Navaro and Frank Panopolos. At the Vocalite exhibit Arthur Munsell, firm representative, is seen with an unidentified visitor. At Helios Carbons, Jim Elderkin, of Helios Carbons, is seen with Mr. and Mrs. Fred Munson, Kansas exhibitors. The Raytone Screen booth is seen with company president Sol Shurpin, theatremen Jack Paul and J. L. Travis, and Raytone secretary-treasurer Leonard Satz. Seen at the Ideal Seating Co. booth are E. W. Simpson, L. Earle Wicklum, company representatives E. R. Blanchard and William C. Gedris.

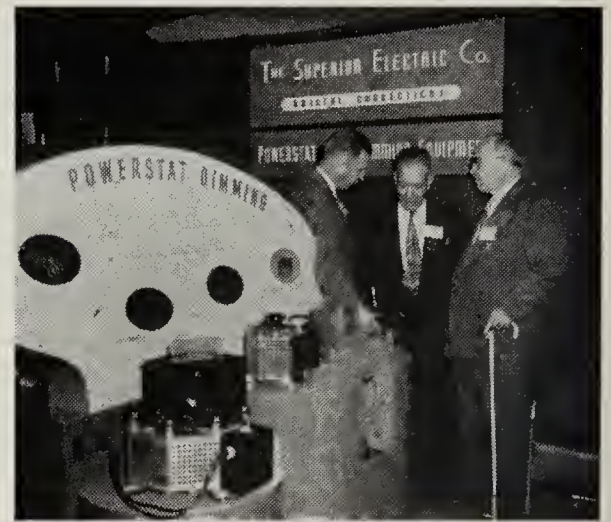
corosion, and soiling of driver units, and which is claimed to lengthen the life of Eprad in-the-car speakers.

The Motiograph people offered a service which proved to be of valuable service to many attending the show. In the place of a regular exhibit furniture, a desk and a telephone with a stenographer were made available to those who required such service. In addition a 40 inch Trad TV set was in use at all times. Motiograph, which is acting as the exclusive distributors of Trad theatres television had a demonstration of the system for exhibitors at a local newsreel theatre, and the impression was a very favorable one.

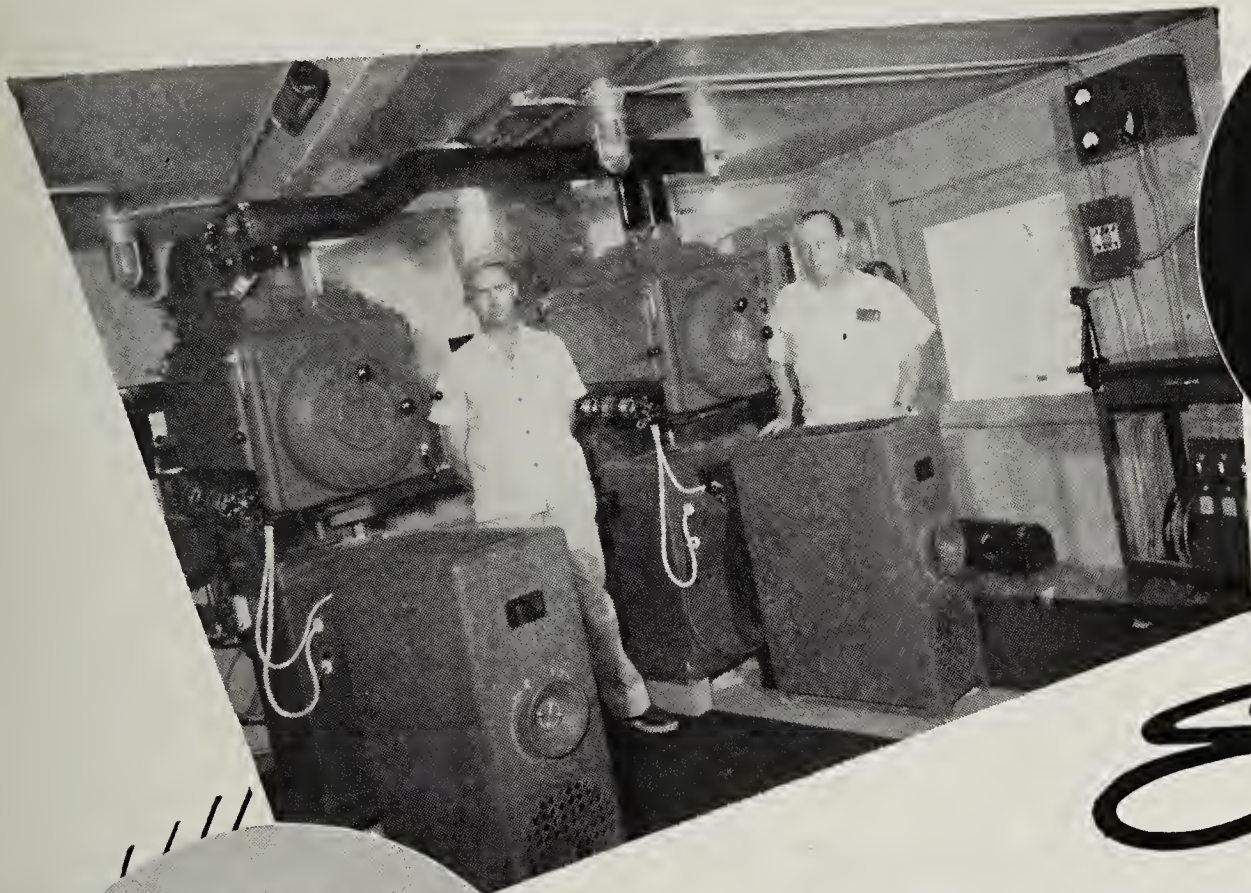
A new product which seemed to generate quite a bit of interest was found at the Electric-Aire Engineering Corporation's booth. It is a combination toilet stall lock and cigarette shelf known as Cee-Loc.

The Ballantyne Company had an exhibit which aroused a great deal of

(Continued on page PT-18)



Year in . . . Year out

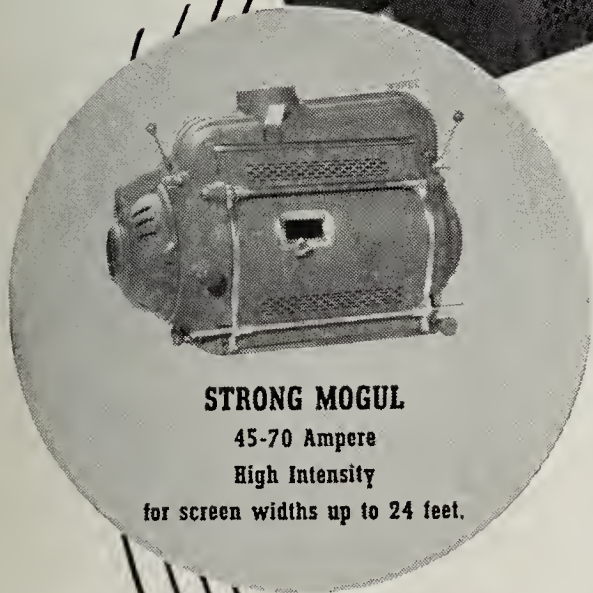


STRONG MIGHTY "90"
75-130 Ampere
High Intensity
for screen widths more than 24 feet.

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continue a favorite of
most theatres



STRONG MOGUL
45-70 Ampere
High Intensity
for screen widths up to 24 feet.

There's one best lamp for every theatre. As the world's largest manufacturer of projection arc lamps, Strong has a line that includes lamps and companion rectifiers especially designed for finest results under every condition. Eliminate the guesswork and avoid headaches by seeing a Strong dealer.



STRONG UTILITY
46 Ampere
High Intensity
for screen widths up to 20 feet.

As the only lamps produced complete within one factory, Strong lamps can be engineered to obtain the highest efficiencies ever attained. That's why more dealers sell, and more theatres buy Strong-made lamps than any other make.



STRONG UTILITY
One-Kilowatt 40 Ampere
High Intensity
for screen widths up to 18 feet.

*When the lamps are **STRONG**
the picture is bright!*

THE STRONG ELECTRIC CORPORATION

21 CITY PARK AVENUE

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Please send free literature on the Mighty "90";
 Mogul; 46-Ampere Utility; One-Kilowatt.

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THEATRE _____

STREET _____

CITY & STATE _____

NAME OF SUPPLIER _____



Cincinnati's Covedale has the modern convenience of a concealed snow melting system in its sidewalks. In this photo, all snow has been removed by the heating action of wrought iron pipes, and it has not been necessary to use snow shovels or other mechanical or chemical means.

Sidewalk Housekeeping

Snow Melting System Will Clear Pavements With Flick of Switch

By Oscar Shefler

Let's suppose your theatre has a sidewalk in front of it that measures 20 feet from wall to curb and is 50 feet long.

Then let's suppose you have a moderately heavy snowstorm, with an accumulated fall of two inches.

What if someone told you you could have the snow removed for 23 cents? Not only that, but it would be removed as fast as it fell and there would be no snow shovels or chemicals to inconvenience patrons and passersby?

These figures are based on statistics recently published by A. M. Byers Company, Pittsburgh, on the subject of snow melting systems. According to the statistics, the most accurate information shows an operating cost of 11.5 cents per thousand square feet per inch of snow melted.

What is a snow melting system? Simply stated, it's a means of heating your sidewalk or other paved surface so that it will melt snow or ice. Technically speaking, this method of raising temperature is not radiant heating, although installation techniques are similar.

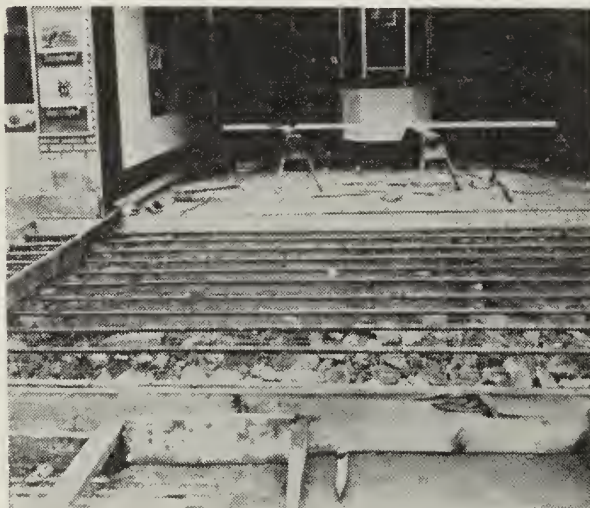
Here is how it works. Wrought iron pipes, either in sinuous coils or in grids, are laid over a fill of crushed stone, washed gravel, or other non-acid producing material. Since such a fill is necessary in the construction of any paved surface, there is no extra cost involved here. The pipes may be fabricated into coils or grids in the heating contractor's shops or at the site of the job.

The pipe is supported so that it is a proper distance above the fill. Then after it has been tested by applying hydraulic

pressure, the piping is completely embedded in concrete, asphalt, or whatever other material is to be used.

When the first snow comes, all it takes is a flick of a switch to set your snow melting system in operation. A solution of hot water and antifreeze is circulated through the pipes, and the temperature of your sidewalk goes well above the freezing point in almost no time, making it impossible for snow to accumulate or ice to form.

The water may be heated in a boiler by oil, gas, coal or any other conventional fuel, or in a converter by steam or hot water. Since most space heating installations are designed to provide sufficient warmth even at extremely low temperatures, there is usually considerable excess



A snow melting system that spanned the sidewalks in front of two of his theatres in Barnesville, O., was installed by Edward Modie. The first step was to rip up the old sidewalk and install wrought iron heating pipes, as seen on the left. After the pipes had been connected to an automatic gas heater and were tested under pressure, the cement was poured, as shown on the right. The effective system has made a great difference in interior cleaning costs, as well as creating good will among patrons.

capacity around 26 degrees F., which is the temperature at which most snow falls. For example, if your present steam or hot water system is designed to operate at zero degree F., it will have a third of its capacity available for snow melting when the temperature is around the point at which snow usually falls—that is, the mid-twenties.

What does it cost to install a snow melting system? Naturally the answer to this question depends on a lot of factors, among them the skill of the contractor who is to make the installation. Typical small-area installations such as would be required for all but the largest theatre sidewalks, were studied for the period 1947-49, and it was found that costs ranged from \$1.00 to \$1.80 per square foot of area to be melted. The best way to find out what such a system would cost you, however, is to call in a heating contractor and ask him to submit an estimate.

What are some of the advantages of a snow melting system? Here are the ones most frequently reported by those who own them:

1. It is automatic. Once the switch is turned on, there is nothing more to do but sit back and watch the snow melt on your sidewalk, even while it is piling up on the sidewalks of other buildings all around yours.

2. It relieves your mind of the worry of liability because of injuries to passersby and patrons. When your system is set to begin operation by automatic control, it makes certain your sidewalk will never be covered with snow or ice—even if bad weather comes overnight.

3. It cuts down cleaning costs in the interior of your building. Customers stamp their feet dry on the clear sidewalk before entering.

4. It has publicity value. If you contact the newspapers at the time when your system is being installed, and again when it is operated during the first snow following installation, you stand a good chance of reaping publicity benefits. Snow melting is still news.

**A
NEW
"SUPREX"
TRADE-MARK
CARBON**

**WITH THE
DIFFERENCE
YOU CAN**

SEE!

ALL AT LOWER CARBON COST!

NATIONAL CARBON

PRESENTS:

- Amazing New Light-Efficiency
- Lower Current Consumption
- Improved Arc-Stability
- Better Light Distribution

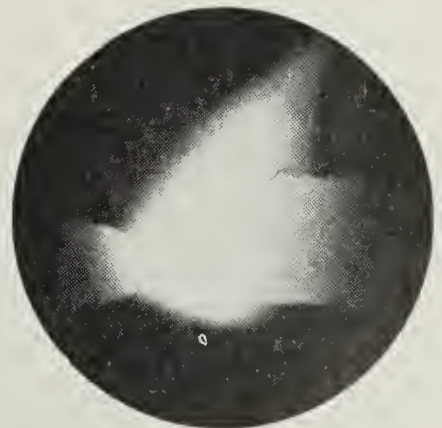
Not just claims but **VISIBLE** improvements distinguish the **NEW 9 mm "Suprex"** projector carbon in any 9-8 mm copper-coated high-intensity trim.

AND THAT'S NOT ALL! With an optimum current range of 65-75 amperes, the new 9 mm "Suprex" carbon and the 8 mm "Orotip" C negative carbon can be substituted directly for the 8 mm-7 mm carbon trim up to 70 amperes*. Merely install appropriate holders and guides in your present equipment and get:

- More light at slightly increased current
- Equal light at same current
- Lower carbon consumption and cost
- Better light distribution at all currents

* Above 70 amperes, see your theatre supply dealer for his equipment recommendations.

BUY WISE—DEMAND TO SEE THE DIFFERENCE!



The terms "Suprex" and "Orotip" are trade-marks of Union Carbide and Carbon Corporation

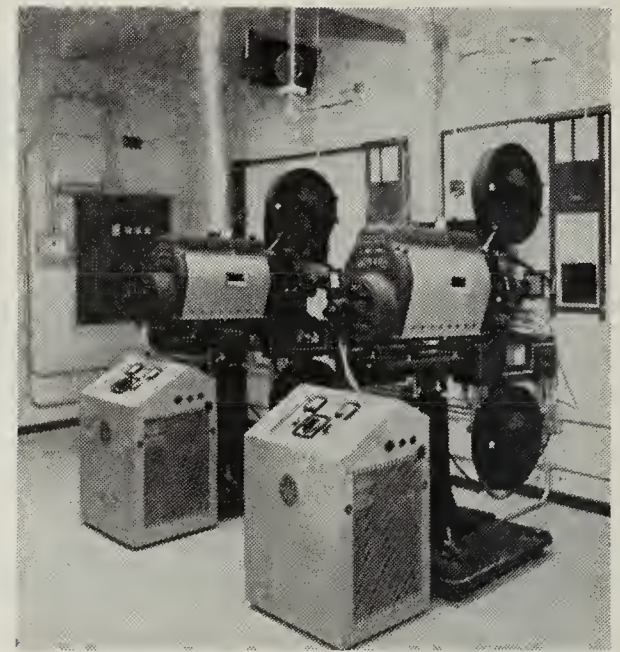
NATIONAL CARBON COMPANY

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District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

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On the left: A view of the Regal, Harlow New Town, Essex, England. The frontage is so constructed that it can easily be torn down and replaced when the building reverts to its planned role as a factory. Above: The spacious projection room equipped by RCA with Ross projectors, Monarc arc-lamps, and Westinghouse rectifiers.

A Convertible Theatre

Britain Builds A Cinema That Can Be Turned Into A Factory

Still bent under the heavy demands of her austerity program, it is not surprising that the first theatre to be built in England since the war, was so designed it could be quickly and easily converted into a factory.

The Regal was constructed as part of a new housing development in Harlow New Town, Essex, and is to supply film entertainment to the rapidly increasing population of the area until a more permanent structure can be constructed, and it is expected that the theatre will be kept in operation for at least seven years.

The Regal, which has 690 seats, was constructed in less than five months. To facilitate conversion of the building to a factory when required, the design basically consists of a production space with a single-span roof of corrugated asbestos-

cement sheeting—now serving as the auditorium—fronted by a two-story office block, of which the ground floor now forms the foyer, offices and lavatory accommodations, while the first floor houses the projection room and staff restrooms.

Construction is of load bearing brick walls precast concrete beam floors and roofs to the two-story block, and steel trusses designed from stock steel sections forming the roof of the auditorium. The entrance front is of six-inch hollow clay blocks faced with fluted asbestos-cement sheets incorporating the name panel and poster frames. This wall may be knocked down and replaced.

Flat roofs are covered with built-up bituminous felt roofing. The auditorium is roofed with corrugated asbestos-cement and has a plaster ceiling on expanded steel lathing. This ceiling can be removed upon conversion and the roof sheeting and purlins are designed to facilitate the insertion of roof glazing. Windows may be inserted in the cavity brick panel walls.

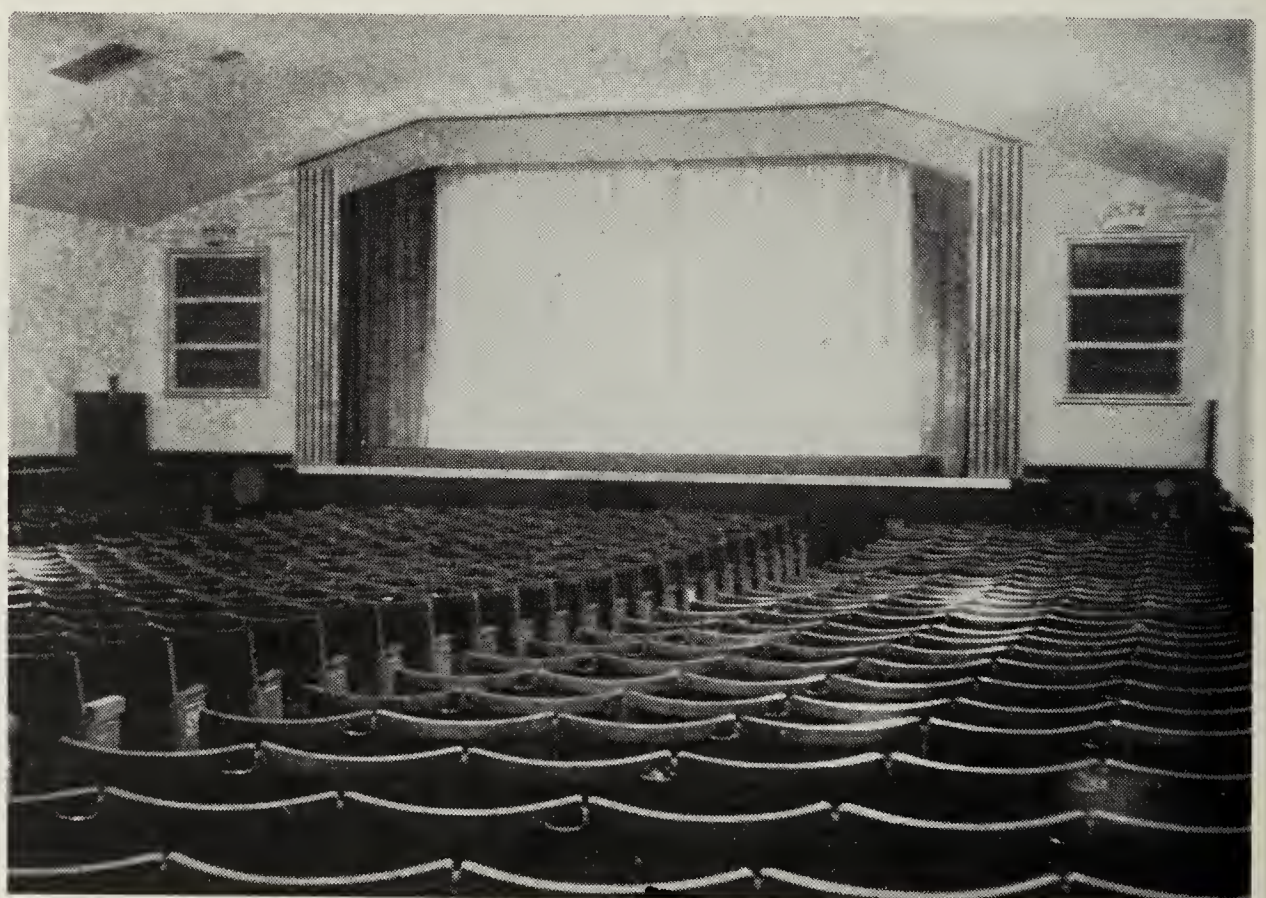
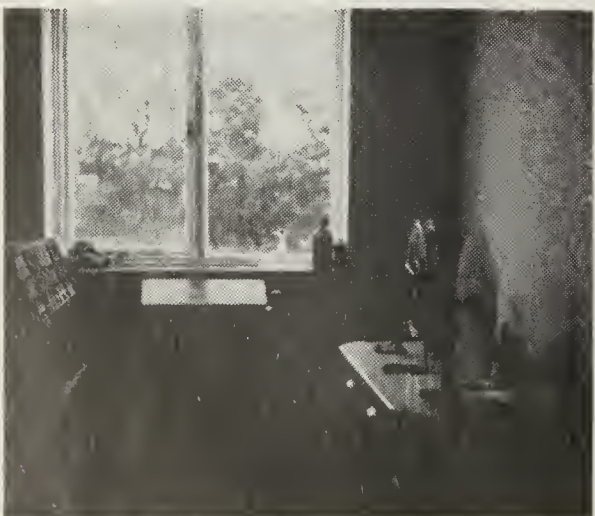
Heating of the two-story block is by radiators with low-pressure hot water, and of the auditorium by warmed and washed air on a Plenum system. Full secondary lighting is installed.

The focal point of the pleasant, but necessarily simple interior decorating scheme, is the proscenium treated with a fluted effect in gold and deep rose with matching border.

The auditorium was treated with sprayed plastic prior to the application of decorative colorings.

(Ed.—We wish to express our thanks and appreciation to Alex J. Martin and The Ideal Kinema for supplying the information and photographs used in this article.)

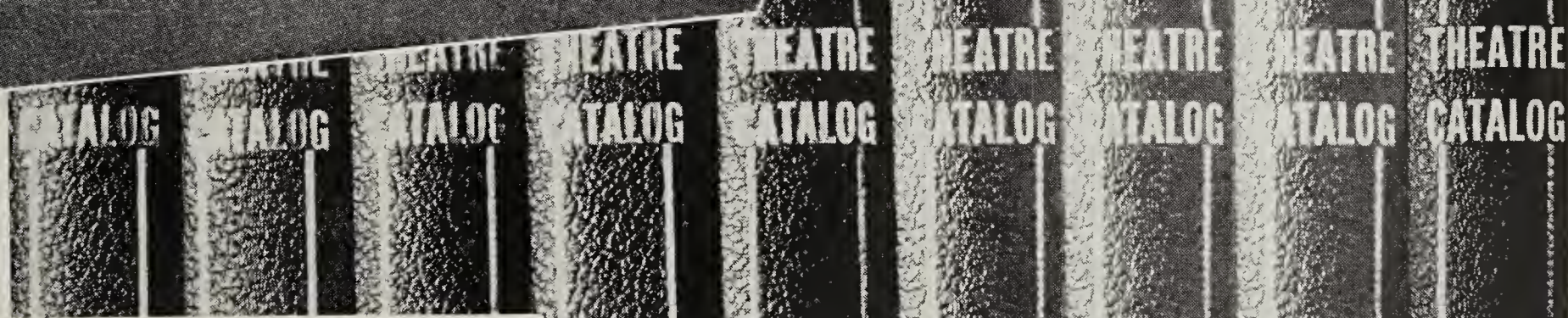
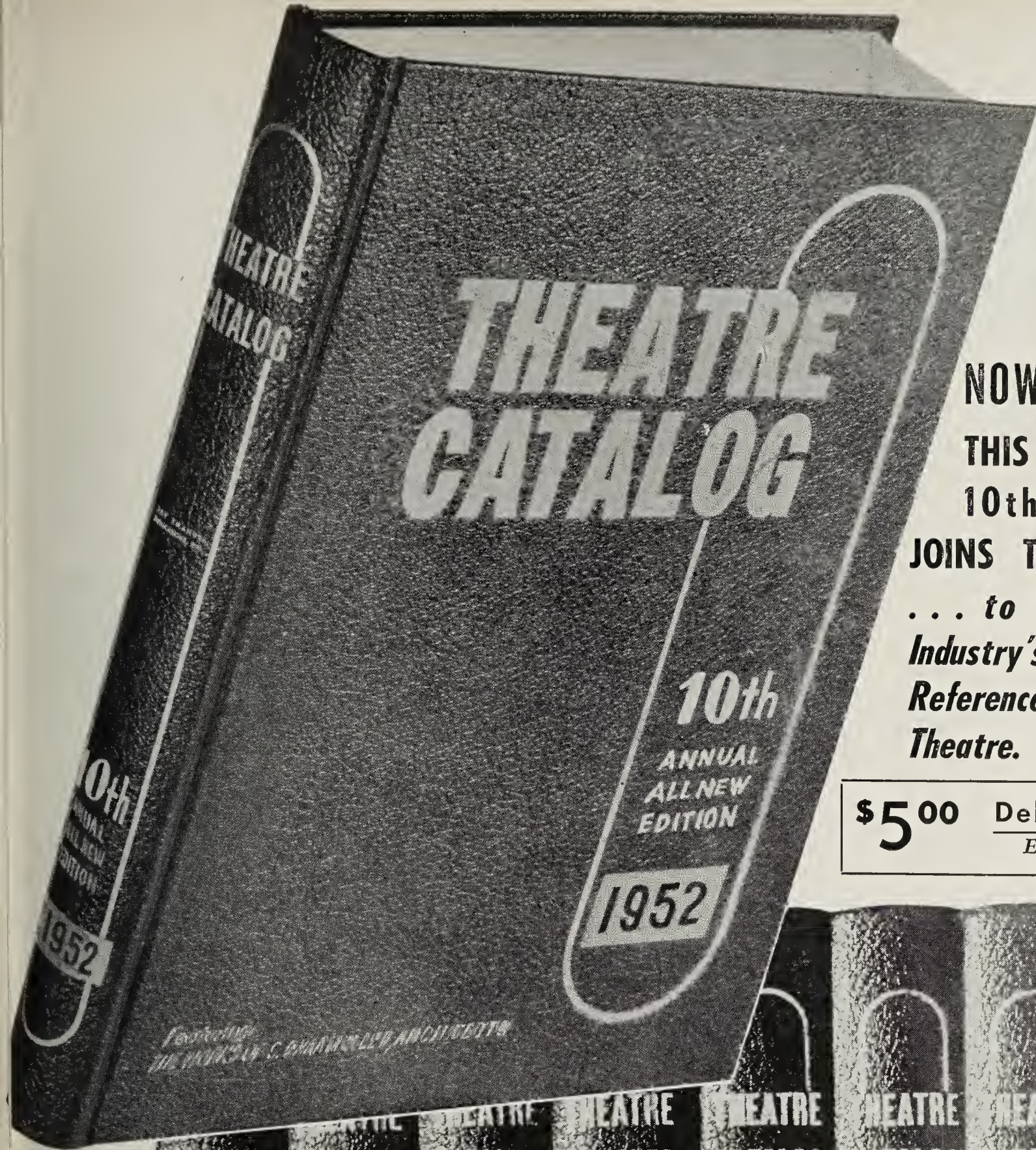
On the right: The interior treatment has been kept to the simplest form in consideration of the future role of the building. The proscenium is treated with a fluted effect in gold and deep rose, and sidewalls are a basic tint of pink. Below: The rewind room is equipped with a rewind bench, film storage cabinets, and a large window admitting plenty of healthful daylight.



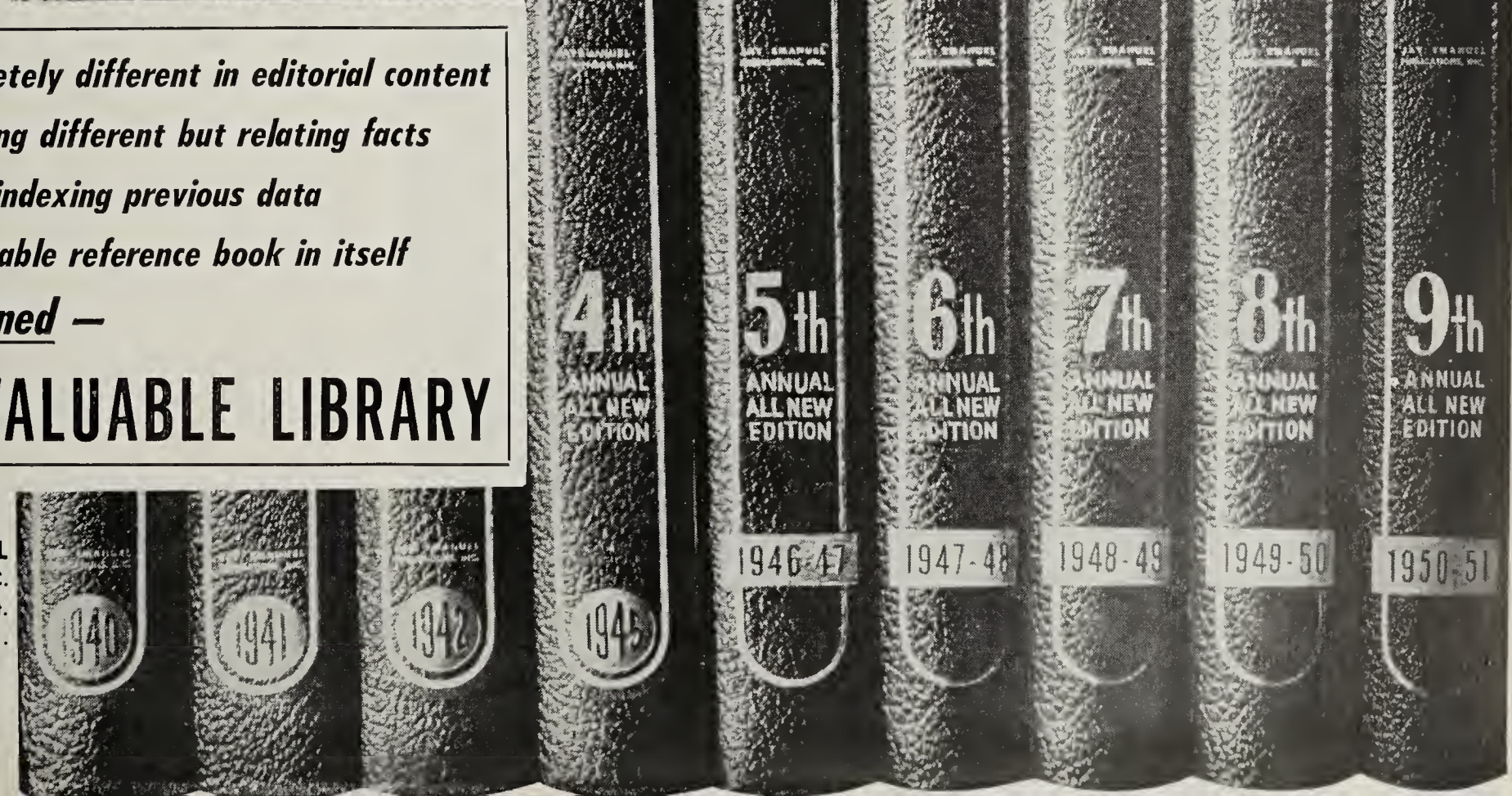
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NEW PRODUCTS

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Germ-Killing Toilet Seat

Sanitaryseat, manufactured by Sanitaryseat Corporation, Pawtucket, R. I., is a toilet seat which is said to be made germ-free by the ultra-violet rays supplied by a Sterilamp. The all-metal cabinet has a white, baked enamel rust-resisting finish, and the molded seat is of durable construction. When the normally "up seat" is lowered, shutting off the lamp, it remains in lower position for a few seconds before returning to the cabinet. The Sterilamp is securely socketed in a vertical position and hidden from view by the central panel of the cabinet, and is so placed that it discourages tampering. The ozone generated by the lamp is said to oxidize the rest room odors.

According to the manufacturer the unit comes completely assembled and bolts on to any standard hopper, as does an ordinary toilet seat, and will eliminate the need for deodorants and the practice of covering the seat with paper.



New toilet seat made by Sanitaryseat, is said to be germ-free through the use of a hidden ultraviolet lamp which is also capable of oxidizing the rest room odors the company claims.

Coin-Operated Horse

The availability of the Champion coin-operated mechanical electric horse for theatres, both conventional and drive-ins, was announced by the Bally Manufacturing Company, Chicago.

Molded in the exact proportions of a pony, these mechanical horses are said to be made of polyster, which is a new composition of glass cloth and plastic combined, and have a genuine leather pony saddle. Claimed to occupy a floor space of 22 inches by 44 inches, the Champion electric horse only requires an ordinary 110-volt A.C. outlet for its power supply.

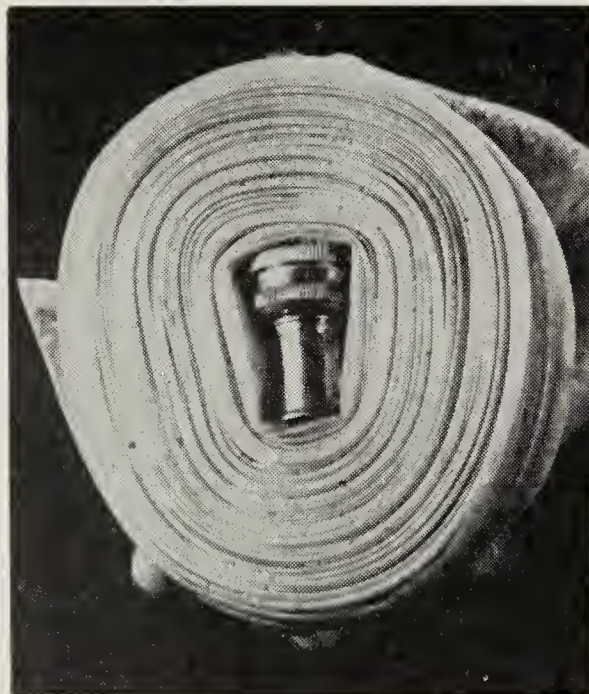
Said to give smooth, quiet operation, the mechanical horse's speed is regulated by the child pulling or releasing the reins.



Champion coin-operated, mechanical horse is made by Bally Manufacturing Company and is said to give smooth, realistic safe rides.

New Plastic Hose Sprinkler

Produced by the A. M. Andrews Company, Inc., Portland, Ore., the new lightweight Vinylite plastic hose sprinkler should prove to be useful in out-door theatres. The 50-foot sprinkler hose weighs only about one and one-half pounds, and is said to cover 600 square feet of lawn or garden. It is claimed the hose is resistant to mold and mildew and stores safely even while wet, yet it will not rot. The sprinkler consists of a double tube with pinpoint holes staggered along the length of each tube for even water coverage. Said to be tested at 120 pounds of pressure, this sprinkler is designed to withstand any city water pressure as long as it is not kinked too close to the coupling. This plastic hose sprinkler is available in 20, 30, 50, and 100 foot lengths, and comes ready to be attached to any hose.

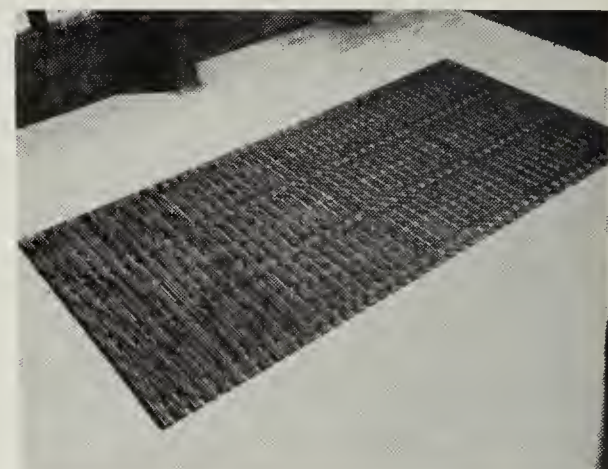


The A. M. Andrews Company is offering a new lightweight plastic hose sprinkler which can be rolled and stored even while wet, and is also resistant to mold and mildew, the firm claims.

Corrugated Entrance Mat

The American Mat Corporation, Toledo, O., recently introduced a new and improved variation of the corrugated-perforated mat for entrance use. According to the manufacturers the mat, which is called Traffic-Tred Corrugated-Perforated, is topped with a triple-ridged surface, has diagonal ridges for draining on the under side, is made from a rubber compound so increased in tensile strength that un-washable cord has been eliminated.

Manufactured in black and rose, this new mat is said to have a top surface that will remove more dirt than the surface of any molded mat made. It will be marketed in sections in sizes 24 inches wide by 12 inches long; 36 inches wide by 18 inches long, and 48 inches wide by 12 inches long. Sections can be continuous for any length required.



American Mat Corporation's new type of rubber matting for entrance use is said to remove more dirt than the surface of any molded mat made. The new product is called the Traffic-Tred Corrugated-Perforated mat by the company.

Pocket-Size Electrical Tester

A handy addition to the maintenance department is this new pocket-size industrial Test-Glo tester, manufactured by Ideal Industries, Sycamore, Ill. It can be used for checking electrical circuits, spark plugs, motors, fuses, and a variety of electrical equipment. It is claimed that Test-Glo has a capacity of from 80 to 600 volts—A.C. or D.C.

Said to have been designed to combine safety with ease of use, the Tester's safety features include a 24-inch lead wire between test prods, permitting wide span, five-inch prod handles for deep probings.

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ISSUE OF DECEMBER 10

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DuPont's Freon Seen As New Film Cleaner

WILMINGTON, DEL.—The same type of chemical that freezes ice in a refrigerator system and serves as the cooling agent in air conditioning is now proving itself as a better, faster photographic film cleaner, it was recently reported by the DuPont Company.

The new cleaning agent is DuPont's "Freon-113," fluorinated hydrocarbon, a non-flammable liquid that eliminates the sometimes dangerous odors of other solvent cleaners. Tests reported by the Motion Picture Research Council, Inc., show Freon-113 to be "much less toxic, better in some cleaning operations, and equivalent in all other operations tested" in motion picture studio work.

Because it is fast-drying Freon-113 is said to speed up film cleaning as much as 10 to 20 per cent in machine operations. Adaptable to both machine and hand use, DuPont claims it effectively dissolves and washes away any gums and oils that "dirty up" photographic films, but does not affect the emulsion of either black and white or color film.

It is reported that color motion picture film positives have been cleaned repeatedly with Freon-113 with no measurable deterioration of color intensity. In the past, effective life of many types of color film has been limited by color fading and running when they were cleaned with other, less selective solvents.

The versatile chemical, currently available only in 100 and 200 pound drums, also can be combined with beeswax or cetyl alcohol to make a lubricant for treatment of motion picture film before projection.

Some laboratories, it is said, have found that the addition of a small amount of wax to their Freon-113 cleaning solution, permits cleaning and lubrication of film in one operation.

One Man Scrap Drive

TORONTO—Nathan D. Golden, director of Motion Picture Photographic Products, Department of Commerce, and chairman of the Heart Fund for Variety Clubs International, instituted a copper dripping salvage drive last spring to conserve both copper for defense and collect funds for the Variety Clubs.

Taking the drive seriously George Altman, president of Mavety Film Delivery Ltd., and a member of Tent 28 in Toronto had a scrap metal drive of his own, which to date, has netted the Heart Fund over \$4500. Altman trucked some of the scrap from points 500 miles from Toronto.

Deluxe D-I Opens

INDIANAPOLIS, IND.—The National Outdoor Theatre on U.S. 40, east of Cumberland, a 1250-car drive-in, recently was completed and represents an investment of about \$250,000.

Operated by Jacob Smiler, the new ozoner features a 72-foot screen, a complete playground, and a concession stand said to be the most elaborate in the mid-west. Eventually, it is planned to add a swimming pool, an open-air skating rink, shuffle board courts and an illuminated water fountain.



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from Coast to Coast

(Continued from page PT-10)



interest and enthusiasm. Particular attention was placed upon the company's new double cone speaker. Another attractive display was a scale working model of Ballantyne's Boyer prefabricated screen tower, which did much to show theatremen exactly what the Boyer screen is, and how it operates.

RCA placed the emphasis on its large screen television equipment and its maskless screen device known as Synchro-Screen. A novel feature of the RCA exhibit was the fact that recordings were placed inside the equipment shown, and when they were opened for closer inspection the equipment began to sell itself.

The Butter Mat, which dispenses hot, melted butter over popcorn was one of the attractions at the colorful display of Supurdisplay, Inc. Of course the Coca-Cola Company was present with the popular beverage available in three types of dispensers.

Although space makes it impossible to mention every product on display at the

On the left, in the usual order: At the Rex Specialty Bag Corp. booth are seen Ohio theatremen J. E. Price and M. E. Price talking with company representative Irving Singer. Seen at the Triple S Supply Co. booth are Doc Faige, Norpat Sales, company representatives John Tierney and Harry Sarber, with Nat Golden, National Production Authority, Dept. of Commerce. At the Hal Huff Manufacturing booth are seen L. H. Walters, National Theatre Supply, with Hal I. Huff. Seen in the Mission Dry Corp. booth are Washington exhibitor Morrie Ninimer and S. F. Burns, dealer, with company representative P. A. Templeton. Seen at the Ballantyne Co. booth are Val Koljay, Charles Bininati, Illinois theatremen, Ed Mikkelsen, Ballantyne, Iowa exhibitors Arnold Krieger and Dr. R. N. Svendsen, Ilo Brown, firm representative, Floyd Garver, and Claude Cooley.

On the right, in the usual order: Seen at the J. E. McAuley Manufacturing Co. booth are Henry Lebrec and exhibitor Arthur Devent. A group of company representatives and guests are seen at the Coca Cola booth. The group seen at the Adler Silhouette Letter Co. booth includes Ben Adler and Dick Strauss, company representatives, models Mardell Smith and Terry Georgian, Adolph Haas and A. E. Chadwick. Seen at the Star Manufacturing Co. booth are exhibitor Harold Wriglet and Avery Combs, firm representative Bill Moran and W. F. Harris. At the Orange Crush Co. exhibit are seen S. F. Burns, dealer, and firm representatives Barney Sherrer, D. Sherman, and J. O. Young, Jr.

trade show, it is important and reassuring to state that every item that was on display is worthy of mention and use. That the theatremen who attended were of the same impression was evident in the fact that the amount of sales that were made on the floor surpassed the highest expectations of almost all those who exhibited.

Another positive indication of the interest in the combined convention and trade show was the record registration. Although exact figures were unavailable, it is a fact that an attendance record was set. The equipment field today has more to offer the theatre operator than ever before in the history of the industry. With the relaxation of some building restrictions, and more coming up in 1953, the theatre construction and remodeling picture is get-

(Continued on page PT-20)



RCA Using Plastic As Chair Covering

Lumite fabrics, woven of durable saran plastic in a variety of patterns, are now available as coverings on RCA's line of International chairs. The new chair covering is tough and durable, scuffproof, and resistant to rot or mildew, the company claims, and food, grease, dirt or gum can be easily removed from it with soap and water, or cleaning fluid. Coverings of this fabric are said to keep a glove-snug fit to the chair backs and seats, and have no tendency to sag, wrinkle or cup.

Lumite is a product of the Chicopee Manufacturing Corporation, Georgia. It has proven to be extremely popular in warmer climes because of its ability to "breathe" and let air circulate freely. The new material has been added to International's fabric line for use as back covering on chair models 401, 2000, or 2300. It also may be used for cushion covering in any International chair except the model 50, the theatre equipment section of RCA Victor stated.

Motorola Ups Executive

NEW YORK—Edward L. Pincus was recently named president of Motorola-New York, Inc. Now president of Motorola-Philadelphia Company, Pincus will continue to head that factory branch as well as the New York factory branch.

According to the announcement, Allen Williams, now vice-president in charge of operations of Motorola-New York, will be transferred to the company headquarters in Chicago, where he will be the assistant sales manager of the parent company.

Haber New RCA Victor PR Head

CAMDEN, N. J.—Appointment of Julius Haber as director of public relations for the RCA Victor Division was recently announced by C. M. Odorizzi, operating vice-president of the division. Haber succeeds James M. Toney, who has been appointed director of consumer products distribution.

Haber's entire business career has been devoted to public relations, publicity, and advertising activities. His association with RCA dates from 1922, when he joined the company as an office boy. He is now serving as director of advertising and sales promotion for RCA technical products.



A group of students from Milwaukee's North Division high school show genuine interest as Warner engineer Melvin Jung explains how the theatre's engine room operates. The boys help run the school's projection machines, and show more than 200 films on an average school week.

Market Quick Acting Deodorizer

FRESNO, CAL.—A new quick acting electric deodorizer the size of a walnut, which is said to eliminate unpleasant odors quickly, is now being produced by the Better Life Products Company.

The device plugs into any outlet and can be obtained with special medicated tablets said to be of aid to those suffering from allergies, colds or hay fever. Spring bouquet and pine tablets as well as medicated ones are available.

D-I Becomes A Trailer Park

LOUISVILLE, KY.—In an effort to increase income one-half of the Twin Drive-In, operated by American Drive-In Theatres, will be converted into a park which will accommodate 96 trailers.

New Method of Joining Carpets

NAUGATUCK, CONN.—The U. S. Rubber Company's chemical division has developed a new way of joining carpets or repairing tears in them, thus doing away with tacking and sewing. A new kind of fabric and paper tape with built-in metal grips and rubber-based adhesive is employed. A flat seam that virtually cannot be seen is achieved, and the job is quick and easy to do, according to the company. The tape can be used on all types of carpet, the newer types of cotton carpeting included.

Karagheusian Wins Ad Award

A. & M. Karagheusian, Inc., manufacturer of Gullistan carpets, was recently awarded the Direct Mail Advertising Association's Industry award.

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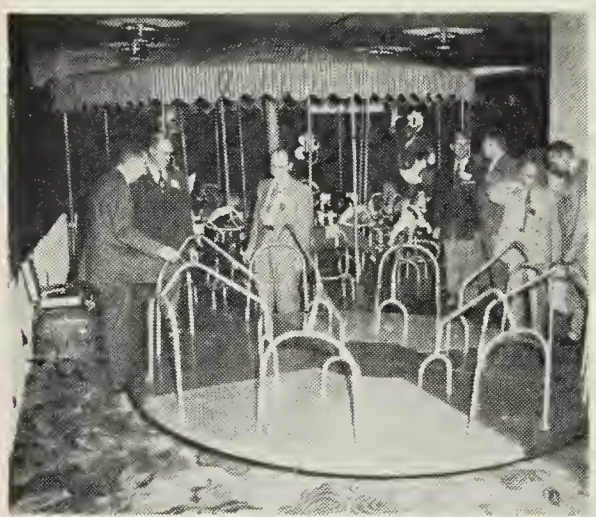
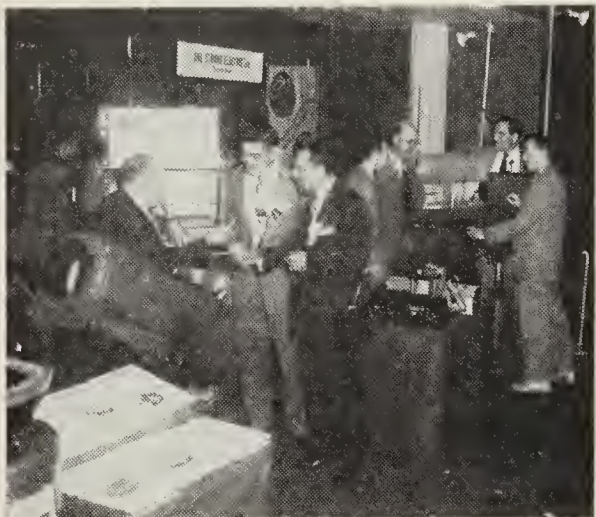
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(Continued from page PT-18)

ting brighter. The great enthusiasm on view at the Morrison indicates that the coming year should see a substantial increase in the number of conventional and outdoor houses that are built or repaired. The desire is there, and the show offered undeniable proof that the equipment is there. There was a contagious sense of optimism in Chicago, and it left the definite impression that the theatre field is readying itself for bigger and better things.

Name TESMA, TEDA Directors

CHICAGO—The following were elected to three-year terms on the board of directors of the Theatre Equipment and Supply Manufacturers Association at the recent annual convention held here: Ben H. Adler, Adler Silhouette Letter Company, and Larry W. Davee, Century Projector Corporation, both reelected, and Donald Hyndman, Eastman Kodak Company, and Thomas La Vezzi, La Vezzi Machine

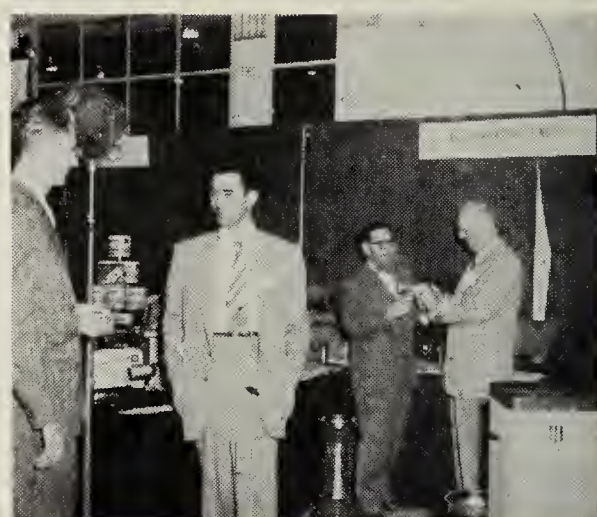
On the left, in the usual order: Seen at the Wagner Sign Service booth are exhibitor Joseph Quarino, firm representative Walt Jacobson, exhibitors Ray Feeley and Norman C. Glaseman, company representatives Lou Sherman and Erwin Wagner, with model Gail Ward. At the Strong Electric booth are seen H. H. Strong, E. S. Huber, Lou A. Aaru, C. A. Callander, L. Stuler, Durward Coe and H. A. Taylor. Seen at the Miracle Whirl Sales Co. exhibit are C. W. Ahres, M. H. Scheidler, W. O. Bearden, J. B. Beeson, and Charles V. Decker. At the Dad's Root Beer booth are seen Harold E. Nelson, firm representatives Robert Perlick and Ben Weisback, exhibitors Roy Tucker and Edward Berger, and John Friedlund. Seen at the Motiograph exhibit are Col. E. L. Love, Whitney Blake, Lou Aaru, George Trad, of Trad TV, Fred Matthews, company representative Victor Trad, Trad TV, Perkins, Giles, and J. Huckleberry.

On the right, in the usual order: Seen at the Kroehler Manufacturing Co. exhibit are Pete Peterson, Vi Dane, Nate Golden, A. J. Trebow, and J. H. Elder. At the Dawo Corp. booth are seen Dave Wolf, company representative, dealer Lewis Waits, and model Eugenie Carlson. Seen at the Golde Manufacturing Co. booth are dealer R. E. Lundquist, William Vaszily, H. B. Engel, company representative, and dealer R. C. Saunders. The group at the DIT-MCO booth includes A. Scheckler, L. Higgenbotham, J. O. McClung, L. W. McClung, George Heller, Oscar Howell, Wallace Agey, Jack Mitchell, and John Stanhart. Seen at the Manley, Inc., booth are J. T. Showerman, model Carolyn Ray, M. L. Lyons, Mrs. Beverly Miller, Miss Mary Jones, and C. R. Owen.

Works, both new members. Relected to the Theatre Equipment Dealers Association board of directors for three-year terms were Joseph Cifre, Boston, and Eldon Peek, Oklahoma Theatre Supply Company, Denver. New directors elected were Solon Burns, Modern Theatre Supply Company, Seattle, and Homer Teigmeier, of B. F. Shearer Company, San Francisco. Tom Shearer, of the latter company, continues as TEDA board chairman.

National D-I Convention Set

CHICAGO—A national convention of drive-in theatre operators has been scheduled for March 23 to 25 in Milwaukee by drive-in operators attending the recent annual Allied convention here. The drive-in meeting will be held in conjunction with the annual convention of Allied Theatre Owners of Wisconsin.



Halpern Gives Views On Large Screen TV

CHICAGO—In addition to displaying their equipment on the floor of the recent TESMA-TEDA trade show held here in conjunction with the convention of Allied States, RCA also gave a demonstration of its large screen theatre TV equipment.

Over 400 exhibitors jammed into the Terrace Casino of the Morrison Hotel to watch the 45-minute program which originated from NBC's local television studio, WNBQ, about two miles from the hotel. The program, which was seen on a 12 by 15-foot screen, consisted of a panel discussion. The panel was composed of Jack O'Brien, of RCA, and Trueman Rembusch, Nathan Yamins, A. R. Blocher, John Wolfberg and Leon Back of Allied, all of whom posed questions for Nathan Halpern, head of Theatre Network Television.

Halpern said that at the present time there are some 90 theatres in the country that are equipped with large screen television equipment, and that the number should pass the 100 mark before the end of the year. He assured exhibitors that there would be no acceptable standard color TV for theatres within the next several years, discounting concern about obsolescence of equipment bought today. He estimated that it would take about five years, on the average, to liquidate the cost of equipment.

In reply to a question about exclusive theatre TV channels and band allocations, Halpern expressed his hope that the FCC hearings would result in such a decision. He pointed out however, that if the FCC refused these channels theatre television could still expand under the present system of renting lines from telephone companies.

As an indication of how theatre TV has grown in the short number of years that it has been on the scene Halpern offered some impressive figures in connection with the telecast of the recent Walcott-Marciano heavyweight championship fight. He said that the 50 theatres showing the fight grossed \$400,000, or an average of slightly over \$8,000 apiece. The average net profit was about \$5,000 for large theatres, and \$1,000 to \$2,000 for small ones. He said that the total seating capacity of the theatres was about 120,000.

Name New PR Head At Philco

The appointment of William Wight as director of public relations of Philco Corporation, was recently announced by William Balderston, president.

Wight, Washington vice-president of Carl Byoir and Associates, has been in charge of the nationwide public relations firm's activities for the past 14 years.

Kollmorgen Closes B'klyn, Plant

NEW YORK—The Kollmorgen Optical Corporation closed its Brooklyn plant recently and opened a new sales office at 30 Church Street.

J. A. Fetherston, sales manager, will be in charge of New York area theatre plans.



Seen at the Theatre Seat Service Co. booth are Francis S. Lawrence, company representative, John E. Currie, National Theatre Supply, and firm representative Fred Massey.

Richey Praises Equipment Men

CHICAGO—H. M. Richey, exhibitor and public relations director of MGM, told the Theatre Equipment Dealers Association, at their recent convention, that the equipment field is a very definite part of the over-all motion picture industry, and it has its role in revitalizing interest in the theatre.

Speaking at a luncheon, Richey said that if there can be added to theatre-going that old-time glamor and super-equipment that goes with comfort, there is nothing that can stop the public from realizing that "motion pictures are your greatest entertainment buy."

Richey stated it was the equipment men who fanned the enthusiasm of the exhibitors to make theatres better.

FOR FURTHER INFORMATION ON PRODUCTS ADVERTISED IN THIS ISSUE PLEASE CHECK

- AMERICAN SEATING CO.
In-door & Drive-in Seating
- EDGAR S. BOWMAN
Lamolite Illuminated Admission Signs
- CARBONS, INC.
"Lorraine" Carbons
- GOLDE MANUFACTURING CO.
Lobby, Booth & Boxoffice Equipment
- HEYWOOD-WAKEFIELD CO.
Seating
- IDEAL SEATING CO.
Indoor and Drive-In Seating
- INTERNATIONAL PROJECTOR CORP.
Projection Equipment
- KOLLMORGEN OPTICAL CORP.
Projection Lenses
- NATIONAL CARBON CO.
"National" Carbons
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- SPORTSERVICE CO.
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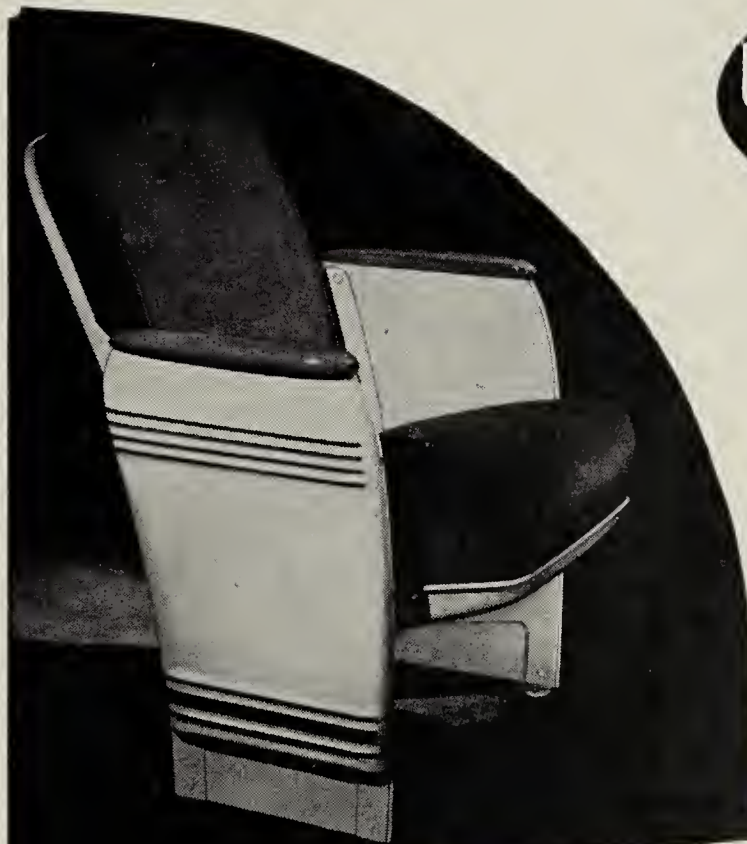
Full length back panel eliminates pinching hazards. No protruding parts to snag clothes.

THE MOST SERVICEABLE CHAIR MADE

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Golden Predicts Vast Drive-In Increase

WASHINGTON, D. C.—A bright picture was painted for those planning the construction of drive-in theatres in 1953 by Nathan D. Golden, director of Motion Picture-Photographic Products division of the National Production Authority, while making an address at the recent TOA convention held here.

Golden said theatre owners contemplating the construction of drive-in theatres in 1953 can well lay their plans at the moment in anticipation of materials on April 1, 1953. Self certification orders can now be placed for strategic materials for delivery and use after April 1. "By acting now it will insure such materials when needed."

He expressed his belief that there will be a tremendous upsurge in the construction of drive-ins during the next few years. "My guess," Golden said, "is that close to 5,000 drive-in theatres will be constructed in the next two years."

At the time the address was being made, Golden stated, some 63 per cent of all applications for drive-ins had been approved by the NPA since its inception.

Summary of Industry News From the NPA

WASHINGTON, D. C.—The following is a summary of the news from the National Production Authority, Department of Commerce, which is of particular interest and importance to the motion picture industry:

Construction: A recommendation that relaxation of construction regulations scheduled for May 1, 1953, be advanced to Jan. 1, 1953 in view of the rapidly easing steel supply situation, was recently made by a task group of the Construction Industry Advisory committee at its meeting with the NPA.

Announcement of the relaxation, which will increase amount of controlled materials that may be self-authorized for commercial and most other types of construction, as well as lift the ban on recreational construction beginning May 1, was made by Richard A. McDonald, NPA administrator.

The relaxation of construction regulations will permit self-authorization up to the following amounts for recreational, entertainment, and amusement construction per project per quarter: five tons of carbon steel, not to include more than two tons of structural shapes; 500 pounds of copper-base alloys, and 300 pounds of aluminum. Previously no self-authorization was permitted for this type of construction. Also foreign and used steel will be permitted for recreational construction in accordance with Article VI of Regulation 6.

Steel: To assure maximum steel production and to meet the most pressing needs of industries for first quarter 1953 steel, the Defense Production Administration recently approved the distribution of an additional 1,480,000 tons of carbon steel products. The distribution is being made on the advice of the Iron and Steel division of the NPA, and is based on a recommendation of the Steel Products Industry Advisory Committee.

As a result of this move the Motion Picture and Photographic division of NPA will receive an additional 200 tons of carbon steel tin mill products in the first quarter of the coming year.

DPA said that if any more open capacity exists it will make another supplemental distribution for first quarter use.

Aluminum: Power shortages beyond those previously estimated are expected to

affect aluminum production, the Aluminum Producers Industry Advisory committee recently reported at its meeting with the NPA.

As of Nov. 27 producers of primary aluminum in the Pacific Northwest suffered a 10 per cent reduction in their firm power. Primary producers in the Tennessee Valley Authority area are also due to have their firm power cut, it was announced.

As a result of these power shortages, the industry will lose almost 25 per cent of its national primary production, or approximately 40,000,000 pounds of aluminum per month, NPA said.

At the end of the fourth quarter of 1952, the aluminum industry will have an order backlog upwards of 150,000,000 pounds. This means delays of from four to six weeks in meeting customers' orders.

Copper Wire: Industrial suppliers of theatre equipment are not permitted to sell large quantities of copper wire to builders of drive-in theatres, under present regulations and orders, the NPA announced.

This statement was made in response to numerous inquiries by industrial suppliers of theatre equipment, it was said.

Under revised Controlled Materials Plan Regulation 6, to the current construction order, builders of drive-in theatres are allowed to use up to 200 pounds of legally acquired copper, without NPA permission, but no priority assistance is available for the procurement of this wire. Where more than 200 pounds is required, special permission for its use must be obtained from NPA.

It was pointed out that in most instances, theatre supply dealers who sell copper wire are "distributors" of copper wire and are governed by the restriction in NPA order M-86. Under paragraph (d) of Section 6, distributors of copper wire may not sell to any one customer more than 10 per cent of a reel of copper wire without obtaining an authorized controlled material order for the sale.

Effective May 1, 1953 theatre builders will be permitted to self-certify for and use 500 pounds of copper per quarter in the construction of each theatre project. Purchase orders for this increased amount may be placed at the time, but deliveries may not call for, or be made prior to May 1.

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Market New Wood Wallcovering

NEW YORK—The Hoenig Plywood Corporation, New York, is marketing a new genuine wood wallcovering suitable for theatre interiors, and known as Micro-wood.

The European imported product is made of a thin layer of wood reeled from steamed birch and beech logs, and fused to a paper base which allows it to be hanged in the same manner as wall paper.

Claimed to be highly durable the Micro-wood gives the effect of wall paneling. It is available in 12 different colors, and after it is in place can be waxed or cleaned with ordinary wood polish.

Microwood is available at less than twenty cents per square foot, when purchased in quantity.

Philco Rings Up Record Sales

Sales of Philco Corporation in the third quarter of 1952 set a new record for that three-month period and totaled \$82,227,000 as compared with \$57,408,000 a year ago, it was recently announced by William Balderston, president.

In the first nine months of 1952, sales for the company totaled \$247,383,000, a new high record for the period, as compared with \$228,431,000 last year.

Texas House To Be Remodeled

HOUSTON, TEX.—It was recently announced that the 50 year old Iris theatre, the oldest in the Horowitz Theatre Circuit, will undergo a \$50,000 face-lifting job. The plans call for new upholstered seats carpeting, air-conditioning and marquee.



A TYPICAL PIECE OF D-I PLAYGROUND EQUIPMENT THAT MAKES FOR HAPPY, HEALTHY YOUNGSTERS AND RELAXED GRATEFUL PATRONS.

Playgrounds At Drive-Ins

A Description of The Proper Equipment For A D-I Play Area

For the modern drive-in, with a capacity of 400 cars or more, we recommend dividing the playground into two apparatus areas—the junior for children up to nine years of age, and the senior for those 10 years old and up.

Following are the apparatus areas recommended for the junior area:

Six-Swing Set, with chair-type nursery seats to securely hold children of pre-school age. The seven foot high frames are constructed of tested, hot-dip galvanized steel pipe, locked rigidly together with certified malleable fittings. Swing hangers of malleable iron, certified to test more than 50,000 pounds tensile strength per square inch, and oil-impregnated bronze bearings assure extra safety and lasting wear.

Combination Unit, with swing frame eight feet high. This unit combines the fascinating play-exercise opportunities of slides, swings and see-saws. Standard equipment includes two heavy duty see-saws, four heavy-duty swing seats suspended on heavy-duty number 8/0 bulldog chains with oil-impregnated bronze bearing swing hangers and a heavy-duty all-steel 16-foot wave chute slide, complete. All metal parts are hot-dip galvanized to rustproof permanently. See-saw boards and swing seats are colorfully finished with three coats of weather-resisting Wax-O-Namel.

Primary Castle Walk, a special climbing structure designed by American to pro-

By **Norman R. Miller**

Vice-President

American Playground Device Company

vide the arm and shoulder muscle building exercises of the horizontal ladder as well as the climbing-play section of the Castle Tower. The primary unit has a seven-foot tower and a walk six feet long, 24 inches wide and five feet three inches high.

Merry-Go-Round, equipped with an improved assembly to afford smooth easy motion, is readily propelled by one child even when carrying a capacity load of 25. Seat board is 10 feet in diameter, constructed of clear, select two-inch Oregon fir stock, with enclosure platform also of select wood. It will provide children with thousands of hours of healthful fun and exercise with maximum safety.

For the senior apparatus area, the following pieces are recommended:

S-Swing Set, with 10 feet high frame fabricated with upright supports of one 7/8-inch and top beam supports of two 3/8-inch tested steel pipe. The frame is

locked together by massive certified malleable iron fitting assuring lifetime durability.

Senior Castle Walk, which will accommodate as many as 50 children at one time. Developed to satisfy the climbing instinct inherent in every child, the Senior Castle Tower is nine feet, nine inches in height. The pipe members are purposely one 1/16-inch in diameter so that even the smallest child can grasp and maintain a firm handhold. Improved circular design eliminates sharp corners and ends, and provides larger capacity.

All Steel Slide, with a chute of 20 feet long and platform 10 feet high will provide the thrills all youngsters enjoy. Lifetime durability and safety for the children are assured by special certified malleable fittings tested to 50,000 pounds of tensile strength, which lock the chute, massive 16 1/2-inch by 23-inch malleable safety platform, large, roomy, non-slip safety stair treads, chute guard rails, safety handrails, stairway and supports into a tremendously strong integral unit.

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'Twas the night *after* Christmas



'Twas the night *after* Christmas
And before a *full* house
Not a patron was stirring
Not even a mouse.
The success of my theatre
Is no secret, so hark:
My stocking was hung
Near my booth, for a lark.
On the morrow I woke
And spied Simplex X-L
Both projector and soundhead
All ready to sell.
Sell did I say?
For in every direction
Simplex has sold me
On much better projection.
Old Santa thus blessed me
And I'm no longer stewing,
For my faith in St. Nick
I'm completely renewing.

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**PROJECTION and
SOUND SYSTEMS**

NEWS OF THE

Territory

BRANCHES
Atlanta

Booking and visiting were: J. E. McLeroy, Monogram Charlotte sales representative; W. E. Greene, Palmetto, Palmetto, Ga.; Charlie King, Exhibitor Service, Jacksonville, Fla.; Roth Hook, Palace, Aliceville, Ala.; Tom Coleman, Ritz, Anniston, Ala.; Charlie Adams, Memorial; Mrs. Wallace Smith, Gem, Barnesville, Ga.; P. L. Taylor, Dixie, Columbus, Ga.; O. C. Lam, Lam Amusement Company, Rome, Ga.; Mose Lebovitz, Grand, Chattanooga, Tenn.; E. J. Hunter, Colquitt, Colquitt, Ga.; W. R. Griffin, Lyric, Cullman, Ala.; Alpha Fowler, Alpha, Douglassville, Ga., and Nat Hancock, Jefferson, Ga. . . . Ray Edwards, branch manager, Realart, Tampa, Fla., is back after illness.

Big screen television becomes a reality in Atlanta on Dec. 8 at the Paramount. Noble Arnold, city manager, Wilby Theatres, said the Southern Bell Telephone Company was installing the coaxial cable at the theatre. Wilby Theatres rushed the installation in hopes of having it ready for the showing of "Carmen" on Dec. 11. But, he said, the theatre firm was unable to get ready for that presentation. However, the premiere program on the Paramount's television screen will be on a coast-to-coast televising of an industrial convention, sponsored by a major carpet firm. The second such convention will be staged on Dec. 30 by a radio-television manufacturer.

The Variety Club took a trip to Athens, Ga., for the annual football game. . . . The Center will show three features each Tuesday and Wednesday. . . . Bob Moscow, checked in at his Rialto after a business trip to New York.

Arthur Leeham, Jackson, Miss., was in the hospital there. . . . M. C. Moore, Lakeview, Jacksonville, Fla., was in booking. . . . Monteen Hewatt, added to the force at Monogram, replaces Mrs. Joyce Knighton. . . . Miss Pat Paterson, for many years with National Screen Service, resigned to run a ranch in South Georgia.

Charlotte

Jack Wadsworth is the new manager, Pineville Road Drive-In. Joe Murnick, Charlotte business man, acquired the spot from Consolidated Theatres. . . . Managers donated passes to the USO Lounge and Information Center for distribution to servicemen.

Hugh Owen, eastern and southern division manager, returned to New York following a two-week southern tour which brought him here and to Jacksonville, New Orleans, and Atlanta.

Joseph A. Walsh, Paramount's branch operations manager, visiting the company's exchanges, was in.

Literally hundreds of inches of front page space and hours of radio time were garnered by the eight Hollywood personalities who recently barnstormed North and South Carolina on behalf of "Movietime, U. S. A." Representing the film capital were William Lundigan, Rod Cameron, and Chill Wills, starlets Sally Mansfield, Alice Kelley, and Kathleen Crowley, and writers Robert Hardy Andrews and Douglas Morrow. Their Carolina visit was timed to kick off the Theatre Owners convention in Charlotte. The eight were then divided into two teams of four each, with a team to each state. Before the troupe returned to Charlotte preparatory to returning to the coast some 42 towns in the two states had been visited. The most part of activities consisted of public appearances, school appearances, and newspaper and radio interviews. Tour director was Everett Olsen, with Robert Bryant, Robert Saunders, and Jimmy Greenleaf assisting.

"Help Eliminate the 20 Per Cent Tax"

Memphis

COLUMBIA — The Wheatley Drive-In closed for the season. It is owned by H. Wheatley, Hot Springs, Ark.

The Jackson Drive-In, Jackson, Tenn., closed. It is owned by Douglas Pierce.

New owner of the Sherrill, Sherrill, Ark., is B. Reagan. He bought the theatre from Orville Nichols.

Exhibitors calling include Glenn Brown, Rayno, Ark.; Moses Sliman, Luxora, Ark.; William Elias, Osceola, Ark.; E. C. Reeves, Oil Trough, Ark., and J. C. Bonds, Hernando, Miss.

20TH-FOX — Visiting exhibitors included: L. J. Denning, Bemis, Tenn.; Lisle Richmond, Senath, Mo.; Jesse Moore, Cranshaw, Miss.; Mrs. Clare Davis, Drew, Miss.; Miss Louise Mask, Bolivar, Tenn.; T. C. Spear, Cabot, Ark., and K. K. Kinney, Hughes, Ark.

New Orleans

E. R. Sellers and Milton Guidry, Yam Drive-In, Opelousas, La.; Robert Long, Rebel Drive-In, Baton Rouge, La., and Al Long, Parkview Drive-In, Winfield, La., were in. . . . Nerry Comeaux, Rex, St. Martinsville, La., who entered Veterans' Hospital with pneumonia, is slowly recovering.

Hustling and bustling were Frank Smith, Grand Isle, La.; Mrs. O. J. Barre, Luling, La.; Robert Molzon, Norco, and Ann Molzon, Labadieville, La.

Field representatives seen about were Tim Neely, Jr., Lloyd Edwards, Larry Dufour, Roy Nicaud, Al Lee, Charles Varnado, Alton Dureau, Joe Fabacher, E. E. Shinn, Robert Dessommes, and John Winnberry.

Paul Shallcross, American Desk Manufacturing Company, returned to his home for Thanksgiving Day.

Exhibitors booking and visiting were: Rev. Withers, East End, Baton Rouge, La.; D. J. Ollister, Algiers Drive-In; Paul Brunet, Dixie; M. A. Berrenson, Bogalusa, La.; Ed Ortte, Cleremont Harbor, Miss.; W. F. Straub, Wiggins,

Miss.; Charles R. Cottle, director of recreation, State Hospital, Whitfield, Miss.; Mayor Lew Langlois, New Roads, La.; E. W. Ansardi, Buras, La.; H. Hargroder, Hattiesburg, Miss.; Paul Brunet, Dixie, and John Richards, Slidel Theatres Corporation.

John Constantino, UA home office representative, visited. . . . John Scripture made the rounds with friend Cecil Kelly, Plain Dealings, La.

W. F. Straub, Wiggins, Miss., has a 200-car drive-in under construction on Highway 49 one mile north of Wiggins. R. L. Johnson, Johnson Theatre Supply, is handling the equipment. Straub christened it the Glo Drive-In.

Friendliness, cooperation, and fellowship are the key factors at 20th-Fox, whose personnel includes William

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MOTIOGRAPH

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229 South Church Street, Charlotte 2, N. C.

Briant, branch manager; Gerald S. Kennedy, Jr., office manager; Harry Rosenthal, Tommy Neely, Jr., and Lloyd Edwards, salesmen; Joseph T. Silvers, Mrs. Anita S. Gibson, and Ruth Furlong, bookers; Mrs. Yvonne Sallinger, manager's secretary; Mrs. Joyce Catalano, Mrs. Heloise Magner, and Beverly Blanchard, contract clerks; Charlotte Harris, office manager's secretary; Mrs. Anabel McDaris, Gerry Staub, and Audrey Julian, booker's stenographers; Mrs. Ruth Solis, cashier; Mrs. Gloria Barefoot, Barbara Seiler, Mrs. June Herrmann, Catherine Burkett, Mrs. Maxine Ruggerio, and Mrs. Joan Squires, cashier's clerks; Steve Pabst, head shipper; Walter Desforges and Harry Roberts, shippers; Beulah Bodenheimer, head inspectress; Ethel Holton, Eva Vignolles, Gertrude Ferguson, Helen Simonson, and Bella Helmke, inspectresses; James E. Skelly, Jr., projectionist, and Lawrence Jamison.

W. O. Williamson, Jr., Warners' southern district manager was in. . . Mrs. Elizabeth Olah, mother of Frank Olah, Star, Albany, La., was confined to a local hospital.

Paramount district publicity representative Olsen visited with president-general manager Gaston J. Dureau, Jr., and Maurice E. Barr, secretary in charge of advertising, publicity, and public relations, at Paramount-Gulf.

V. J. Caruso, who, but a few months ago, assumed operations of the Monte Sano, Baton Rouge, La., sold it to S. J. Campisi, who also owns and operates the Ritz, Abbeville, La. John D'Antoni, an old hand in management of theatres, has been named manager, and J. G. Broggi is the buying-booking representative.

Suburban exhibitors seen about were J. A. Parker, Weswego; Mr. and Mrs. Ed Thomasie, Marrero, and Clarence Thomasie, Harvey.

The Library, Clarks, La., ceased operations. Damon S. Bradford, owner, gave no reason for closing. . . Ray G. Nemo, Columbia publicity representative, was working up some showmanship for "Eight Iron Men," RKO Orpheum. . . R. J. Theriault has taken over ownership operations of the Hodge, Hodge, La., heretofore operated by the W. W. Page Amusement Company.

Phillip Sliman who owned and operated PRC until Eagle Lion bought him out, has again entered the distribution field by taking on Souvaine's "Never Take No For An Answer," for this and the Memphis territory. Physical activities will be handled by Masterpiece. The picture was set to play the Center.

Floyd Murphy, Sr., came down from Alexandria, La., to spend the Thanksgiving holiday. He was joined by his son Floyd, Jr., a student at the University in Houston, Tex.

The O. J. Barres, Luling, La., now grandmere and grandpere, are jubilating over the arrival of a twin bundle from heaven at Baptist Hospital, consisting of a boy and girl delivered to their daughter, Mrs. Barbery Mollere.

The Belmont, Pensacola, Fla., has been leased by T. A. MacDougald, formerly with Loew's, Louisville, Ky., and more recently city manager for theatres in Panama City, Fla. The Vucovich brothers, H. D. and C. F., previous owners, had closed the theatre. Presently, it is being remodeled and re-equipped for an early January reopening.

Rev. C. T. Withers, East End, Baton Rouge, La., a caller, is one of the many constant readers of EXHIBITOR. . . Vic Maurin, Fox, Houma, La., is a patient at Veterans' Hospital, afflicted with a severe case of paralysis.

Irving Zeller, associate owner, Gonzales Drive-In, another of the enthusiastic EXHIBITOR readers, visited, accompanied by the missus.

Mr. and Mrs. Harold "Babe" Cohen had Thanksgiving dinner with their son, Harold, Jr., in Tampa, Fla. . . Martin Theatres assumed operations of the Isle of View Drive-In, Panama City, Fla., where it also owns and operates the Bay, Beach, Panama, and Ritz.

L. J. Brun, Apex, Lumberton, La., was in to check his playing dates with his buyer and booker, Russell Callen, Associated. . . Joel Bluestone, will do the buying and booking for the Park Drive-In, Winfield, La., in accordance with information given out by former manager Albert Long, who will don the navy blue.

All the officers of Local 293 were re-elected, A. S. Johnstone, president; Alfred C. Miranne, vice-president; E. L. Beaud, business agent; A. T. Wise, recording secretary; J. E. Skelly, financial secretary; Sam Picinich, treasurer; Louis Chateau, sergeant-at-arms; W. L. Breitenmoser, chairman of the board, and directors E. Arena, Wise, W. L. Breitenmoser, Skelly, E. J. Stewart, Sr., Miranne, Chateau, V. C. Mathes, and E. M. Buras, Sr.

President Paul Ketchum, secretary-treasurer E. E. Shinn, vice-president Harold Wycoff, and sergenat-at-arms R. A. Boykin, Loge, Colosseum, attended the meet at Atlanta.

Circuit owner-operators making the rounds were: A. L. Royal, Meridian, Miss.; Teddy Solomon, McComb, Miss.; Jimmy Tringas, Fort Walton, Fla.; C. J. Tringas, Pensacola, Fla.; F. G. Prat, Jr., Vacherie, La.; Jim deNeve, Jackson, Miss., and Charles Waterall, Prichard, Ala.

The L. C. Montgomery families were on their farm near Jonesville, La., on Thanksgiving day. . . The Saenger is being equipped with a large theatre television screen to be completed by Dec. 30. The third dimensional equipment now also being installed will be used for "Bwana Devil."

Garland Thornhill, manager, Mitchell Drive-In, Hammond, La., and G. Y. Harrell, Jr., manager, Manley, Inc., both Georgia natives, did some "tall and handsome" recalling of their boyhood and teen-age days in their homeland.

Florida Jacksonville

Richard Beck, owner, Beck Theatres, invited many guests in the industry to join his annual hunting and fishing expedition in the Kissimmee Valley, an excellent game region north of the Everglades. Pete Lucas, Beck general manager, and Collie Biggers, Winter Garden, will also be hosts on the trip.

T. E. Bell, former co-owner, Oceanway Drive-In, reopened the suburban Fairfax. It was formerly operated by Ed Winburn and Cecil Cohen. Ralph Wolfe returned to work as the projectionist. . . Cecil Cohen's Murray Hill was the scene of a midnight showing of "Ward Shaw," an Arabic film with English subtitles, a benefit performance for Near East relief. . . The Atlantic Drive-In offered a double horror show. This large outdoor theatre celebrated its 13th year of operation. Horace Denning, owner, staged a birthday party, with gifts for all the patrons. . . Persons driving their cars to the theatre can now obtain cut-rate parking costs if they patronize the Imperial, Arcade, Empress, Florida, or Palace. These five theatres offer a 15-cent price on parking in a centrally located downtown lot for patrons who have their parking tickets stamped at the boxoffice. . . John N. Spearing, Jr., joined the ranks of local projectionists.

FLORIDA STATE THEATRES NOTES—Local managers who have been awarded showmanship awards during the circuit's current "Football Drive" include Mrs. Mabel Leventhal, San Marco; Mrs. Lillian Parker, Brentwood; Al Fourmet, Edgewood; Robert Skaggs, Capitol; John Thomas, Imperial and Empress; Phillip Lentz, Palace, and Robert Heekin, Florida. . . Guy A. Kenimer, general manager, returned after a swing around the circuit. . . French Harvey, manager, Howell, Palatka, Fla., was here on business. . . Mary Jane Thomas, concessions department, visited friends in Athens, Ga. . . A news reel of the Florida-Miami football game in Gainesville, Fla., was rushed to the Florida.

Elias C. Kaniaris, Beach Drive-In, St. Augustine, Fla., was here on a booking trip. . . Other out-of-town exhibitors in were: Chester Mikesell, Sixth U. S. Naval District, Charleston, S.C.; John Harrell, Martin Theatres, Atlanta; Phil Sullivan, Magnolia, Titusville, Fla.; Saul McClosky, Skydrome Drive-In, Lake Worth, Fla., and Joe Thrift, Floyd Theatres, Haines City, Fla. . . Paul Hargette, Columbia branch manager, was out with influenza. . . Walt Woodward and Morris Shaaber, Wil-Kin Theatre, made trips downstate. . . Charles Lester, National Screen Service, was here from Atlanta. . . Frank Benton, Benton Brothers Film Express, returned from the lower East Coast. . . Wayne Spiering, formerly a manager in Tampa, Fla., has become an outside salesman for Roy Smith's popcorn and candy concern. . . The Roosevelt, which serves Negro patrons, sponsored a large pep rally honoring the two Negro high school football teams fighting for the city championship.

NEWS OF THE

Territory

Chicago

Samuel Goldwyn's "Hans Christian Andersen" was awarded an extended run of eight weeks in the Chicago Loop, according to a decision by Federal Judge Michael Igoe. James A. Mulvey, president, Samuel Goldwyn Productions, was present at the hearings.

The Variety Club was preparing a gala opening of its new appointed club-rooms in the Congress Hotel, being rushed for completion before New Year's. . . . Allen Dickie was named Rouge manager, River Rouge, Mich.

Showman Leo Salkin was to celebrate his 36th wedding anniversary with a show for vets at Hines Hospital. . . . Bob Jackson was made Jefferson manager at Fort Wayne, Ind.

James Parrington was named Knox manager, Knox, Ind. . . . An auto dealer had a Plymouth scurrying around bearing signs advertising "Plymouth Adventure," Palace. . . . Pete Skalabaines was named Roxy manager, Frankford, Ind.

H and E Balaban Corporation applied to the FCC for a second television station license, this time in Milwaukee. Its first is under construction in Rockford, Ill.

Don Schilling was named Met manager, Melvindale, Mich. . . . Jack Lightner was made New Moon manager, Vincennes, Ind.

Eddie Clark enclosed a ramp in his El Capitan Drive-In, Metropolis, Ill.

Miguel Gomez was named manager, Plaza, which plays Spanish pictures once a week. . . . Edward J. Hohler bought the Civic, Farmington, Mich., from Community Theatres. . . . Austin D. Hostetler was named LaPorte manager, LaPorte, Mich.

The Queen filed through attorney Seymour Simon a \$108,000 anti-trust suit against majors and B and K in Judge Perry's court. . . . Rex Kinne bought the Lee, Whitmore Lake, Mich.

Ralph G. Hines, president of the company which operates the Princess, Hines, and Beacon Drive-In, Portland, Ind., was elected to a fourth term in the Indiana House of Representatives.

Martin Magner was appointed director, new Showcase, suburban Evanston.

The Variety Club elected as officers: Chief Barker, Johnny Jones, J. L. and S. executive; First Assistant Chief Barker, Nat Nathanson, Allied Artists district manager; Second Assistant Chief Barker, James Coston, theatre owner,

and Dough Guy, Mannie Swerling, Confectionery Cabinet Corporation executive, and board: James Donohue, Paramount central division manager; Tom Flannery, president, White Way Electric Sign and Maintenance Company; Dave Wallerstein, B and K and Great States manager; Arthur Schoenstadt, theatre owner, and Max Rosenbaum, United Beverage Corporation executive. Ex-officio board members, who are Chief Barkers of the past five years are Joe Berenson, Jack Kirsch, Irving Mack, Irving Mandel, and Jack Rose.

John Humenik, who was injured, his wife seriously, in an auto accident on their wedding trip three months ago, returned to McVickers, where he is assistant manager.

Jimmy Heive is doing split managerial shifts at B and K's Bel Park and Will Rogers. . . . Art Roberts resigned from a Congress managerial post. . . . Police borrowed a long marquee ladder from the Peoples to capture a burglar on a next door roof. . . . Henry J. Whitman, B and K manager, is dividing his time between the Congress and Portage:

Magdelene Lizette, Telenews assistant manager, and attorney Tom Allegretti had a church wedding. . . . Eugene Sullivan, Alex, reports success with a foreign film program.

Orchids flown from Hawaii were given to women patrons at the formal opening of the Nauvoo, Nauvoo, Ill. . . . Gene DeGrazia, formerly with B and K, joined the Telenews staff.

A uniformed watchman, apparently in his cups, put on a Wild West act for the benefit of some young ladies in the Roosevelt lounge, and fired his revolver into the floor. Assistant manager Eddie Richter, right on the job, called police, who quickly hustled the fellow to jail. . . . The closing of the 400, in the Rogers Park section, resulted in a serious effect on neighborhood business.

Kenneth and Iris Baldwin bought the Mark, Milford, Ind., from Dallas Ritter.

"See Your Congressman Today"

Dallas

William Patrick Moran, 34, owner of a drive-in at Plainview, Tex., was killed when his car overturned. . . . Jefferson Amusement Company, Beaumont, Tex., applied to the FCC for permission to operate a TV station on Channel Four.

Concession supplies were stolen from the Star Drive-In, Albuquerque, N. M., according to a report from Tom Ribble.

"The Tax Fight Is Your Job"

Denver

A group of exhibitors met with United States Senator Eugene D. Millikin in an effort to get support for the move to eliminate the 20 per cent tax. Senator Millikin told them he was in favor of the cut, but that the start would have to be made in the House Ways and Means Committee. Millikin told the committee various ways to get around some

of the red tape that confronts much of the new legislation, and also gave good advice on how to get their message over, not only to Senators and Representatives, but to the general public as well. He told them: "You're movie people. Why not present your case through the movies? Get the best script writers and the best top talent available. Make a succinct, entertaining film that will convey your point to every Senator and Representative." The Denver theatre folks set the wheels in motion to do just that. Robert Selig, executive vice-president, Fox Intermountain Theatres, in presenting the plea to the Senator for killing the tax, said: "The tax is discriminatory. Many small theatres over the United States are closing because of the tax. Department stores are taxed on some of their merchandise, such as furs and cosmetics, but they have many other things to sell. Theatres have only entertainment to sell, and they are taxed on that."

The Paramount is large screen televising the opening of "Carmen," put on by the Metropolitan Opera Company on Dec. 11. The theatre will close down at 5 p.m., and in the interim to 6:40, Denver time, when the televising will start, will serve free coffee and sandwiches. Prices are \$2.40, \$3.60, and \$4.80. Harris Wolfberg, president of the theatre company, explained that prices were so high because of the large cut demanded by the Met. the arranging company, and the high phone charges.

Lynn Fetz, manager, Denver Shipping and Inspection Bureau, was injured, and his car damaged, in a car accident.

At this time of the year, drive-ins should be on the watch for cases of carbon-monoxide poisoning. Two such cases, from the same car, were taken out of a Denver drive-in, and had to be placed under oxygen to revive them.

Robert Spahn, film booker and buyer, has taken offices at 737 Twenty-first Street.

Don Hammer, who recently sold his interests in the Denver and Salt Lake City Realart exchanges, is again in business, handling reissues and new independent product.

Dick and Hal Bennett, Skyline Drive-In, Sheridan, Wyo., owners, bought the Orpheum, Sheridan, from Fox Intermountain, and will take it over on Feb. 1.

Frank Wood leased the Rio, Dolores, Colo., from Roy Benham.

Des Moines

Iowa and Nebraska members of Allied attending the convention in Chicago found time to hold a special board meeting with around 35 members in attendance. The group discussed what to do regarding a new proposed increase in film transportation rates, and some action is expected, including a proposed co-op. delivery service. The group also discussed a buying and booking combine, with action on this expected to

come up at the January board meeting. . . . The Garwin, Garwin, Ia., has been reopened through the cooperation of the town's Commercial Club, with films to be shown on Wednesday and Saturday evenings. . . . Elmer Knockel has been named manager, Cascade, Cascade, Ia., succeeding Paul Loes, resigned. . . . Bert Baldwin, who drives a film delivery truck, put out a fire at the Titonka, Ia., theatre before the fire department arrived one morning recently. The driver had been in an accident with his truck, and, as a result, was late in reaching Titonka, but, because of his lateness, discovered a blaze around the theatre heater, and put it out.

Los Angeles

United Artists booker Leo Miller resigned. . . . The Oriental, operated for the past 12 years by Harry Weinberg, was taken by Joe Buse, who resigned as manager, Studio, San Bernardino, Cal. . . . Ailing at the Cedars of Lebanon Hospital was Mel Evidon, Columbia sales manager. . . . The Marcal closed. . . . The Film Row Club Dance held at the Los Feliz Club was attended by over 400 members and friends. . . . An open house celebration was given by the Western Amusement Company to commemorate the opening of lavish offices on the Sunset Strip. . . . Irving Breiman, prominent New York exhibitor, flew in to secure Spanish releases for his theatre from Clasa Mohme. . . . In town were Moses Hernandez, Leo Hamecher, Jack Van Leer, and Fred Siegel.

Milwaukee

The Liberty, operated by Jim Cavalary, has been closed. It is rumored that it will be converted into a store.

Mrs. Amanda Roudebush, mother of Inez Gore, secretary to manager Jack Lorentz, 20th-Fox, died. . . . Benny Benjamin, Screen Guild, and John Kempf, MGM, were up to Lake

Winnebago for duck hunting, but they returned home without any ducks.

Frank Leismeister, Blair, Wis.; Roy Blakeslie, Medford, Wis.; Gordon Speiss, Glenwood City, Wis., and Dave Hulbert, Augusta, Wis., were in. . . . Lou Orlove, exploiter for MGM, received aid from the home office as Tom Letcher, Chicago, was assigned to take over the Minnesota territory for exploitation.

A testimonial luncheon for Norman S. Bieringer honoring his more than 30 years in show business, the last 25 years as a representative for Warners, was held at Jimmy Fazio's Supper Club. Seventy-five members of the Milwaukee and Wisconsin industry were present. Dave Chapman, president, Reel Fellows Club, Colosseum of Motion Picture Salesmen of America, presided as toastmaster. Speakers were: Harold J. Fitzgerald, Fox-Wisconsin Theatres; Ray Trampe, Allied Artists; Jack Lorentz, 20th-Fox, and Robert Baker, RKO. Telegrams were received as industry members who were not able to attend the luncheon joined in congratulating Bieringer on the occasion of his semi-retirement.

Oklahoma City

The May conducted a door-to-door campaign with circulars stressing "family entertainment at your neighborhood theatre." . . . William P. "Pat" Moran, Jr., 34, drive-in operator at Plainview, Tex., was killed in an automobile accident. . . . A teen-ager was arrested at the Knob Hill when he insisted on smoking in the theatre. . . . An amendment was filed with the Secretary of State to charter Oklahoma Metropolitan Theatres, Inc.

Among the theatres showing the 15-minute film about Oklahoma City's schools, made under the sponsorship of S. N. Goldman, owner, Humpty Dumpty

food chain, to acquaint the public with the schools better, are: the Capitol, Villa, Tower, Knob Hill, Uptown, Chieftain, Del City, Northwest Highway Drive-In, Skytrain, 77 Drive-In, Will Rogers, Agnew, May, Airline Drive-In, Northwest 66 Drive-In, Tinker Field Drive-In, Red Skin, Rialto, Bomber, Rodeo, Del City Drive-In, Reno, Gaiety, and Twilight.

The Dallas, Fordyce, Ark., was destroyed and two adjoining stores damaged by fire which threatened an entire block. Fire damage was estimated at \$75,000. The theatre, in which equipment for a new drive-in was stored, had been closed about an hour when a passerby noticed the fire. The Dallas was one of a circuit of theatres owned by K. Lee Williams.

Exhibitors are being urged to campaign ardently for federal tax relief. All six Oklahoma Representatives have been committed to all-out aid when such a bill comes out of committee, and exhibitors are asked to strengthen their position by writing a personal letter to their Representatives advising them of appreciation of their understanding of the tax problems.

Federal Judge Stephen S. Chandler granted a motion for summary judgment, and dismissed a \$114,000 action by Duffy Theatres, Inc., against Griffith Consolidated Theatres. Pat Duffy, president, Duffy Theatres, based his suit in a U. S. Supreme Court anti-trust decision against the Griffith Circuit. He said Griffith forced him to sell his theatres to Griffith in 1938 for only \$12,000 by controlling product he could get. Attorneys for Griffith, whose circuit no longer exists, contended the statute of limitations had run out, and that there was no basis for the complaint, claiming the sale was strictly a legal and correct transaction. The judge left the door open for Duffy to reopen the case if he can supply stronger evidence.

Harry Moss, Warner booker, was confined to University Hospital with polio. . . . Garland Wilson, Shattuck, Shattuck, Okla., and Arnett, Arnett, Okla., opened the Gage, Gage, Okla. It has a 250-seat capacity.

Lloyd T. Davis purchased the Kay, McCurtain, Okla., from John Carter. It will be open seven days per week. . . . G. R. Crumpler, Cozy, Gentry, and 69 Drive-In, Checotah, Okla., reported the loss of the speakers at his drive-in. . . . W. F. Deaton, Pix, Alva Drive-In, Alva, Okla., closed for the season.

Visitors were: Mr. and Mrs. Bill Wilson, Mooreland, Mooreland, Okla.; Mrs. Elizabeth Tucker, Cimarron, Guthrie, Okla.; Mrs. Avece Waldron, Waldron, Blue Moon, Lindsey, Okla.; Mrs. R. M. Downing, Crown, Collinsville, Okla.; Mr. and Mrs. William Copeland, Geary, Geary, Okla., and Johnny Jones, Ritz, and Jake, Shawnee, Okla., and Crest, Stillwater, Okla.

George Pomeroy, Frontier, has gone into partnership with Jimmie and Jack Hull, Hull Brothers Associates Booking



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Agency. The theatre will change its policy from an art, and will feature subsequent-runs.

Omaha

Manager Bernard Dudgeon announced that he'll keep the West Dodge Drive-In open until a blizzard hemmed him in.

Mrs. Abbie Feldhans, Shelby, Ia., owner of the theatres at Schaller, Ia., was critically ill in the hospital following a stroke. Gilbert Thompsen, Schaller, and Elmer Svendsen, Roxie, Alta, Ia., were operating the Schaller during her illness. . . . The Pix, Pender, Neb., donated its facilities to the Community Hospital Committee to show "Another Light," a film about a community hospital, to promote the drive.

Free matinees will be given at the Moon, Wilber, Neb., during December through the courtesy of exhibitor Irvin Beck as part of the December Christmas programs for Saturdays.

Prices for the theatre telecast of the Metropolitan Opera Company's "Carmen" on Dec. 11 at the Orpheum will range from \$1.20 to \$3.85. . . . Hank McGrath, manager, FEPCO, announced that his son, Petty Officer Daniel, reported back to his submarine at San Francisco after a 30-day leave.

Ruth Moberg, formerly with United Artists, is now with Film Transport.

St. Louis

In Piedmont, Mo., grading operations marked the start of construction on the Pine Hill Drive-In near here, to be owned and operated by A. B. Jefferis and his wife, who also have the Jefferis. The drive-in, to cost about \$40,000, is scheduled for its grand opening early next spring.

In Mattoon, Ill., the Mattoon Theatre Company, controlled by the Frisina Amusement Company, Springfield, Ill., purchased the Skyway Drive-In from the Outdoor Amusement Company, headed by Marion A. Osborne, controlling stockholder. Osborne owns another drive-in in Bloomington, Ind.

Funeral services for William J. Weaver, 79, one of the oldest members of Local 143, were conducted at the Drehmann-Harrah Funeral Chapel.

Mayor Ray Parker, Brentwood, Mo., announced plans to reopen the Shubert as a motion picture house on Christmas Day. The Shubert, formerly operated by Service Group, Inc., has been dark since late in May.

The Regal, dark since Christmas Day, 1951, was reopened by its owner, George Pliakos. . . . In Arthur, Ill., a new sound system was installed in the La-Mar, owned and operated by W. H. Hoffman. . . . In Paducah, Ky., Lake Edwards purchased through the St. Louis branch of National Theatre Supply the latest Simplex X-L sound and projection equipment for the new drive-in that he is constructing adjacent to his Starlight Drive-In.



Tom Martin, manager, State, Minneapolis, arranged the above contest lobby display to plug the recent showing of United Artists' "The Thief."

The announcements that Tom Canavan is no longer associated with Altec apparently has caused some clients of that service a little concern. F. T. Spencer, one of the three service engineers for Altec operating out of St. Louis, has stated that Altec-serviced theatres and drive-ins in this trade area may be certain of the same fast and efficient handling of all emergency repairs, etc., as in the past. Spencer and the other engineers, J. A. Cook and E. Hobb, may be reached with a minimum of delay by Altec clients at any time by simply calling Grand 1160. The St. Louis office will be amply stocked with adequate replacement parts, etc. The office will be under the immediate supervision of J. R. Brown, Altec branch manager at Kansas City, and C. J. Zern, division manager, Oklahoma City. The service engineers, however, have full authority to enter into service contracts, and to handle practically all of the requirements of the theatres in the St. Louis trade territory, Spencer explained.

Reports from Memphis were that Herman Ferguson, Malden, Mo., theatre owner, is making nice progress in his recovery from the very serious injuries suffered in an automobile accident.

Mrs. Anna Leach, mother of Mary Lou Sturhahn, PBX operator for 20th-Fox, was buried in Calvary Cemetery.

George Cohn, booker, Columbia, has been promoted to the sales staff, and is traveling in Illinois. . . . Joe Sarfaty, U-I salesman, who was seriously injured in an automobile accident, visited Film Row a couple of times recently.

Out-of-town exhibitors seen along Film Row included: L. A. Mercier, Fredericktown, Mo.; Herman Tanner, Pana, Ill.; Joe Katz, Benld, Ill.; Bill Williams, Union, Mo.; Elvin H. Wiecks, Staunton, Ill.; Bill Turvey, Pawnee, Ill.; Charley Beninati, Carlyle, Ill.; Dean Davis, West Plains, Mo.; Mrs. Ora Redford, Auburn, Ill.; Tom Edwards, Farmington, Mo.; Rani Pedrucci, Frisina Amusement Company, Springfield, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Bernard Temborius, Breese, Ill.; Ed Fellis, Hillsboro, Ill.; Herschel Eichhorn, Mounds, Ill.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; Bill Collins, DeSoto, Mo.; I. Weinshienk, district manager, Publix Great States, Alton, Ill.; Kenneth Hirth, Pacific, Mo.;

F. Val Mercier, Perryville, Mo.; Loren Cluster, Salem, Ill., and Forrest Pirtle, Jerseyville, Ill.

Mrs. William Sherman closed her drive-in near Jackson, Mo., for the season.


Realart secured the single-reeler "Rudolph, The Rednosed Reindeer". . . . Allied Artists-Monogram, headed by Maurice Schweitzer, is doing nicely in the 13-week new business drive.

Salt Lake City


The widow and two daughters of the late dancing star, Jack Donahue, lost their suit for \$350,000 in Third District Court when a jury returned a verdict of "no cause of action." During the proceedings, the jury was shown the picture. The Donahue heirs sought damages from Warner Brothers Pictures Dis-

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tributing Corporation, Intermountain Theatres, Inc., and Arch E. and C. E. Overman, who, as operators of Camark, exhibited "Look For The Silver Lining." The action was based on a Utah law which prohibits use of the name or picture of a deceased person for trade purposes without consent of the heirs. Two visiting film experts testified for the defendants on the educational merits of the film. Dr. Eric Haught, Stamford, Conn., managing director, Encyclopedia Britannica Film Distributing Company, and Mark A. May, New Haven, professor of educational psychology, Yale University. Defense witnesses contended the film essentially was educational and informative, with counsel arguing that such a product was protected by the constitutions of both the United States and Utah because it was within the bounds of guaranteed freedoms of speech and press. Plaintiffs argued that much of "Look For The Silver Lining" was fictional and imaginary, and, as such, could not be regarded as a true portrayal of Donahue's career.

Prices for the TV showing of "Carmen" at the Utah on Dec. 11 will range from \$3.66 to \$1.83. During the performance, candy sales will be open but no popcorn will be sold. The Camark will also show the opera on TV, and manager Overman says it will follow the procedure of the Utah. The Camark held its first TV show on Dec. 8, when the Dubois Furniture Company was hosts to wholesale and retail salesmen of Salt Lake City and surrounding territory.

"Face To Face," RKO release, had its world premiere at the Studio.

San Antonio

Members of the San Antonio Colony, Society of Mayflower descendants, were the special guests of Lynn Krueger, manager, Majestic, at a special showing of "Plymouth Adventure." . . . Wanda Guerrero is new at the Majestic.

A special press screening of "The Ring" was held by Interstate Circuit officials at the Empire. . . . R. S. Cook, the Teatro Zaragoza, Taft, Tex., was in.

Charles Albert, San Pedro Drive-In, made a periodic booking trip to Dallas. . . . Among the out-of-town exhibitors in to book were Miguel Benitez, Benitez Theatre Circuit, Weslaco, Tex.; Jesse Fox, manager, Palace, San Benito, Tex., and Ed Brady, Rivoli and Palace, San Benito, Tex.

Eddie Fadal, Elm Street, Waco, Tex., will convert the policy of the theatre from regular films to art films. The name of the theatre will be changed to the Coronet to signify the theatre's close collaboration with the Coronet, Dallas, operated by Alfred N. Sack, who will also book films into the Coronet. There will be no popcorn sold, only soft drinks and candy bars. Fadal is making the

Coronet available free of charge in the mornings and afternoons for any civic, social religious group, or convention.

Maurice Cole opened the new \$117,000 Key City Drive-In, Abilene, Tex. It has a 600-car capacity.

Paul Hudgins, city manager, Interstate Circuit, Temple, Tex., is becoming well known throughout the state as an artist. He entered a work in the Texas Fine Arts exhibit in Austin, Tex. He won first prize at the exhibit of the League of Contemporary Art at Temple.

San Francisco

Local B-17, Local F-17 and the Los Angeles shippers and inspectresses local were preparing to negotiate their new contracts locally. Under the new arrangement, San Francisco and Los Angeles groups will be governed by a committee headed by Harry Fink. . . . Janis Welch, receptionist, Republic, replaced LaRae Sewell. . . . Jackie Stapleton, formerly of MGM, is working as a typist at Warners. . . . Joyce Smith, telephone-receptionist, United Artists, resigned to await the stork. . . . Max Bercutt, Warners' publicist, was making a swing of the Salt Lake territory. He set up exploitation for "April In Paris," Golden Gate, to cover art students from the Academy of Fine Arts who, with their easels, will appear in various spots around town, painting scenes from the picture. The title and theatre name will be prominently displayed on their backs. . . . George Gonzales opened the Gonzales, at Contua Creek, Cal. Ed Rowden is doing the booking, to consist primarily of Mexican pictures. . . . Rowden and Charley Holtz reopened the 926-seat Burbank, San Jose, Cal., closed by T and D six months ago. . . . Ed Claeys, former manager, Shamrock Drive-In, San Jose, Cal., is now with George Mann Theatres. . . . Dave Bolton was set to close his Starlight Drive-In, Belmont, Cal. . . . James R. Barry, Western Theatrical Equipment; Robert Schultz, RCA, and Dave Petersen, Western Theatrical, returned from attending the Allied convention. . . . Joann Brown, now Mrs. Corollo, returned to General Theatrical to replace bookkeeper Bertha Weiner, resigned. . . . Pincus Sober, MGM legal department representative, was in before leaving for Portland and Seattle. . . . Oliver Broughton, MGM maintenance representative from New York, was expected in.

Marge Armstrong, contract clerk, MGM, spent the holidays as the house guest of Mrs. Frank Whitbeck in Los Angeles. . . . Lila Goodin, MGM office manager, was having a late vacation. . . . Jack Gunsky, manager, Fox and State, Watsonville, Cal., is the father of his first child, a girl. . . . Visitors were Paul Val Verdi, and H. Garcia, Castroville, Cal., and Guy Meek and Homer Grey, Palo Alto, Cal., and San Pablo, Cal. . . . The 400-seat Telenews will have the "Carmen" telecast on Dec. 11.

Seattle

Tom Shearer, B. F. Shearer Company, attended the TESMA convention in Chicago. . . . Jack J. Engerman, Lip-

pert, returned from Eastern Washington and Spokane. . . . Local F-21, front office employees, was awaiting the decision of Local B-21, inspectors and shipping room employees, before completing negotiations. . . . Mike Barovic, Puyallup, Wash., returned from a hunting trip. . . . Allen Wieder, former publicity man for RKO, is now the new exploiteer for MGM in the Oregon and Washington territory.

State visitors included: Lowell Spiess, Liberty, Dayton; Harry Ulsh, Island and Empire, Anacortes; Sid Dean, Lakewood and Rex, Tacoma; William Haugen, Alamo, Paulsbo; Jerry Divis, Rio, Brewster; A. L. Gillespie, Okanogan; Walter Graham, Graham, Shelton; Les Theurkauf, Tacoma, and Keith Beckwith, Northbend.

Lippert has a new cashier, Mary Lee Kathman, who moves over from National Screen Service. She replaces Christine Kirkpatric.

Ed Cruca, Allied Artists branch manager, returned from Yakima, Wash., and salesman Bob Walker also returned from Eastern Washington, where he spent two weeks. . . . M. Lloyd, New York, one of the founders of Decca Records which now has a controlling interest in U-I, was on the west coast on a visit, and stopped in at the U-I office for a chat.

Personnel changes at Paramount include Bernice Mcquire, the new switchboard operator, and Arlene Kelly, a biller. . . . L. O. Seley, Manley, Inc., returned from Eastern Washington by way of Walla Walla, Wash., and then took off for Portland to work with Pinkie Shelton, Manley Oregon representative.

Eldon Pollock has taken over the management of the old Rio, Burlington, Wash. . . . Harry Hollander, was in in connection with "Rudolph the Red Nosed Reindeer."

Paramount will hold its annual cocktail dinner and dance at the Sorrento Hotel on Dec. 13. . . . "Hiawatha" has been booked for Christmas week at the Coliseum. . . . The staff of 20th-Fox will have its annual Christmas dinner at the office on Dec. 20.

Don Condon, booker for the navy, was in. . . . Herman Wobber, 20th-Fox division manager from San Francisco, was in. . . . Arlene Kelley spent Thanksgiving weekend at Leavenworth, Wash.; Ruth and Keith Beckwith, North Bend, Wash., were in Portland over the Thanksgiving holidays, and the Danz Sterling Circuit closed its offices for three days. Mike Powers, 20th-Fox Eastern Washington salesman, was called in for a meeting with Jack Burk.

State exhibitors calling at Republic Pictures were E. D. Pollock and E. M. Snow, Mount Vernon; S. P. Dean, Lakewood and Rex, Tacoma; the Stahlcup brothers, Community, Tacoma, and Joe Lewis, Snoqualamie.

Other Film Row visitors included Harry Ulsh, Island and Empire, Anacortes, Wash.; Leonard Raatz, Oak, Oak Harbor, Wash., and Albert Fernandez, Neah Bay, Clallam Bay, and Pacific Beach, Wash.

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NEWS OF THE

Territory

BRANCHES

Cincinnati

Recent business trips were made by George H. Kirby, Republic branch manager; Milton Gurian, Allied Artists branch manager, and William Blum, U-I branch manager, to Springfield, O.; Edward Salzberg, Screen Classics, to Indianapolis; James A. Conn, National Theatre Supply manager, to Beckley, W. Va.; Vance Schwartz, Distinctive president, to New York City; Allan Moritz, independent booker and exhibitor, to Lexington, Ky., and H. B. Snook, Midwest Theatre Supply president, to Bellefontaine, O.

Jay Goldberg, Realart branch manager, was recovering from the flu. . . . Joan Scholle, a student at Eastern Kentucky State College, spent the Thanksgiving weekend with her mother, May Scholle, States Film Service office manager. . . . The 20th-Fox staff gave a cocktail party for Lou Korte, assistant shipper, prior to his leaving for army service. Bill Dietterman replaced Korte, and Ronny Watts is now third shipper.

E. M. Booth, MGM branch manager, and Mrs. Booth were in Indianapolis for the Thanksgiving holiday. . . . Bill Onie, exhibitor, returned from a vacation at Hot Springs, Ark. . . . Marie Donelson, Screen Classics, bowled a booming 209.

UA and The Times-Star ran a photo identification contest in connection with the showing of "The Thief," Palace. . . . With all seats reserved, and tabbed at \$1.20 to \$3.60, advance sales indicated a good house for the TV showing of "Carmen" direct from the New York Met on Dec. 11 at the RKO Albee.

Lillian Ahern, secretary to William A. Meier, Paramount branch manager, has been promoted to head cashier, and John Gentile, Columbus, O., salesman, has been named assistant manager. Elsie Ridge and Joan Armhein are new clerks.

National Theatre Supply will furnish the equipment for a new drive-in of the Virginia Amusement Company at Hazard, Ky. . . . Arthur Van Gelder, Variety Club member, and his wife have written a new song, "Santa Claus Lullaby."

Visiting Film Row were James Frew, Atlanta, U-I district manager; Joseph Horn, U-I auditor, and Sid Melton, "Guys and Dolls" cast. . . . Virginia Collins is a new Columbia biller.

Exhibitors in were: Harry Wheeler, Gallipolis, O.; George Turkulas, Hamilton, O.; Bob Harrell, Cleves, O.; C. A. Metro, Portsmouth, O.; John Gregory and Roy Wells, Dayton, O.; Fred Donahue, New Boston, O.; A. D. Curf-

man, Westerville, O.; Sylvester Morman, Coldwater, O.; Roy Young, South Shore, Ky.; Robert Dinkle, Raceland, Ky.; A. M. Miles, Eminence, Ky.; Mrs. Rose Thomas, Parkersburg, W. Va.; Joe Joseph, Salem, W. Va.; Harry McHaffie, Marmet, W. Va.; J. C. Weddell, Lawrenceburg, Ind., and Guy Great-house, Aurora, Ind.

Cleveland

The Hippodrome will be the only one of Cleveland's four TV-equipped theatres to present the Metropolitan Opera Company's first complete broadcast of "Carmen" on Dec. 11. Manager Jack Silverthorne announces that the price scale has been established at \$3.60 for the auditorium and mezzanine loges, with \$2.40 for the remainder of the 3500-seat house. Seats will not be reserved, but the doors will open one hour in advance of the performance to permit patrons to select their own seats. In Toledo, O., the Rivoli adopted a reserved seat policy, and the price scale is the same as that at the Hippodrome.

Nat Levy, RKO eastern division manager, was in to conduct a sales meeting at the exchange after doing a similar chore in Boston. Upon the completion of his local assignment, he went back to the home office in New York City.

Otto Braeunig, RKO office manager, had a busy Thanksgiving Day. Not only did he celebrate his 25th wedding anniversary, but he participated in the wedding of his ward, Annette Beck, to Larry Cutler. . . . Al Sunshine, head, Advanads, also had a Thanksgiving celebration, his 15th wedding anniversary.

George Manos, Toronto, O., who owns and operates some 20 theatres throughout Ohio, will add a new one to his circuit after the first of the year when the 800-seat Manos, Columbiana, O., will be completed. Construction was started two years ago but halted because of unfavorable business conditions. Now, Manos is optimistic about the industry's future.

M. B. Horwitz, head, Washington Circuit, which recently acquired a lease on the Ohio, Cuyahoga Falls, O., named Henrietta Kunkle to manage the house. Mrs. Kunkle has been a member of the Washington Circuit organization for eight years at the Falls, Cuyahoga Falls.

An art picture policy will be offered at the Ohio. . . . Bob Holland, who resigned as manager, Shaw Hayden, to join the Jack L. Gertz Enterprises, is currently doing a double feature act. During the day, he concentrates on selling Gertz promotions, while in the evening he is back at the Shaw Hayden, taking over for manager Chick Taylor, who hasn't been well.

There was excitement, as usual, in the Herb Ochs family over the holiday weekend when their youngest offspring, Marine Private First Class Jimmy Ochs and Mary Kilbane, this city, announced their engagement. He is currently stationed at Cherry Point, N. C. This leaves Herb and his wife the only occupants of the Ochs nest.

Clyde Dickerson has been named Schine Circuit booker, succeeding Bennett Goldstein. . . . Justin Spiegle and Jerry Lipow, operating Roadshows, acquired for distribution "The Iron Crown," a large scale spectacle, and an exploitation package thrill program, "Unknown Island" and "Two Lost Worlds." . . . Milton Mooney, head, Co-operative Theatres of Ohio, and Moe Dudelson, United Artists, were this territory's two of this year's candidates to membership in the Motion Picture Pioneers. . . . Irving Marcus, NSS salesman, was busy making preparations for the 10th birthday anniversary of his daughter, Carol. . . . Hoodlums who hid in the shadows of the Dennison Square until the house was empty held up the owner, Theodore Andrea, and got away with approximately \$200.

Ted Barker, Loew's Theatres publicity director, added Tom Chamberlin to his staff as assistant. Chamberlin was previously sales representative for King records.

Christmas parties are beginning to loom on the horizon. MGM set Dec. 19 as the date and the Hickory Grill as the place. National Screen Service and U-I both selected Dec. 22, the difference being that the NSS party will be held in the Alpine Village while the U-Iites will celebrate in the Hickory Grill.

Julius Lamm was honored with a testimonial luncheon by the Glenville Businessmen's Club to celebrate the 25th anniversary of the Uptown, where Lamm has been manager for the past 22 years. Lamm, in acknowledging the honor, said the highlight of his longtime association with the patrons and businessmen of the neighborhood was a special stage show held in the Uptown during the depression years when all receipts were turned over to the Businessmen's Club to buy food for the neighborhood needy. Mrs. Grace Thomas, prominent leader in local civic clubs, including the Motion Picture Council, the Cinema Club, and the Ohio Federation of Women's Clubs, was guest speaker.

Albert Vermes, affiliated with his father and brother in the Yorktown, Mercury, Parma and New Y, became the father of a third daughter. . . . Ted Barker, Loew's Theatres publicity director, and Herb Read, Jr., MGM exploiter, were co-authors of a set of four limericks based on "Plymouth Adventure," which ran as a contest in The News, with cash prizes totalling \$300 for the best set of last lines.

Arthur Spaeth, movie critic, The News, was guest speaker at the November meeting of the Motion Picture Council of Greater Cleveland. . . . Peter Wellman, owner, Wellman and New Mock, Girard, O., added to his public relations prestige when he played host at the Wellman to the entire squad of Girard High School's champion football team, its coaches, cheerleaders, and managers. Each received a yearly pass to the theatre, and to the squad he presented tie clasps engraved "Steel City Champions." Lawrence M. Stolle, sports editor, The Youngstown, O.,

Vindicator, made the presentations. Speakers included the mayor of Girard, Joseph Catone; the president of the Council, and several Councilmen. Assisting Wellman in staging the affair was his son, Michael. The Youngstown Vindicator carried a complete story of the event, giving the Wellmans full credit.

I. J. Schmertz, distributor chairman, Will Rogers Memorial Hospital drive, and Frank Murphy, exhibitor chairman, request that exhibitors please return the scrolls and the post cards which they have received from the salesmen and through the mail.

Leroy Kendis, Associated Circuit, reports new, modernistic candy stands are being installed in the Fairview, Shaker, and Homestead. . . . Dave Leff, United Artists branch manager, and Mrs. Leff celebrated Thanksgiving in Pittsburgh.

Bill Skirball, Skirball Brothers' Circuit, arrived from the coast. . . . Joe Robins and the Harris interests took over the Look, Warren, O.

Detroit

Irving Teicher, original owner, Studio, was reported taking over the Palmer Park for operation as a first-run foreign art film house. The theatre is undergoing renovation.

Rufus Shepherd, manager, United Detroit Theatres' 2,900 seat Palms State, announced that the theatre, first first-run to operate all night, will continue with that policy.

Pittsburgh

At Allied Theatre Owners of Western Pennsylvania's last board meeting, it was announced that Richard P. Morgan, New Jersey, had assumed the position of executive secretary of Allied of Western Pennsylvania. Morgan has been associated with the industry since 1930. He started with Paramount in Kansas City, moved to the Philadelphia branch, and then went on to Atlanta, where he attended law school while still working for Paramount. He was admitted to the bar in 1934. For some time, he was engaged in private law practice specializing in the representation of exhibitors and some of the smaller distributors. In 1939, he entered the Paramount legal department in New York, and was in a liaison capacity between the sales and legal departments. While still in the employ of Paramount, he became an exhibitor in Watertown, N. Y., and has been engaged in circuit management with the Walter Reade Theatres and with Consolidated Theatres, Inc.

A snow storm two days after Thanksgiving virtually killed what was shaping up to be the theatres' best weekend in several years.

The Harris is charging \$3 for the televised version of the Metropolitan Opera Company's production of "Carmen." This house is the only one of the four downtown theatres with TV equipment to present this attraction.

The Harris sneak-previewed U-I's "It Grows On Trees." . . . Jean "Mrs. Jim" Opperman resigned as secretary to Warner Circuit contact manager R. W. Knepton to await the stork.

John L. Johns has been named exploiter in the Indianapolis area for Metro. Johns was in the Warner Theatres' accounting department here before taking on his new assignment. MGM also named Herb Reed to take over the Pittsburgh area, replacing "Watty" Watson, who covered Cincinnati and Pittsburgh. Watson remains with MGM in the Ohio district.

Two new additions to the Warner Theatres' home office are Marjorie Gabris and Ann Russell. . . . Harold V. Cohen, drama critic, The Post Gazette, and an active TV performer, has lost the Duquense vaudeville show he used to m.c. and book. It was a monthly affair that featured the top night club entertainers appearing local hot spots. Cohen and his wife still do a 15-minute afternoon show twice a week, interviewing celebrities.

The Penn, Conemaugh, Pa., reopened for one change each week. . . . This column extends sympathies to Louis Rothenstein, Cambridge Springs, Pa., theatre owner, on the loss of his mother-in-law.

MGM promoted inspectresses Victoria Cooke and Betty Jenkins to the front office. . . . Jack Goldberg, United Theatre Advertising Company, and his assistant, C. Chalfant, have been setting up bicycle giveaways at various neighborhood and suburban houses.

Jack Dolde, who isn't quite 21 and who recently was named manager, Ritz, took his physical.

"Man Alive" a short subject in cartoon form, produced by the American Cancer Society, was shown in all Warner Circuit houses. . . . Evelyn Donahoe and Mary Glendhill have joined the Warner Theatres' contact department.

John Walsh, manager, Fulton, was awaiting the doctor's decision as to the advisability of an operation. He has been suffering with a ruptured disc in his spine, and was bedded at the Mercy Hospital.

Jack Kahn, head, the Warner Theatres' publicity department, is a year older, as is Leonard Mendloqitz, drama critic, The Sun Telegraph.

Tom Birks, trade paper correspondent, broke an ankle in a fall in the snow storm. He is also sportswriter for The Sun Telegraph.

John Harris and Donna Atwood, who is Mrs. Harris, plan to visit the "Ice Capades" company in Syracuse, N. Y., and attend the pre-Christmas party prior to the layoff of the show until after the pre-holiday slump is over.

Tom Angelo, Latrobe, Pa., who has been in government work in Washington, has been named Sol Bragin's

secretary at Warner Theatres. He replaced Marilyn Kaisler, who is going back to Film Row as Dinty Moore's secretary. . . . Tom Budjanec, assistant manager, Stanley, is another young executive who took an army physical. . . . Stan Harner, purchasing chief for Warner Theatres, and his wife are in Florida for a vacation.

Dipson's, Bradford, Pa., installed a "no children after 5 p.m." rule unless accompanied by their parents. Noisy children that annoyed patrons caused the ruling.

City Council passed an ordinance requiring all places where the public assemble to put up signs showing the capacity of the auditorium or room. The rule applies to all buildings that seat 75 or more.

Leo Guerrein closed the Hillcrest, Erie, Pa., and will remodel the former theatre into an automobile showroom.

Kentucky Louisville

Richard L. Gilkey has been added to the personnel of Falls City Theatre Equipment.

Out-of-town exhibitors seen included: J. B. Minnix, Ronnie Drive-In, London, Ky.; Hugh Kessler, Pal, Palmyra, Ind.; J. F. Carnahan, New Manchester, Manchester, Ky.; M. C. Hughes, McKee, McKee, Ky.; J. K. Bale, Twin City Drive-In, Horse Cave, Ky.; Jay Burton, Rex, West Liberty, Ky.; Tex Richards, Scott, Scottsburg, Ind., and Mrs. George Williamson, Griffith, LaGrange, Ky.

With the closing of his East and Dixie Drive-Ins, Floyd Morrow was making preparations for his annual sojourn to Florida. Also shutting down and planning to journey to California, was John Nolan, Parkway Drive-In.

A joint meeting of the Kentucky Association of Theatre Owners with the Louisville theatre owners group was held in the KATO offices. The primary reason was a complete discussion of the tax situation.

Ohio Columbus

The annual convention of the Independent Theatre Owners of Ohio will be held at the Deshler-Wallick Hotel on April 7 and 8.

The board of directors of the Independent Theatre Owners of Ohio voted to approve the action of National Allied in rejecting the arbitration plan in its present form, and to notify Abram Myers of the board's approval of the rejection. It authorized W. V. Blake, Columbus statistician, to make a study of Ohio film carriers, and report his recommendations at the next board meeting. A preliminary study revealed a "wide discrepancy" in rates, said Robert Wile, secretary. Wile was re-appointed for another year, and commended on his past year's accomplishments.

NEWS OF THE

Territory

Boston Crosstown

More than \$700 was realized and sent to the American Cancer Society in the name of Helen Eager, the late drama and film critic of *The Boston Traveler* at the "Helen Eager Night" at the Beacon Hill when owner Benjamin Sack turned over the entire proceeds of the performance to the fund. Special credits go to Tom Dowd, managing director, for his efforts.

A busy schedule was set up for Samuel Goldwyn, producer of "Hans Christian Andersen," and Frank Loesser when they arrived for two days with their wives. They were rushed around town for radio, TV, and press interviews, arranged by RKO publicist Hugh McKenzie and his staff. Two large parties were given. The first was for the press at the Ritz Carlton Hotel, attended by managing and city editors, editorial writers, columnists, and motion picture personnel. The second and larger party was for 100 people, and took the form of a luncheon in the Ritz following a screening of "Hans Christian Andersen." This was attended by Governor Dever, Mayor Hynes, Governor-elect Herter, presidents of publishing houses, colleges, civic and business enterprises, and directors of art circles. Despite his busy schedule, Goldwyn took time out to visit Dan Finn, managing director, Astor, where the film will open on Christmas Day.

"Bwana Devil," the third dimensional film made by Arch Oboler, has been booked into the Metropolitan for a January opening. This film requires a special Polaroid screen and synchronized projection machines. It also requires special visual glasses to be worn by the spectators. The deal for the film at the Metropolitan was made in New York by Martin J. Mullin, president, New England Theatres.

When Cinerama comes here it will in all probability be housed at the Colonial, this city's second largest legitimate theatre. Contracts for the sale of the Colonial and the adjacent Colonial building have been signed, and the sale is expected to be carried out before the end of the year. Owned by the Ames estate, the parcel has reportedly been sold to a New York syndicate headed by Governor Thomas Dewey, Lowell Thomas, and Louis B. Mayer, who would convert the 1600-seat theatre into the first New England showplace for Cinerama, the new dimensional film. The Colonial was built in 1900, and is the only legitimate house in this city not under the Shubert management. It is presently under lease to Marcus Heiman, New York theatre operator, with the lease having two more years to run. It is designed in such a way that it could easily be adapted to the physical

needs of Cinerama treatment, and would be an ideal showplace for the new type of film entertainment.

George Kraska brought to this country a skiing short showing the remarkable rehabilitation of two young Viennese officers who were permanently injured during the war. Called "Miracle On Skis," the film was taken in the Alps. Kraska inserted a narrator in English, and has shown the film extensively in this territory. Mrs. John Greene, president, Boston School of Occupational Therapy, had heard of the short, and asked to have it screened for her faculty and students.

When Olive Barker was made manager, Civic, Portland, Me., for the Zeitz Circuit, Mrs. Eleanor Jenkins, formerly employed there, was appointed assistant. . . . Bill Powell, St. Louis office, Smith Management Company, and who is division manager for Phil Smith's drive-ins, was in for Thanksgiving dinner with his family.

Roland Moon, manager, Quintree, Mass., Drive-In, Rifkin Circuit, built a duck house on his Norwell grounds, and has four pet ducks for his two young daughters, Patricia and Carol. In the spring he is planning to sell the Muscovite ducklings to the local markets.

Nancy Lourie, teen-age daughter of exhibitor Al Lourie, Adams, Dorchester, Mass., won one of the four prizes for a national doll contest on Kate Smith's program, sponsored by Seventeen magazine. Her doll, "Minnie The Mermaid," won a set of luggage from Filene's store.

Sympathy goes to Morton and Morris Ladge, Pronto Popcorn Sales, in the sudden death of their mother, Mrs. Etta Gott.

Actress Agnes Moorhead, in town in "Don Juan In Hell," RKO Boston, chose to see "The Promoter" at the Exeter Street on a Sunday evening, one of her few nights of leisure. She and an escort arrived at the theatre, found a long line waiting to buy tickets, and patiently stood in line herself. She was discovered by a passer-by, who notified Viola Berlin, manager, Exeter, who immediately graciously invited the actress and her escort to enter the theatre.

Bette Davis, here for two weeks for her pre-Broadway tryout of "Two's Company," threw a champagne and lobster newburg party for the press.

Chester Bahn, editor, *The Film Daily*, Mrs. Bahn, and their two sons, Gilbert and Chet, Jr., drove in from New York to take in the Harvard-Yale football game, staying at the Hotel Vendome.

Dick Green, a 1952 graduate of Harvard University, joined Interstate Theatres Corporation as assistant booker, working directly under his brother, Malcolm Green, head buyer-booker. . . . Sympathy goes to Selma Rosenberg, booking stenographer, U-I, in the sudden death of her mother. . . . Allard Graves, partner with Interstate

New England Bowling

Theatrical Bowling League

EIGHTH WEEK STANDINGS

	Won	Lost
Independents	25	7
MGM	20	12
Harry's Snack Bar	18	14
Affiliated	17	15
United Artists	11	21
All-Stars	10	22

Harry's Snack Bar	3	United Artists	1
MGM	1	Independents	4
Affiliated	3	All-Stars	0

High single: Serra—141. High team single: Harry's Snack Bar—500. High three single: Serra—325. High team three: Harry's Snack Bar—1419.

INDIVIDUAL AVERAGES

J. Freeman	93.4	Field	87.0
Hill	93.0	Trainor	86.6
Jennings	92.6	Almon	86.5
Bradley	92.5	Cooney	85.6
Serra	92.4	J. Young	85.3
Hy Young	91.8	Segal	84.7
Feinstein	91.3	Larson	84.6
Smith	90.8	Owens	84.6
Farrington	90.7	Glazier	84.5
Gates	90.5	Pugh	82.0
Kapitt	90.3	L. Freeman	80.7
Prager	90.0	Patterson	80.0
Sandler	89.0	Cohen	76.0
Berlone	88.5	McCarthy	75.2
Asdot	88.4	Riley	75.1
Clements	87.5	Lynde	74.7
Rahilly	87.4	Rowe	74.0

in three houses in New Hampshire and Vermont, and Mrs. Graves departed for Florida for the winter.

"Limelight" is set for its New England premiere on Christmas Day at two houses of American Theatres Corporation, the *Mayflower* and the *Esquire*. The *Esquire*, closed for over a year, will reopen for this presentation, and will, in all probability, remain open for specialized product after the run. In making the dual booking, an official of United Artists said that this arrangement has been successfully carried out before. The 900-seat *Esquire*, built 30 years ago at a cost of over \$1,000,000, is one of this city's most attractive theatres.

MGM publicist Floyd Fitzsimmons had no sooner completed the "Plymouth Adventure" affair in Plymouth, Mass., than he was hard at work on Metro's "Million Dollar Mermaid," Loew's State and Orpheum. Julie Dorsey, one of the mermaids in the film, who is the daughter of bandleader Jimmie Dorsey, arrived for two days of radio, TV, and press interviews and a press party at the University Club's swimming pool, where she demonstrated several of the water ballets from the film. Fitzsimmons worked out a gag whereby the invitations for the party were sent to the press imprinted on water wings. His assistants for the affair were Karl Fasick, publicist, Loew's Boston Theatres, and Bob Holland.

Harvard College's Ivy Film Society had to cancel its "17 Movie Series" entitled "The Rise of the Cinema as a Significant Form of Art" because of contract difficulties with the Museum of Modern Art in New York. The plan was instigated a year ago to bring to the students films and personalities of yesteryear for study and research. The aim of the program would have been to provide the students with a "living course in the evolution of motion pictures." When officials of the Museum of

Modern Art advised Leroy S. Huntington that several of the originally scheduled films would not be available, he decided to cancel the entire program rather than present a patched-up series. He is the director of Ivy Films. The Ivy Film Society of Harvard is one of the most active student motion picture organizations in the east. Three years ago, it produced, directed, and filmed an original script which was presented at a gala premiere at the University, Cambridge, Mass., sponsored by Stanley Summer, owner and manager.

The Lippert combination of "Hellgate" and "Mr. Walkie Talkie" broke a Sunday record for the year at the Paramount. The U-I combination of "Because Of You" and "Has Anybody Seen My Gal," which completed its third stanza at the Keith-Memorial, could easily have held over a fourth week, but the theatre had another commitment, and had to withdraw it.

H. M. Richey, MGM exhibitor relations head, was in for the Independent Exhibitors convention.

Eliminations announced by the Bureau of Sunday Censorship included the following: "Plymouth Adventure," parts 1 to 12. (Deletions: Word, "Slut," in part 6). Loew's, Inc.; "The Thief," parts 1 to 9. (Deletions: Eliminate scene showing woman in negligee standing at door looking at Fields, in part 7). United Artists.

Two minimum wage bills, one providing for 85 cents and the other for 90 cents an hour, have been filed in the Massachusetts House of Representatives. The bills will be heard by the joint legislative committee on Ways and Means before they reach the floor of the House and Senate for a vote.

Film District

Jules Lapidus, Warners' eastern and Canadian division sales manager, presided over a meeting of the company's eastern district. Attending were Norman Ayers, eastern district manager, and branch managers Ray S. Smith, Albany; Ralph J. Iannuzzi, Boston; Clayton G. Eastman, Buffalo; Max Birnbaum, New Haven, and Ben Abner, New York. Home office executives present included I. F. Dolid and Bernard R. Goodman, supervisor of exchanges.

Al Margolian, former publicist, Astor, was added to the publicity staff of RKO for the advance on "Hans Christian Andersen," assisting New England publicist Hugh McKenzie. He also worked on the campaign of "Under The Red Sea," and introduced Dr. Hans Hass and Mrs. Hass, to the press at the Ritz Carlton Hotel.

Nat Levy, RKO eastern division manager, was in for sales meetings.

Alex Harrison, newly appointed home office representative for 20th-Fox, arrived from New York, and was introduced to circuit heads and buyers and bookers by Jim Connolly, branch manager.

Herman Rifkin, Allied Artists franchise holder, and a member of the company's board of directors, planed

back following a meeting of the board on the west coast.

Dr. Hans Hass and his wife, Lottie Berl, the Viennese couple, who produced "Under The Red Sea," met the press at the Ritz Carlton Hotel, and told of their adventures in making the film, distributed by RKO.

New Haven Crosstown

Irving Hillman worked on a big campaign for "The Iron Mistress," Roger Sherman. Among the tieups was a full page of co-op. ads in The Journal Courier. . . . Local nabe houses are making a determined effort to keep the kiddies coming weekends. Franklin Ferguson had "Prairie" Duke and his cowboy show in person as an added attraction. The Dreamland had a special program for youngsters, and the Capitol, East Haven; Capitol, Milford, and the Fishman houses, Dixwell, Rivoli, Howard, and Lawrence, also set up children's shows weekends.

Bob Parcells, former assistant manager, Paramount, now in the army, is at Fort Meyer, Arlington, Va. . . . For "Plymouth Adventure," manager Morris Rosenthal, Loew's Poli, used a local angle. David Saber, eight-year-old New Havener, was cast as one of the children aboard the "Mayflower." He also had a picture break in a tieup with the Christmas seal angle.

Local theatres were lining up the annual Christmas benefit shows for youngsters. . . . The East Haven Knights of Columbus benefit show at the Capitol was a success.

Truman Ferguson, Whitney, was assisting the Hamden Rotary Club in lining up the Christmas show for the Children's Center. . . . H. Cohn, Dixwell, Hamden, had his Christmas benefit arranged in September, setting three sponsors for the Dec. 24 show. Cohn received credit for Lionel Train prizes which he gave away recently. The youngsters received coupons when they obtained their candy and popcorn, and the idea was "Win a Train the Sweet Way." . . . Sid Kleper, College, has his Christmas Show set for Dec. 20, with the sponsor the New Haven Pulp and Board Company.

Meadow Street

The exchanges plan a Christmas party at The Castle on Dec. 16. . . . The Lido, Win, and Capitol, Waterbury, were among the theatres which gave away turkeys and chickens before Thanksgiving. . . . The Blue Hills and Pike Drive-Ins were open on weekends.

Ed Lynch, formerly of the Roger Sherman, is now managing the Beverly Hills, Beverly Hills, Cal. . . . John Pavone, Monogram, had a screening of "Torpedo Alley" and "Hiawatha." . . . Up in Hartford, at the Allyn, Republic arranged for a screening of "Thunderbirds" for the Connecticut Adjutant General and his staff, the governor, and others. . . . Len Sampson, Crown and Lincoln, New Haven, was

ill. . . . On Dec. 30, James Joseph McKinnon, grandson of George Weber, former MGM office manager and now in the 16mm. field, will be one-year-old.

Jules Livingston, Republic exchange manager, became the proud father of a son, Bernard David.

Circuits Loew Poli

Lou Brown, publicity director, planted a full page Sunday feature on "Plymouth Adventure" in The New Haven Register. . . . The "Plymouth Adventure" float was in New Haven, Bridgeport, and Hartford. . . . H. H. Maloney, Poli, Worcester, Mass., was in City Hospital there. . . . Division manager Harry F. Shaw, announced that the following Poli houses had set Christmas sponsored shows: Poli, Bridgeport, two; Poli, and College, New Haven; Poli, Waterbury, four; Poli, Meriden, two; Poli, Norwich; Poli, and Palace, Hartford; Poli, Springfield, two, and Elm Street, Worcester, Mass. . . . For New Year's Eve, Poli houses plan to have continuous performances through to 3 a.m.

Variety Club Tent 31, Connecticut

A meeting of the tent was held at which time a report was made on the midwinter session in Pittsburgh, and a discussion on the Christmas party for underprivileged youngsters was held.

Connecticut Hartford

Al Schuman, general manager, Hartford Theatre Circuit, and Mrs. Schuman, are on vacation. . . . Ray McNamara, Allyn manager, went to town on "Because of You," mailing out postcards, distributing brochures through restaurants, and tying up with a record company for lobby display of record player featuring Tony Bennett recordings of "Because of You."

Massachusetts Lynn

Manager James G. Davis, Paramount, was unanimously elected Kiwanis Club president. . . . Paramount presented "Survival Under Atomic Attack" for a week along with the regular program. Defense pamphlets were distributed to patrons.

With the closing of Loew's drive-in for the season, manager Ed Myerson and his son, Joel, started for the Maine woods after big game, leaving his assistant, David Licciardi, in charge at the Capitol.

New Hampshire Concord

Offices of the former Star are being leased by the governor and executive council to house two state agencies and part of a third. The Labor Department and the Civil Defense headquarters will be shifted to the former theatre in the near future, it was stated.

Nashua

Fifteen turkeys were given away at the State.

NEWS OF THE

Territory

New York City
Crosstown

William Gaxton, Shepherd of the Lambs, announced a salute to the memory of John Philip Sousa, former member of the Lambs and a founder of The American Society of Composers, Authors, and Publishers, to be given by the Lambs on Dec. 14, honoring the man who composed "Stars and Stripes Forever." The special guest will be Clifton Webb, who portrays "The March King" in 20th Century-Fox's "Stars and Stripes Forever."

Charles Einfeld, 20th Century-Fox vice-president, left for California to confer with studio chief Darryl F. Zanuck and Harry Brand, studio publicity director, on upcoming product, and to set campaign plans for them.

E. Z. Waters, comptroller, Altec Companies, arrived in New York from Beverly Hills, Cal.

Debra Paget arrived in connection with the forthcoming gala world premiere of her latest picture, "Stars and Stripes Forever."

Work is now under way at the Roxy on the new "Ice-Colorama" stage, to be completed during the period of closing, with re-opening set for Dec. 22. Approximately 5,000 feet of neon tubing in four colors will be installed under the ice surface, in addition to 3,000 feet of ultra-violet tubing to heighten fluorescent costumes and props for special effects. It is estimated that the cost of the neon tubing alone will aggregate some \$38,000, with the overall cost of all lighting innovations to total approximately \$45,000.

Novel Films, Inc., has been formed for the purpose of producing integrated film programs for television. Officers of the corporation are J. Milton Salzburg, president; Frank Soule, vice-president, and Jack H. Rosner, treasurer.

George Giroux, field representative, Technicolor Motion Picture Corporation, arrived.

The RKO Fordham will carry Theatre Network Television's Dec. 11 closed-circuit presentation of the Metropolitan Opera's "Carmen" on a reserved seat basis, with admissions ranging from \$1.20 to \$3.60.

The eastern premiere of "Hiawatha," will be held on Dec. 24 at the Bijou. A widespread exploitation campaign to herald the opening of the film is being launched by Harry Goldstein, Allied Artists eastern publicity representative. Blake McVeigh, veteran Hollywood publicist and exploiter, has been retained to assist Goldstein in the "Hiawatha"

campaign. Yvette Dugay, feminine lead, was in for radio, television, and newspaper interviews, and to make personal appearances in connection with the premiere opening. More than 400,000 special student-rate tickets will be distributed through schools in the New York area. On Christmas Day, the Bijou will present a "grab bag" matinee, with all children receiving Yule gifts drawn from a bag on the stage.

Berk and Krumgold, real estate brokers, concluded a lease for the 2,000-seat Public for an aggregate rental of \$400,000. The lessee corporation is headed by Harry A. Harris, who adds the Public to what is now the largest circuit of Spanish speaking theatres in the country. The Public will have a policy of Spanish speaking pictures and Spanish entertainment imported from Mexico, Spain, and the Argentine. Complete rehabilitation will be undertaken. The lessor corporation is Raynes Realty Corporation, headed by Jules Raynes.

"My Cousin Rachel," 20th-Fox film version of the Daphne Du Maurier best-seller, will have a special benefit pre-showing at the Academy of Music on Dec. 16 to aid a Christmas Fund campaign for wounded servicemen hospitalized in this country and overseas.

Francis M. Winikus, national director of advertising, publicity, and exploitation, United Artists, returned from a vacation in Miami, Fla. . . . Martin Friedman, head, Paramount's playdate department, is on a vacation.

Don Hartman, in charge of production for Paramount, arrived by plane from Paris following conferences in Rome and London concerning pictures which have been completed and will be made in the future overseas.

A. A. Ward, executive vice-president, Altec Lansing Corporation, arrived from Beverly Hills, Cal. . . . Roy O. Disney, president, Walt Disney Productions, and Card Walker, advertising and exploitation director, returned to Hollywood following conferences with RKO and Disney eastern sales and publicity executives on the forthcoming release of "Peter Pan."

Arthur Canton, eastern MGM press representative, left for Philadelphia, Boston, Toronto, Buffalo, Rochester, and Syracuse, accompanied by Julie Dorsey, daughter of band leader Jimmy Dorsey, making personal appearances on behalf of "Million Dollar Mermaid."

New Jersey
Newark

The following theatres are running a gas range giveaway, the Fabian, Paterson, N. J.; Stanley, Jersey City, N. J.; Warner, Ridgewood, N. J.; DeWitt, Bayonne, N. J.; Regent, Paterson, N. J.; Central, Jersey City; Montauk, Passaic, N. J., and Oritani, Hackensack, N. J.

The Franklin closed. . . . Robert Phillips, manager, Warner, Harrison, N. J., gave away nylons to the first 25 women to appear at the showing of "Affair in Trinidad."

Pat Nataro, manager, Fabian, Hoboken, N. J., had "Lucia Di Lammermoor" presented on the stage by the Spadnoletti Opera Company, Hoboken. The opera is the second staged at the theatre, and, if such productions continue to go over well, Nataro plans to run them about once a month.

Sympathy is extended to Arnold Michaelson, Warner Brothers' Jersey office, on the recent death of his father, Abe Michaelson.

New York State
Albany

As chairman of special events for the Variety Club "Denial Week" drive on behalf of Camp Thacher, Alan Iselin's picture was taken by The Times-Union with seven striking young ladies from the Tri-City Model Agency. The caption explained that the girls had volunteered to solicit donations on Friday, Saturday, and Sunday. A sash over their shoulders bore the words "Denial Week." In their hands were collection cans. Iselin operates the Auto-Vision, East Greenbush. He is the new Tent 9 Second Assistant Chief Barker. . . . Alex Sayles, Palace manager, was working with Paul Wallen, Grand manager, on advertising and publicity for the telecast of "Carmen" in the Grand on Dec. 11.

Managerial technique and tact: Al La Flamme, Strand, spotting a man weaving as he approached the ticket box, walked over quickly to suggest, "It's warm inside; you won't feel comfortable. I'll get you a refund ticket." The mildly inebriated individual consented without any argument. La Flamme has been affiliated with the Warner organization for 25 years.

The Warner theatres ran Thanksgiving morning cartoon shows. The Troy, Troy, and Stanley, Utica, also had similar performances. A number of additional houses, circuit and independent, ran cartoon carnivals. Andrew Roy, Stanley manager, staged a "Kiddie Kwiz," with prizes from a Utica store, as part of his special show.

A friend of local film men will enter the White House on Jan. 20 as press secretary to President-Elect Dwight D. Eisenhower. He is James C. Hagerty, 43, an aide of Governor Thomas E. Dewey since 1943. A former New York Times Capitol Hill correspondent here, Hagerty was appointed as executive assistant to the governor on Jan. 18, 1943, and was promoted to secretary to the governor on March 22, 1950. He handled publicity for Dewey, including the latter's Presidential campaigns of 1944 and 1948. The governor loaned Hagerty to General Eisenhower when the latter returned from France last June, took an active part in the Chicago Republican convention and in the campaign, and served as Eisenhower's press secretary since. Hagerty attended many theatrical functions here as representative of Governor Dewey. Among his friends are Charles A. Smakwitz, Warner Theatres zone manager, and George B. Chelius, Jr., manager, Schine-owned Ten Eyck Hotel.

EYEING THE

Exchanges

A Ford sedan award netted the four Warner theatres plenty of added business. Capacity to overflow audiences were reported in each situation, which led zone manager Charles A. Smakwitz to comment, "It was the most successful promotion we staged in sometime." The cooperating 11 Star Super Markets expressed similar satisfaction, through their advertising manager, John Treffletti. Approximately 145,000 coupons were passed out through the theatres and grocery stores. Smakwitz and Al La Flamme, Strand manager, who helped to arrange the tieup and the deal with Gateway Motors, believed that the nature of the co-sponsor's business was a factor in the outstanding success of the giveaway. The fortunate girl was Marie Boucher, Renssalaer. She had been given the ticket in the Renssalaer Super Market. The latter's owner came forward to congratulate her. The "consolation," \$50 worth of canned goods, followed.

"Help Eliminate the 20 Per Cent Tax"

Buffalo

A masked bandit held up the Paramount manager, his assistant, and an aide, and escaped with an estimated \$3,000. About 2,000 patrons were in the Paramount at the time of the holdup. It was a harrowing experience for the aide, Raymond F. Kuschel, 16, who was standing at the top of the middle balcony aisle ramp when a hand was placed across his face and pistol jammed into his back. The thief muttered "Keep quiet, don't make any noise, and take me to the manager's office." The thief ordered the aide to knock, tell the manager he found a purse. The door was opened by William D. Edler, 24, assistant manager, the aide was pushed inside, and the bandit followed. Manager Edward Miller was seated at a desk near the door typing a bank statement to deposit the receipts. All three theatre employees were ordered into a corner, and the thief ordered Edler to fill a canvas bag with the bills from the safe.

Joe Miller, former Columbia branch manager and for five years part-owner, Menands Drive-In, Menands, between Albany and Troy, stopped off to renew old acquaintances. His wife, Sadie, was recuperating in Crouse Irving Hospital, Syracuse, where she underwent an eye operation.

Avenue Drive-In Theatre Corporation was granted a charter of incorporation, listing capital stock of 200 shares of no par value. The directors are Mildred Ruth, Mary Minnici, and Arlene Misener.

Following drive-ins closed: M. F. Carr's World, Rochester; Front Drive-In, Nimmonsburg; DeWitt Drive-In, DeWitt; Aero Drive-In, Cheektowaga; Buffalo Drive-In, Cheektowaga; Broadway Drive-In, Cheektowaga; Park Drive-In, Ebenezer; Sheridan Drive-In, Tonawanda; Westfield Drive-In, Westfield; Limestone Drive-In, Limestone; Lakewood Drive-In, Lakewood, and Riviera, Syracuse. —M. G.

"See Your Congressman Today"

NEW YORK — RKO office manager Milton Yeoman made his farewell appearance at a luncheon given at the Hotel Edison. Yeoman left for Florida, where he intends to take up permanent residence. Personnel and officials expressed their regret in losing him, and wished him success for his future plans. They presented him with a pen set.

20TH-FOX—Bess Allen, secretary to the assistant branch manager, and Hanna Zimmerman, division manager's secretary, will be a year older on Dec. 14 and 15, respectively. . . . Ann Buchdahl was out a few days when her husband was operated upon.

UNITED ARTISTS—District sales manager Fred Meyers and wife were off on a sunny vacation at Miami, Fla. . . . Calvin Young was booking the Long Island territory while Norman Latarde was enjoying his honeymoon. . . . Zelda Rosenberg took time off from her job at Souvaine to drop in for a chat with her former co-workers. . . . Alica Brown became the new statistical clerk.

COLUMBIA—Bookkeeper Camille Patti was walking on clouds because her Joe will be permanently stationed at Indian Town Gap, Pa., with the army. . . . Bill Redmond, office assistant, has a sideline. He is drummer in a three-piece band. . . . Frances Steglitz, secretary to the office manager, was thanking everyone for the birthday party. . . . Booker Irving Baron and wife celebrated their 22nd wedding anniversary. . . . Gloria Goodwin, clerk, was responsible for writing the play which her Girl Scout troop put on. . . . Blanch Schiff, bookkeeping department, home ill, received a book as a gift from the office club. . . . Typist Frances Taylor was elected cheerleader for the YMCA basketball team. . . . Another candle was put on the cake for Bea Carril, inspectress.

REPUBLIC—Aaron Franco, from Los Angeles, is picking up pointers at the New York exchange before he goes to his next assignment as assistant to Republic's representative in Italy.

Kingston

Harry Lamont closed the Sunset Drive-In on Nov. 29. This was believed to be the latest date for operation of such a theatre in the Hudson Valley.

Syracuse

CHANGES—Charles "Chuck" Graziano, former manager, Paramount, is now manager, Schine's Olympic, Watertown. . . . Charlie Gross, a navy veteran is the new student assistant at Loew's State.

Thanksgiving found the Keith's with a 10 a.m. opening, and it offered the kiddies 10 cartoons in addition to the regular show. . . . The Civic gave away 20 turkeys. . . . Dick Feldman, former manager, Paramount, just bought a new

Franco will continue his training at the Philadelphia and Washington exchanges and also at the home office before going to Europe. . . . Speedy recovery is wished for Helen Bailey, contract department.

RKO—Brooklyn booker Vito Sperti was feeling better after his auto accident. . . . Boxoffice clerk Sonny Robins and typist Sandy Freilich were weekending in the Catskills. . . . Typist Anita Jones left.

REALART—Jack Zide, Detroit franchise owner, and Max Roth, Chicago franchise owner, were in. . . . Cy Lipson is back after his business trip to Detroit. . . . Frances Kingsley, bookkeeper, home office, flew to Oregon to visit her husband. . . . Cashier Shirley Cohen received birthday greetings.

RAMBLIN' 'ROUND — Nancy Olivero, Paramount stenographer, went to see her hubby, John, at Camp Kilmer, N. J. . . . Essie Epstein, cashier, Paramount, returned from her jaunt to the Catskills. . . . Hoffberg's film of the life of "Hans Christian Andersen" will be out around Christmas time. . . . MGM bookkeeper Rose Gellis bought her ticket for California, which she will now call home. . . . Head shipper at U-International, Frank Galotto, was saddened by the death of his mother. . . . There is a smell of fresh paint around Bonded's shipping room. . . . Bonded shipper Romeo Zaccone took his son, Paul, to the hospital for a tonsillectomy. . . . Gabrielle Olivero, secretary, Nayfack, gave a party for his students at Heffley's Court Reporting School to celebrate his birthday. . . . Mrs. E. Hanley, mother of Katherine Hanley, Warners' contract department, was out of the hospital, well enough to cook a tasty Thanksgiving dinner. . . . Popular exhibitor Mce Lane finally got a girl in the family. The oldest of his four sons, Robert, became the father of a girl. . . . The father of Arnold Michaelson, Warner Theatres' Newark, N. J., booker, passed away. . . . Ida Garretson, secretary, Jack Schlaifer Organization, will hear wedding bells come Dec. 14. . . . Jack Schaifer went to the coast on business. . . . Warner branch manager's secretary Ruth Kaiser and Lillian Weinberger, contract department, are back after long illnesses.

—J. A. D.

home in the Westvale section of the city. . . . Abe Bernstein, field press representative, MGM, was in lining up guest appearances for Miss Julie Dorsey in connection with "Million Dollar Mermaid." . . . Phil Rossomando, Paramount projectionist, already has the skeleton of his new garage built, and announces that all contributions will be cheerfully accepted. . . . Floyd Lewis, projectionist, Keith's, is again talking about retiring. . . . Sam Gilman escorted the missus back home from Harrisburg, Pa. . . . Larry Sherman, Keith's projectionist, had the snow tires on early. . . . Harry Unterfort, attended a meeting of Schine Circuit zone managers in Gloversville. . . . Gene Moulaison, manager, Strand, is organizing a group made up of all former veterans of the China-Burma-India theatre.

NEWS OF THE

*Territory***Philadelphia
Crosstown**

Two persons were critically wounded at the Pearl as the result of a scuffle between two private detectives and a youthful patron, whom they tried to eject as a trouble maker. The youth and a ticket taker were the victims of the lobby disturbance. Patrons were undisturbed. One of the private detectives did the shooting. Both persons shot later died in hospitals.

The Fox put into effect what were termed pre-holiday low prices for "Ivanhoe," with the scale going to \$1.10 top. Previously, the top had been \$1.50 for the film.

The Mugs Club, a funmaking organization within the famed Poor Richard Club, will pay a double tribute to Clifton Webb, when the Twentieth Century-Fox film star appears in person as guest of honor at their annual Christmas dinner on Dec. 20. Webb, who will be installed as an "Honorary Chief Mugman" at the affair, will be presented with a plaque heralding his contributions in the field of entertainment, in particular the portrayal of John Philip Sousa, in "Stars and Stripes Forever."

Vine Street

It was a trifle early for the Christmas spirit to permeate, and no decorations were seen around the exchanges, but most of the film folk were looking forward to the usual Christmas parties and holiday gaiety. The 20th-Fox crowd set Dec. 22 as the date, with the festivities to be held at the Warwick Hotel.

Condolences are extended to 20th-Fox booker Mae Greenus upon the death of her mother. . . . Maybelle Bond, secretary to branch manager Ulrik Smith and

**James A. Flynn, Republic
Philly Booker, Mourned**

PHILADELPHIA — The trade mourned the passing of James A. Flynn, 55, office manager-booker, Republic, who died in Hahnemann Hospital as the result of a stroke. He had been in poor health for several months.

One of the founders of the front office workers' union, F-7, Flynn was well-liked in the trade, and had been with Columbia for many years prior to his association with Republic. He was a member of the Motion Picture Associates.

He is survived by his wife, three children, two daughters and a son, and six grandchildren.

Funeral services were held from O'Neill's Funeral Home. Solemn Requiem Mass was said at the Church of St. Stephen, with interment in Holy Sepulchre Cemetery.



Mary Castle, currently barnstorming on behalf of Columbia's Stanley Kramer production, "Eight Iron Men," recently visited the Columbia exchange in Philadelphia, and posed with the staff.

a Paramount employee for 30 years, resigned to accept a position out of the industry. . . . Paramount sales manager Herb Gillis was confined to his home.

Herman King, one of the King brothers, producers, was in in the interests of "The Ring," handled through UA.

United Artists reports that the running time of "Tales Of Hoffmann" is now 111 minutes.

Results of the election of officers of Local 307, showed the following re-elected: Harry J. Abbott, president; Abbott Oliver, vice-president; Horace Johns, business agent; Alex Fell, recording secretary, and Charles Humphries, financial secretary. Named to the executive board were Ben Green, Parker Kennedy, Al Van Bell, and Robert Block. Trustees named are Abe Sherman, Al

Werlin, and William Braunewell. Werlin was also named sergeant-at-arms.

His friends were grieved to learn of the death of projectionist Sam Kevitch, 63, formerly at the Carman, and a member of Local 307. Another Local 307 member to pass away recently was George James, projectionist, Kent.

**Circuits
Stanley-Warner**

Alumni in the news are Louise Heisler, formerly Paul Castello's secretary, getting married after Christmas; Ruth Berger Gustafson, formerly of the publicity department, expecting a blessed event in the spring, and Natalie Taffler Krimstock, formerly of the booking department, who is entertaining the girls in that department along with a group of ex-booking department gals

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Brylawski Feted At Wash. Dinner

WASHINGTON—Hundreds of friends of A. Julian Brylawski who has spent 44 of his 70 years in show business, feted him at a testimonial dinner on his birthday on Dec. 1.

Harry M. Kalmine, president, Warner Theatres, headed a list of nearly 400 distinguished guests, at the dinner and reception at the Shoreham.

District Commissioner F. Joseph Donohue presided as toastmaster, and the speakers included Commissioner Renah F. Camalier, Judge Alvin Newmyer, and Father Gilbert V. Hartke, who read a message from the Archbishop of Washington.

A scroll honoring Brylawski for his four decades of service was presented by Washington attorney Philip Ershler. Fred Kogod, vice-president, MPTO, presented Brylawski with a Chrysler car, a gift from the latter's friends. Nathan D. Golden, head, motion picture section, Department of Commerce, spoke on behalf of Secretary Charles Sawyer.

Dr. Norman Gerstenfeld gave the invocation. At the head table, in addition, were Robert Fleming, Jack Beresin, Ben Wirth and Harold Berkowitz.

Brylawski is head, Warner Theatres' real estate department here.

including Betty Colace, Freda Koren Anmuth, Reesa Cooper Oppenheim, Sally Drake, Nora McDermott Francetti, Claire Goldstein Passman, etc.

Big plans are under way for the Warner Club office Christmas party to be held at the C-R Club on Dec. 19. Transportation will be supplied for office employees, a full course dinner will be served at 1 p.m., and then the fun will start!



Junior members of the National Rifle Association in Washington, D. C., recently attended a special screening of Warners' "Springfield Rifle" arranged by Warner manager Fred McMillan. The event was covered by the Teen Age Page editor of The Washington Times-Herald.

Carl Siegel, president, Warner Brothers Service Corporation, and Harry Goldberg, director of advertising and publicity, WB Theatres, were in to visit.

Gert McMonagle, very special comp operator, is back in her stride after a sick spell. . . Birthdays celebrated were by Ev Callow, publicity director; Ken Gennaria, and Leigh Smellow, both of the contact department; Shirley Clausen, booking department, and Ronnie Gillam, advertising department.

Bryn Mawr, Pa. Case To Trial

PHILADELPHIA—The anti-trust case of Fanny Harrison, Bryn Mawr, Bryn Mawr, Pa., vs. Paramount Pictures et al and the late Harry Fried reached a trial by jury in U. S. District Court with Judge W. H. Kirkpatrick presiding.

The suit claims conspiracy between the distributors and Fried, who, although operating the Bryn Mawr, is said to have given preference to his other theatres, the Suburban, Ardmore, Pa.; Riant, Conshohocken, Pa., and Anthony Wayne, Wayne, Pa. Treble damages in the amount of \$300,000 are asked.

The Bryn Mawr, formerly the Seville, is now a William Goldman house.

Harry N. Ball represents the plaintiff.

RKO branch manager Charles Zagrans, Columbia division manager Harry Weiner, George Beattie, buyer, William Goldman Theatres; William Mansell, branch manager, Warners; William La Portes, former manager, Suburban, Ardmore, Pa.; Lou Formato, MGM branch manager; Ulrik Smith, Paramount branch manager; Salem Applegate, formerly with MGM; Lester Wurtele, Columbia branch manager, and Sam Diamond, 20th-Fox branch manager, were among the first to testify.



Stars, civic dignitaries, and high ranking officers of the National Guard and other services were present at the recent world premiere of Republic's "Thunderbirds" at the Warner, Washington. Seen, upper left, left to right, are: George Crouch, Warner Theatres' zone manager; Mrs. Crouch; Major General Ellard A. Walsh, head, National Guard Association, and Forrest Tucker, Republic star; upper right, left to right, Major General Robert Delaney, commander, 45th Division in Korea; Mrs. Delaney; Coast Guard Commander Robert C. Cannon, and John Derek, who co-stars in the picture; lower left, left to right, Tucker, Major Helen Hart, National Guard Information Office, and Jake Flax, Republic Washington branch manager, and lower right, left to right, James R. Grainger, Republic executive vice-president in charge of sales and distribution; Eileen Christy, Major General Raymond B. Fleming, chief of National Guard Bureau, and Mrs. Fleming.

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TRADE SCREENINGS

PHILADELPHIA

RKO—(250 North 13th) Dec. 16, 2:30, "Never Wave At A WAC" (Rosalind Russell, Marie Wilson, Paul Douglas).

WARNERS—(230 North 13th) Dec. 17, 2:30, "The Man Behind The Gun" (Randolph Scott, Patrice Wymore, Philip Carey) (Technicolor).

MGM—(1233 Summer) Dec. 22, 2, "The Clown" (Red Skelton, Jane Greer).

District of Columbia Washington

The Variety Club welfare fund held a brunch at Duke Zeibert's Restaurant. Price was \$2.50, and the entire proceeds were given to the club by the restaurant.

To plug "Million Dollar Mermaid," Jack Foxe rigged up a gimmick at the Ambassador Hotel Pool where the local press and radio men could interview Joan McKellen, in the cast. After the interviews, she showed her swimming ability.

Christmas will find the toy and canned foods matinees at the Lust theatres, the Kaywood, Allen, Cheverly, Hyattsville, and Bethesda on Dec. 18. The toys will be distributed to different welfare agencies in the community.

Catherine Murphy, MGM, reports that Henry Ajello, booker, celebrated his birthday. . . . Eddie Kushner, MGM head booker, celebrated a birthday on Dec. 5.

Joe Rosen, 20th Century-Fox, was back from New York. . . . Catherine Cook, 20th-Fox inspectress, celebrated a birthday. . . . As a result of the recent elections of Local F-13, 20th-Fox's Sara Young is now serving on the board.

RKO is now having a candy feast as a result of Mildred McDonald's winning the Variety Club prize of two pounds of candy a week for one year. . . . Margaret Pryor, RKO billing clerk, enjoyed the weekend, and saw the Army-Navy football game in Philly.

National Screen Service reports that Johnny Garst, Martinsville, Va., visited. . . . Wedding bells are still ringing at NSS in the former Judy Glickman's ears, now an army grass widow after a three-and-one-half day honeymoon in New York City. She is married to Private Joe Cohen. . . . NSS's Blanche Hayre is shop stewardess of Local F 13.

Republic's Jane Fauver, inspectress, was ill. . . . Another illness was that of Ann Sknerski, Republic. . . . Gertrude Epstein, Sandy, remembered to bring back some of the real McCoy New York hot pastrami. Thanks a million.

Earl Yates, Warner Theatres' purchasing officer, left for Florida on his vacation. Miss Susan Robey, secretary to Yates, was ill. . . . Mrs. Jean Allen, secretary to Frank LaFalce, advertising and publicity chief, WB Theatres, flew to New York for her Thanksgiving dinner, and Flo Heinz, assistant to LaFalce, occupies newly renovated office.

—RICK LAFALCE



George A. Crouch, Warner Theatres' Washington zone manager is seen recently presenting to Claude Land, manager, Silver, Silver Spring, Md., a check as first place award for two different periods during the 1952 "Best Summer Showman's Drive."

Delaware Wilmington

Edward C. Evans, manager, Schine's New Milford, Milford, Del., had a one-day appearance of Ralph Flanagan's orchestra and a stage revue. . . . Earle G. Finney, manager, S-W Ritz, had free prizes given away at Saturday kiddie shows in a tieup with merchants. . . . A new policy of distributing heralds was adopted by Earle G. Finney, manager, S-W Ritz, and Hamel Fields, manager, S-W Grand. . . . Robert H. Maddox, 56, former projectionist, Rialto, was found dead in his apartment. New Castle County Coroner C. Everett Kelley said that Maddox had apparently been dead for two days. Death was due to natural causes, the coroner added. . . . Ben Shindler, manager, Ace, made Thursday "Family Night," with parents and all their children under 12 years admitted for only \$1. . . . All theatres cooperated with Miles L. Frederick, director, Delaware State Development Department, in honoring a specially-printed ticket which admitted officers and crew members of the three-rigged Danish merchant seamen's training ship, Denmark, to any show without charge throughout their stay in the city.

Elizabeth G. Sholly, manager, Rialto, notified the directors of all school bands in the area that 20th-Fox's John Philip Sousa story, "Stars and Stripes For-



Mary Castle, in Washington recently on tour for Stanley Kramer's Columbia production, "Eight Iron Men," visited Columbia's office, and posed with Sam Galanty, left, district manager, and Ben Caplon, branch manager.



Dave Weinstein, manager, Walter Reade Atlantic Drive-In, Pleasantville, N. J., recently used a local photographer to photograph the kiddies free of charge on the drive-in's pony, and then posted their pictures on display at the refreshment stand, where parents voted.

ever," would be the Christmas attraction. . . . Edgar J. Doob, manager, Loew's Aldine, brought a replica of the "Mayflower" in in connection with the Thanksgiving week showing of MGM's "Plymouth Adventure." Displayed in front of the Public building, it bore special poster and banner reminders of the "Toy for Every Tot" appeal by the toy subcommittee of Mayor James F. Hearn's Community Christmas Committee.

—HENRY L. SHOLLY

Maryland Baltimore

Governor Theodore R. McKeldin re-appointed Sydney R. Traub chairman, Maryland State Board of Motion Picture Censors. The appointment, subject to confirmation, is a three-year term that began last May.

More than 200 persons fled the Hollywood, Arbutus, Md., when a basement fire filled the theatre with dense smoke. Baltimore County firemen fought the blaze for an hour before extinguishing it. . . . J. Robert Gruver, Jr., owner, Glen and New Glen, Glenburnie, Md., is a patient at Mercy Hospital following an accident.

Local 181 elected the following officers: Louis Sieber, president; Wilbur George, first vice-president; Hal Braswell,

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second vice-president; Edward Eich, third vice-president; Chester Towers, recording secretary; Thomas P. Finn, Sr., financial secretary; Carroll Bayne, business manager, and Elmer Kastner, sergeant-at-arms. Three trustees are Charles Grauling, William Lange, Jr., and Arthur Eich. Past President Samuel Isaacson who declined to be a candidate

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Actual Springfield rifles were used in this recent lobby display of the Warner, Reading, Pa., managed by Birk Binnard, for Warners' "Springfield Rifle."

for any office, will install the new officers the first Monday in January.

Raynor Stewart, relief projectionist, Stanley, was stricken with a kidney ailment.

Rodney Collier, Stanley manager; Leon Back, general manager, Rome Theatres, and Lauritz Garman, Uptown owner, traveled to Washington to be guests at the testimonial dinner for Julian Brylawski. . . . Isador M. Rappaport, Town and Little owner, flew to California.

J. Lawrence Schanberger, Keith's owner, is readying his annual Christmas Day treat at the theatre for poor children. It's tied in with The News-Post. . . . Jack Sidney, Loew's manager, started his Christmas campaign for an entertainment and gifts at the Century for the underprivileged. . . . The Variety Club holds its annual election of officers on Dec. 12. . . . Jimmy Granger, Republic general sales manager, was in. . . . Frank H. Durkee, Durkee Enterprises, and Mrs. Durkee were in New York to see Cinerama.

—G. B.

Leonardtowntown

Jack Fruchtman, Ray Trumbule, and Windy Hodgdon, Southern Maryland Theatres, attended the testimonial dinner tendered A. Julian Brylawski at the Shoreham Hotel, Washington, D. C. . . . For "Plymouth Adventure," the Plaza, Lexington Park, Md., had the "Mayflower" float around under the direction of promotion manager Ray Trumbule. . . . School children turned out at special matinees arranged during the showing of "The Miracle Of Our Lady Of Fatima," New.

"See Your Congressman Today"

Pennsylvania Harrisburg

A multi-story office and garage building costing in excess of \$1,000,000 is reportedly on the drawing boards for the site of the Rio and adjoining hotel property here. The two buildings were acquired a year ago by Frank Wilsbach and Edward A. Herre, presumably for a parking garage, but current information is that it will be a 12-story combination office, store, and garage building,

with two floors of parking space below the street level.

Mary Boroz, Elton, Steelton, Pa., has been on the sick list. New at the Elton are Donald Bishop and Wilburt Martin.

Upwards of 300 children are expected at the annual Christmas party to be staged on Dec. 23 at the Lemoyne, Lemoyne, Pa., by the ladies auxiliary, Lemoyne Fire Company. Manager David R. Jones will present a special free show.

David Russell Jones, son of the Lemoyne manager will wed Virginia P. Jones, Utica, N. Y., on Feb. 14. Manager Jones' father and brother married girls of the same name, and now his son is to take a Jones for his bride. The groom-elect is an airman second class at Griffiss Field, Rome, N. Y.

Lancaster

This city's coffers have been enriched by \$60,113.30 during the first 11 months of the year through collections from the amusement tax. The average monthly collection has been approximately \$5,000.

Lebanon

The Colonial was the scene of the local gas company's annual cooking school.

Reading

Dr. Harry J. Schad, president, Schad Theatres, Inc., and J. Lester Stallman, manager, Astor, attended the annual meeting in New York City of the Motion Picture Pioneers.

Loew's Colonial, Larry Levy, manager, got a plug in an ad placed by a restaurant for a holiday dinner. The ad invited the reader to see "Million Dollar Mermaid." Levy got another publicity break during the "Plymouth Adventure" run. A speaker in Christ Episcopal Church referred approvingly to the picture, "in a Reading theatre this week," at a Sunday morning service.

Staffs of several theatres are looking forward to Christmas parties.

Virginia Martinsville

Six theatres lost \$18,000 in operating expenses last year, City Council was told when counsel for the theatres urged that the 10 per cent municipal amusement tax be repealed. Council indicated that the matter would be given due consideration, but stated it did not believe any immediate relief could be forthcoming. Council estimated the city expects to collect \$25,000 in amusement taxes this year.

Variety Club Tent 13, Philadelphia

Chief Barker Victor H. Blanc announced that on Dec. 20 a turkey dinner with all the trimmings, including candy and gifts, will be give to the handicapped children who attended the tent's camp the past summer. He urged all Barkers to see them as it will do their hearts good.

"Breaking The Sound Barrier" was screened through the courtesy of UA.



Allied Artists

(For Monogram releases, see Monogram)

- BATTLE ZONE**—ACD—John Hodiak, Linda Christian, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 issue—(AA22).
TORPEDO ALLEY—MD—Mark Stevens, Dorothy Malone, Charles Winninger—Okeh service film can be exploited—84m.—see Nov. 19 issue—(AA-23).

TO BE REVIEWED OR IN PRODUCTION

- AFFAIR IN MONTE CARLO**—Richard Todd, Merle Oberon, Leo Genn—(Technicolor)—(English-made).
COPPERHEADS—Bill Elliott, Marjorie Lord.
COW COUNTRY—Edmond O'Brien, Helen Westcott, Peggy Castle.
FORT VENGEANCE—James Craig, Reginald Denny, Rita Moreno—(Cinecolor).
HOMESTEADERS, THE—Bill Elliott, Barbara Allen, Robert Lowry.
JALOPY—Bowery Boys.
KANSAS PACIFIC—Sterling Hayden, Eve Miller, Barton MacLane—(Cinecolor).
MARKSMAN, THE—Wayne Morris, Elena Verudgo, Stanford Jolley.
ROAR OF THE CROWD, THE—Howard Duff, Helene Stanley.
SON OF BELLE STARR—Keith Larsen, Peggie Castle, Dona Drake—(Cinecolor).
STAR OF TEXAS, THE—Wayne Morris, Robert Lee Brice, Stanford Jolley, Lyle Talbot.
WHITE LIGHTNING—Stanley Clements, Barbara Bestar, Steve Brodie.

Columbia

(1951-52 releases from 401)

1952-53 releases from 501)

- AFFAIR IN TRINIDAD**—MD—Rita Hayworth, Glenn Ford, Alexander Scourby—Hayworth draw should bring this into the better money—98m.—see Sept. 10 issue—Leg.: B—(501).
APACHE COUNTRY—W—Gene Autry, Carolina Cotton, Pat Buttram—Standard Autry—62m.—see June 4 issue—(474).
ASSIGNMENT—PARIS—MD—Dana Andrews, Marta Toren, George Sanders—Interesting topical meller can be sold—85m.—see Sept. 10 issue—(507).
BARBED WIRE—W—Gene Autry, Pat Buttram, Anne James—Routine series entry—61m.—see July 16 issue—(474).
BLUE CANADIAN ROCKIES—WMD—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—58m.—see Nov. 19 issue—(472).
BRAVE WARRIOR—MD—Jon Hall, Christine Larson, Jay Silverheels—Indians-soldiers show will fit into the duallers—73m.—see May 21 issue—(Technicolor)—(441).
BRIGAND, THE—COSMD—Anthony Dexter, Jody Lawrence, Gale Robbins, Anthony Quinn—Interesting costume meller has the angles—94m.—see June 4 issue—Leg.: B—(Technicolor)—(437).
CALIFORNIA CONQUEST—MD—Cornel Wilde, Teresa Wright, Alfonso Bedoya—Names should help melodrama—79m.—see July 30 issue—(Technicolor)—(440).
CAPTAIN PIRATE—MD—Louis Hayward, Patricia Medina, John Sutton—Good swashbuckler for the duallers—85m.—see Sept. 10 issue—(Technicolor)—(502).
CLOUDED YELLOW, THE—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—89m.—see Sept. 10 issue—(English-made)—(509).
CRIPPLE CREEK—W—George Montgomery, Karin Booth, Jerome Courtland—Standard western is okeh for the duallers—78m.—see July 2 issue—(Technicolor)—(442).
EIGHT IRON MEN—MD—Mary Castle, David McMahon, Bonar Colleano—Suspensive war film—80m.—see Oct. 22 issue—(515).
FOUR POSTER, THE—CD—Lilli Palmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 issue.
GOLDEN HAWK, THE—MD—Rhonda Fleming, Sterling Hayden, Helena Carter—Swashbuckler should do okeh in the action spots—83m.—see Sept. 10 issue—(Technicolor)—Leg.: B—(508).
HANGMAN'S KNOT—OMD—Randolph Scott, Donna Reed, Claude Jarman, Jr.—Okeh action entry—81m.—see Nov. 5 issue—(Technicolor)—(512).
HAPPY TIME, THE—C—Charles Boyer, Louis Jourdan, Marsha Hunt, Bobby Driscoll—Delightful comedy—94m.—see Sept. 10 issue—(506).
HAREM GIRL—F—Joan Davis, Peggie Castle, Arthur Blake—For the lower half—70m.—see Jan. 30 issue—(422).
JUNCTION CITY—W—Charles Starrett, Smiley Burnette, Jack Mahoney, Kathleen Case—Standard series entry—54m.—see July 16 issue—(486).
KID FROM BROKEN GUN, THE—W—Charles Starrett, Smiley Burnette, Angela Stevens—Fair series entry—56m.—see Aug. 13 issue—(481).
LADIES OF THE CHORUS—ROMCMU—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help relssue—61m.—see Oct. 22 issue—(514).
LADY AND THE BANDIT, THE—AD—Louis Hayward, Patricia Medina, Suzanne Dalbert—Okeh action drama for the duallers—79m.—see Aug. 13 issue—(403).
LAST TRAIN FROM BOMBAY—MD—Jon Hall, Christine Larson, Lisa Ferraday—Average lower half entry—72m.—see Sept. 10 issue—(504).
MINE WITH THE IRON DOOR, THE—MD—Richard Arlen, Cecilia Parker, Henry B. Walthall—Reissue has the angles—66m.—see Sept. 10 issue—(510).
MONTANA TERRITORY—OMD—Lon McCallister, Wanda Hendrix, Preston Foster—Outdoor action meller will fit into the twin bills—64m.—see June 18 issue—(Technicolor)—(438).
PAULA—D—Loretta Young, Kent Smith, Alexander Knox—Star draw should help interesting woman's show—80m.—see May 21 issue—(436).
RAINBOW 'ROUND MY SHOULDER—MU—Frankie Laine, Billy Daniels, Charlotte Austin—Okeh programmer with plenty of angles—78m.—see Sept. 10 issue—(Technicolor)—(503).

EXHIBITOR

SERVISECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 49, No. 6

DECEMBER 10, 1952

- RED SNOW**—MD—Guy Madison, Ray Mala, Carole Mothews—For the lower half—75m.—see July 2 issue—(439).
ROUGH, TOUGH WEST, THE—W—Charles Starrett, Smiley Burnette, Carolina Cotton—Standard series entry—54m.—see July 2 issue—(487).
STRANGE FASCINATION—D—Cleo Moore, Hugo Haas, Mona Barrie—Interesting programmer for the lower half—80m.—see Oct. 8 issue—(505).
VOODOO TIGER—AD—Johnny Weissmuller, Jean Byron, James Seay, Jeanne Dean—Okeh series entry for the lower half—67m.—Leg.: B—see Nov. 5 issue—(518).
WAGON TEAM—W—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—61m.—see Sept. 24 issue—(476).

TO BE REVIEWED OR IN PRODUCTION

- ALL ASHORE**—Mickey Rooney, Peggy Ryan, Dick Haymes—(Technicolor).
AMBUSH AT TOMAHAWK GAP—David Brian, John Hodiak, Maria Elena Marques—(Technicolor).
CIRCLE OF FIRE—Barbara Stanwyck, Tommy Rettig.
5,000 FINGERS OF DR. T., THE—Peter Lind Hayes, Mary Healy, Tommy Rettig—(Technicolor).
FLAME OF CALCUTTA—Denise Darcel, Patric Knowles—(Technicolor).
GOLDTOWN GHOST RIDERS—Gene Autry, Smiley Burnette, Gail Davis.
HERE COMES THE SHOWNBOAT—Dick Haymes, Connee Russell, Billy Daniels—(Technicolor).
INVASION, U.S.A.—Peggy Castle, Gerald Mohr, Eric Blythe—Leg.: B—74m.—(513).
JACK McCALL, DESPERADO—George Montgomery, Angela Stevens, Douglas Kennedy—(Technicolor).
JUGGLER, THE—Kirk Douglas, Milly Vitale, Paul Stewart.

- LAST OF THE COMANCHES**—Broderick Crawford, Barbara Hale, Johnny Stewart—(Technicolor)—(511).
LE PLAISIR—Jean Gabin, Simone Simon—(French-made).
LOVE SONG—Jane Wyman, Ray Milland, Aldo Ray, Valerie Bettis—(Technicolor).
MEMBER OF THE WEDDING, THE—Ethel Waters, Julie Harris, Brandon de Wilde, Nancy Gates.
ON TOP OF OLD SMOKY—Gene Autry, Smiley Burnette.
ONE GIRL'S CONFESSION—Hugo Haas, Cleo Moore.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PACK TRAIN—Gene Autry, Smiley Burnette, Gail Davis.
PANHANDLE TERRITORY—Jack Mahoney, Smiley Burnette, Jarma Lewis.
PATHFINDER, THE—George Montgomery, Helena Carter, Eleno Verduga—(Technicolor)—(516).
POSSE—Broderick Crawford, Wanda Hendrix, John Derek, Charles Bickford.
PRINCE OF PIRATES—John Derek, Barbara Rush—(Technicolor).
RED BERET, THE—Alan Ladd, Susan Stephens, Leo Genn—(Technicolor)—(Made in England).
SALOME, THE DANCE OF THE SEVEN VEILS—Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson—(Technicolor).
SAVAGE MUTINY—Johnny Weissmuller, Angela Stevens, Gregory Gay.
SERPENT OF THE NILE—Rhonda Fleming, William Lundigan, Raymond Burr—(Technicolor).
SIREN OF BAGDAD—Paul Henreid, Patricia Medina, Laurette Leuz—(Technicolor).
SLAVES OF BABYLON—Richard Conte, Linda Christian, Terry Kilburn—(Technicolor).
TARGET—HONG KONG—Richard Denning, Nancy Gates, Richard Loo.
TOUGH GIRL—Hugo Haas, Cleo Moore, Glenn Langan.
WINNING OF THE WEST—Gene Autry, Smiley Burnette, Gail Davis.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion.

- Abbreviations following titles indicate type of picture.
AD—Adventure drama
ACD—Action drama
ACMU—Action musical
ADMD—Adult melodrama
BID—Biographical drama
BIDMU—Biographical drama with music
BUR—Burlesque
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CFAN—Comedy fantasy
CFANMU—Comedy fantasy musical
CMD—Comedy melodrama
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DFAN—Drama fantasy
DMU—Dramatic musical
DOC—Documentary
DOCD—Documentary drama
DOCMD—Documentary melodrama
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
FMD—Farce musical
HISD—Historical drama
MDMU—Melodrama musical
MD—Melodrama
MUC—Musical comedy
MUCD—Musical comedy drama
MU—Musical
MUSAT—Musical satire
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYCM—Mystery comedy musical
MYD—Mystery drama
MYMD—Mystery melodrama
MYMU—Mystery musical
MYW—Mystery western
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor drama
OMD—Outdoor melodrama
PD—Psychological drama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
ROMDMU—Romantic drama with music
SAT—Satire
SCD—Sex-comedy drama
TRAV—Travelogue
W—Western
WC—Western comedy
WCMU—Western comedy musical
WD—Western drama
WMD—Western melodrama
WMDMU—Western melodrama musical
WMU—Western musical

Lippert

(1951-52 releases from 5101)

- HELLGATE**—MD—Sterling Hayden, Joan Leslie, Ward Bond—Exploitable prison film has the angles for the selling—87m.—see Aug. 27 issue—Leg.: B—(5113).
JUNGLE, THE—MD—Rod Cameron, Marie Windsor, Cesar Romero—Tale of Indian jungle should be helped by exploitation values—74m.—see July 16 issue—(5112).

We "LAY IT ON THE LINE" . . .
and call a "Stinker" a "Stinker"



There was no bunk or side stepping in our original **FACTUALLY HONEST "Pink Section" REVIEWS . . .** and in this "Yellow Section" **CHECK-UP** is a summary of the same **HONEST FACTS.**

Check these running times and other data against your records!

PIRATE SUBMARINE—MD—Pierre Dudan, Gerard Landry, Jean Vilar—Import will fit into the lower half—69m.—see Sept. 10 Issue—(French-made)—(Dubbed English dialogue)—(5110).
SCOTLAND YARD INSPECTOR—MD—Cesar Romero, Lois Maxwell, Bernadette O'Farrell—For the duallers—79m.—see Nov. 5 issue—(English-made)—(5202).
SECRET PEOPLE—MD—Valentina Cartesa, Audrey Hepburn, Serge Reggiani—Import for the lower half—87m.—see July issue—(English-made)—(5116).
STOLEN FACE—MD—Paul Henreid, Elizabeth Scott, Andrew Morell—Name strength should help mild import—71m.—see June 4 issue—(English-made)—Leg.: B—(5109).
TROMBA, THE TIGER MAN—MD—Rene Deltgen, Angelika Hauff, Krone Circus—Import will fit into the lower half—63m.—see Nov. 5 issue—(German-made)—(Dubbed English dialogue)—(5201).
UNKNOWN WORLD—FANMD—Victor Killan, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).

TO BE REVIEWED OR IN PRODUCTION

BAD BLONDE—Barbara Payton, Tony Hughes—(English-made).
GAMBLER AND THE LADY—Dane Clark, Naomi Chance—(English-made)—71m.—(5204).
I'LL GET YOU—George Raft, Sally Gray—(English-made)—(5206).
JOHNNY THE GIANT KILLER—Animation feature—(Technicolor)—(French-made)—(5205).
MR. WALKIE TALKIE—Joe Sawyer, William Tracy—65m.—(5203).
SPACEWAYS—Howard Duff, Eva Bartok.
TALL TEXAN, THE—Lloyd Bridges, Marie Windsor, Lee J. Cobb—(5207).

Metro

(1951-52 releases from 201
 1952-53 releases from 301)

ABOVE AND BEYOND—D—Robert Taylor, Eleanor Parker, James Whitmore—Well-made drama—122m.—see Nov. 19 issue—(313).
APACHE WAR SMOKE—OMD—Gilbert Roland, Glenda Farrell, Robert Horton—Okeh action show for the lower half—67m.—see Sept. 24 issue—(305).
BAD AND THE BEAUTIFUL, THE—D—Lana Turner, Kirk Douglas, Barry Sullivan, Dick Powell—Name values should make the difference—117m.—see Dec. 3 issue—Leg.: B—(315).
BECAUSE YOU'RE MINE—CDMU—Mario Lanza, Doretta Morrow, James Whitmore—Headed for the better money—103m.—see Sept. 10 issue—(Technicolor)—(304).
DESPERATE SEARCH—MD—Howard Keel, Jane Greer, Patricia Medina—Search meller will fit into the duallers—71m.—see Dec. 3 issue—(314).
DEVIL MAKES THREE, THE—MD—Gene Kelly, Pier Angeli, Richard Rober—Names should help interesting melodrama of post-war Germany—89m.—see Sept. 10 issue—(Made in Europe)—(302).
EVERYTHING I HAVE IS YOURS—CMU—Marge Champion, Gower Champion, Dennis O'Keefe—Champions' dancing should help pleasing musical—91m.—see Oct. 1 issue—(Technicolor)—(306).
FEARLESS FAGAN—C—Janet Leigh, Carleton Carpenter, Keenan Wynn—For the lower half—79m.—see July 16 issue—(241).
GLORY ALLEY—D—Leslie Coron, Ralph Meeker, Kurt Kasznar—For the lower half—79m.—see June 4 issue—Leg.: B—(234).
HOLIDAY FOR SINNERS—D—Gig Young, Keenan Wynn, Janice Rule—For the lower half—72m.—see July 2 issue—(239).
HOUR OF 13, THE—CMY—Peter Lawford, Dawn Addams, Roland Culver—For the lower half—78m.—see Oct. 8 issue—(Made in England)—(309).
IVANHOE—COSMD—Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders—High rating adventure entry—106m.—see July 2 issue—(Technicolor)—(Made in England)—(307).
LOVELY TO LOOK AT—MUC—Kathryn Grayson, Red Skelton, Howard Keel—Entertaining musical has much to offer—102m.—see June 4 issue—(Technicolor)—(237).
MERRY WIDOW, THE—MCD—Lana Turner, Fernando Lamas, Una Merkel—Musical should waltz into the better grosses—105m.—see Sept. 10 issue—(Technicolor)—(301).
MILLION DOLLAR MERMAID—BID—Esther Williams, Victor Mature, Walter Pidgeon—Headed for the better money—114m.—see Nov. 19 issue—(Technicolor)—(312).
MY MAN AND I—MD—Shelley Winters, Ricardo Montalban, Wendell Corey—Slow moving meller will need benefit of name strength—99m.—see Sept. 10 issue—(303).
PAT AND MIKE—C—Spencer Tracy, Katharine Hepburn, Aldo Ray—Name values should help pleasing comedy—95m.—see May 21 issue—(235).
PLYMOUTH ADVENTURE—D—Spencer Tracy, Gene Tierney, Van Johnson—Picturization of voyage of Pilgrims deserves the best selling—104m.—see Nov. 5 issue—(Technicolor)—(310).
PRISONER OF ZENDA, THE—COSMD—Stewart Granger, Deborah Kerr, James Mason—Headed for the better money—101m.—see Oct. 22 issue—(Technicolor)—(308).
SCARAMOUCHE—MD—Stewart Granger, Eleanor Parker, Janet Leigh, Mel Ferrer—Good swashbuckling meller—115m.—see May 21 issue—(Technicolor)—(236).
SKY FULL OF MOON—D—Carleton Carpenter, Jan Sterling, Keenan Wynn—Okeh programmer for the duallers—73m.—see Nov. 5 issue—(311).
WASHINGTON STORY—D—Van Johnson, Patricia Neal, Louis Calhern—Fair programmer—81m.—see July 2 issue—(238).
YOU FOR ME—CD—Peter Lawford, Jane Greer, Gig Young—Entertaining lower half entry—71m.—see July 30 issue—Leg.: B—(240).

TO BE REVIEWED OR IN PRODUCTION

ALL THE BROTHERS WERE VALIANT—Robert Taylor, Stewart Granger, Elizabeth Taylor
BAND WAGON, THE—Fred Astaire, Cyd Chariss, Nanette Fabray—(Technicolor).
BATTLE CIRCUS—Humphrey Bogart, June Allyson, Keenan Wynn.
BIG MIKE—Gig Young, Jane Greer, Robert Horton.
BLUE GODDESS—Red Skelton, Cara Williams, James Whitmore.
CLOWN, THE—Red Skelton, Jane Greer, Timothy Considine.
CODE TWO—Ralph Meeker, Sally Forrest, Keenan Wynn, Robert Horton.
CONNIE—Janet Leigh, Van Johnson, Louis Calhern.
CRY OF THE HUNTED—Vittorio Gassman, Barry Sullivan, Polly Bergen.
DANGEROUS WHEN WET—Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel—(Technicolor).
DREAM WIFE—Cary Grant, Deborah Kerr, Walter Pidgeon.
FAST COMPANY—Howard Keel, Polly Bergen, Nina Foch.
GIRL WHO HAD EVERYTHING, THE—Elizabeth Taylor, Fernando Lamas, William Powell.
GIVE A GIRL A BREAK—Marge and Gower Champion, Debbie Reynolds—(Technicolor).
HOAXTERS, THE—Narration by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon.
I LOVE MELVIN—Donald O'Connor, Debbie Reynolds, Dean Miller—(Technicolor).
INVITATION TO THE DANCE—Gene Kelly, Igor Yousekevitch, Sadler's Wells Ballet—(Technicolor)—(Made in England).
JEOPARDY—Barbara Stanwyck, Barry Sullivan, Ralph Meeker.
JULIUS CAESAR—Marlon Brando, James Mason, Greer Garson, Deborah Kerr.
LATIN LOVERS—Lana Turner, Ricardo Montalban, Michael Wilding—(Technicolor).
LILI—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—(Technicolor).
MAIN STREET TO BROADWAY—Tallulah Bankhead, Olivia de Havilland, Henry Fonda, Tom Morton.
MOGAMBO—Clark Gable, Ava Gardner, Grace Kelly—(Technicolor).
NAKED SPUR, THE—James Stewart, Robert Ryan, Janet Leigh—(Technicolor).
NEVER LET ME GO—Clark Gable, Gene Tierney, Richard Haydn—(Made in England).
REMAINS TO BE SEEN—June Allyson, Van Johnson, Louis Calhern.
ROGUES' MARCH—Peter Lawford, Janice Rule, Richard Greene.
SAADIA—Carnel Wilde, Mel Ferrer, Rita Gam.
SEE HOW THEY RUN—Dorothy Dandridge, Robert Horton, Harry Belafonte.
SMALL TOWN GIRL—Jane Powell, Farley Granger, Ann Miller—(Technicolor).
SOMBRERO—Pier Angeli, Ricard Montalban, Yvonne De Carlo—(Technicolor)—(Made in Mexico).
SLIGHT CASE OF LARCENY, A—Mickey Rooney, Marilyn Erskine, Eddie Bracken.
STORY OF THREE LOVES—Leslie Caron, Farley Granger, Ethel Barrymore—(Technicolor).
TIME BOMB—Glenn Ford, Anne Vernon, Victor Maddern—(English-made).
VAQUERO—Robert Taylor, Ann Gardner, Howard Keel—(AnsoColor).
VICKIE—Greer Garson, Walter Pidgeon, Agnes Moorehead—(Technicolor).
YEARS AGO—Spencer Tracy, Jean Simmons, Teresa Wright.
YOUNG BESS—Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton—(Technicolor).

Monogram

(For Allied Artists releases, see Allied Artists)

(1951-52 releases from 5100
 1952-53 releases from 5201)

AFRICAN TREASURE—AD—Johnny Sheffield, Laurette Luez, Leonard Mudie—Standard "Bomba" series entry—70m.—see May 21 issue—(5207).
ARCTIC FLIGHT—MD—Wayne Morris, Lala Albright, Alan Hale, Jr.—Interesting melodrama—78m.—see Aug. 13 issue—(5210).
ARMY BOUND—MD—Stanley Clements, Karen Sharpe, Steve Brodie—Routine programmer for the lower half—61m.—see Sept. 10 issue—(5216).
CANYON AMBUSH—W—Johnny Mack Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244).
DEAD MAN'S TRAIL—W—Johnny Mack Brown, Jimmy Ellison, Barbara Allen—Series average—54m.—see Aug. 27 issue—(5243).
FARGO—W—Bill Elliott, Phyllis Coates, Myron Healey—Okeh western—69m.—see Sept. 24 issue—(5226).
FEUDIN' FOOLS—C—Leo Gorcey, Huntz Hall, Dorothy Ford—"Bowery Boys" entry will fit into the duallers—63m.—see Sept. 10 issue—(5213).
FLAT TOP—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinecolor)—(5201).
GOLD FEVER—OD—John Calvert, Ralph Morgan, Ann Cornell—For the lower half—63m.—see June 4 issue—(5220).
GUNMAN, THE—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Okeh series entry—52m.—see July 2 issue—(5252).
HERE COME THE MARINES—C—Leo Gorcey, Huntz Hall, Myrna Dell—Average "Bowery Boys" entry—66m.—see May 21 issue—(5212).
HIAWATHA—MD—Vincent Edwards, Yvette Dugay, Keith Larsen—Well-made entry should please younger crowd and family trade—79m.—see Dec. 17 issue—(Cinecolor)—(5202).
JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).

MAN FROM BLACK HILLS—W—Johnny Mack Brown, James Ellison, Florence Lake—Series average—58m.—see May 21 issue—(5242).
MONTANA INCIDENT—W—Whip Wilson, Rand Brooks, Noel Neill—Good series entry—54m.—see Sept. 10 issue—(5253).
NIGHT RAIDERS—W—Whip Wilson, Fuzzy Knight, Lois Hall—Average western—52m.—see June 4 issue—(5251).
NO HOLDS BARRED—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214).
OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57½m.—see May 24 issue—(4952).
ROSE BOWL STORY, THE—CD—Marshall Thompson, Vera Miles, James Dobson—Pleasing football yarn has plenty of angles—73m.—see Aug. 27 issue—(Cinecolor)—(5204).
SEA TIGER—MD—Marguerite Chapman, John Archer, Harry Lautner—For the lower half—71m.—see Aug. 13 issue—(5218).
WAGONS WEST—W—Rod Cameron, Peggie Castle, Michael Chapin—Standard outdoor show—72m.—see June 18 issue—(Cinecolor)—(5203).
WYOMING ROUNDUP—W—Whip Wilson, Tommy Farrell, Phyllis Coates—Routine series entry—53m.—see Dec. 3 issue—(5254).
YUKON GOLD—MD—Kirby Grant, Chinook, Martha Hyer—Okeh series entry for the duallers—62m.—see Sept. 10 issue—(5221).

TO BE REVIEWED OR IN PRODUCTION

BOMBA AND THE JUNGLE GIRL—Johnny Sheffield, Karen Sharpe—(5208).
BRONC RIDER—Whip Wilson, Fuzzy Knight, Pamela Duncan.
MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Willis—(Cinecolor).
MAVERICK, THE—Wild Bill Elliott, Phyllis Coates, Myron Healey.
TANGIER INCIDENT—George Brent, Mari Alden.
TIMBER WOLF—Kirby Grant, Chinook, Inga Borg—(5222).

Paramount

(1951-52 releases from 5101
 1952-53 releases from 5200)

BLAZING FOREST, THE—MD—John Payne, William Demarest, Agnes Moorehead—Fair action meller—90m.—see Oct. 1 issue—(Technicolor)—(5207).
CARIBBEAN—COSMD—John Payne, Arlene Dahl, Sir Cedric Hardwicke—Okeh swashbuckler, with plenty of merchandising angles—97m.—see Sept. 10 issue—(Technicolor)—(5202).
CARRIE—D—Laurence Olivier, Jennifer Jones, Miriam Hopkins—Picturization of Theodore Dreiser novel should be strongest in class spots—120m.—see June 18 issue—Leg.: B—(5123).
HURRICANE SMITH—MD—Yvonne DeCarlo, John Ireland, Forrest Tucker—Okeh adventure programmer—90m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(5204).
JUMPING JACKS—F—Dean Martin, Jerry Lewis, Mona Freeman—Martin and Lewis farce will ride into the better money—96m.—see June 18 issue—(5121).
JUST FOR YOU—CDMU—Bing Crosby, Jane Wyman, Ethel Barrymore—Good Crosby—104m.—see Sept. 10 issue—(Technicolor)—(5201).
ROAD TO BALI—C—Bob Hope, Bing Crosby, Dorothy Lamour—Star studded comedy is headed for the better grosses—90m.—see Dec. 3 issue—(Technicolor)—(5209).
SAVAGE, THE—OMD—Charlton Heston, Susan Morrow, Peter Hanson—Indians vs. cavalry film should satisfy the outdoor trade—95m.—see Sept. 24 issue—(Technicolor)—(5206).
SOMEBODY LOVES ME—CDMU—Betty Hutton, Ralph Meeker, Robert Keith—Star value and production numbers should make the difference—97m.—see Sept. 10 issue—(Technicolor)—(5203).
SON OF PALEFACE—C—Bob Hope, Jane Russell, Roy Rogers—Should ride into the better money—95m.—see July 16 issue—Leg.: B—(Technicolor)—(5124).
STOOGES, THE—C—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff—Martin and Lewis starrer will run into the better money—100m.—see Oct. 22 issue—(5212).
THUNDER IN THE EAST—MD—Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet—Name strength will have to make the difference—98m.—see Nov. 5 issue—(5210).
TURNING POINT, THE—MD—William Holden, Edmond O'Brien, Alexis Smith—Interesting meller—85m.—see Sept. 24 issue—(5205).

TO BE REVIEWED OR IN PRODUCTION

ARROWHEAD—Charlton Heston, Mary Sinclair, Jack Palance—(Technicolor).
BOTANY BAY—Alan Ladd, James Masan, Patricia Medina—(Technicolor).
COME BACK, LITTLE SHEBA—Burt Lancaster, Shirley Baath, Terry Moore—99m.—Leg.: B—(5213).
FOREVER FEMALE—Ginger Rogers, William Holden, Paul Douglas.
HERE COME THE GIRLS—Bob Hope, Tony Martin, Rosemary Clooney—(Technicolor).
HOUDINI—Tony Curtis, Janet Leigh, Torin Thatcher—(Technicolor).
JAMAICA—Ray Milland, Arlene Dahl, Wendell Corey—(Technicolor).
LITTLE BOY LOST—Bing Crosby, Claude Dauphin, Nicolle Maurey.
OFF LIMITS—Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff.

PLEASURE ISLAND—Don Taylor, Audrey Dalton, Elsa Lanchester, Leo Genn—(Technicolor)—(5215).
PONY EXPRESS—Charlton Heston, Forrest Tucker, Rhonda Fleming, Jan Sterling—(Technicolor).
ROCK GRAYSON'S WOMEN—John Payne, Jan Sterling, Lyle Bettger—(Technicolor).
ROMAN HOLIDAY—Gregory Peck, Audrey Hepburn, Eddie Albert—(Made in Italy).
SCARED STIFF—Dean Martin, Jerry Lewis, Carmen Miranda.
SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
STALAG 17—William Holden, Don Taylor, Otto Preminger.
STARS ARE SINGING, THE—Anna Marla Alberghetti, Rosemary Clooney, Lauritz Melchior, Tom Morton—(Technicolor)—(5214).
TROPIC ZONE—Ronald Reagan, Rhonda Fleming, Estelita—(Technicolor)—94m.—(5211).
WAR OF THE WORLDS, THE—Gene Barry, Ann Robinson, Lee Tremayne—(Technicolor).
WHITE CHRISTMAS—Bing Crosby, Fred Astaire, Rosemary Clooney—(Technicolor).

RKO

(1951-52 releases from 201)

1952-53 releases from 301)

ALLEGHENE UPRISING—MD—Claire Trevor, John Wayne, George Sanders—Star values should help—81m.—see Sept. 10 issue—(384).
ANDROCLES AND THE LION—C—Jean Simmons, Alan Young, Victor Mature, Robert Newton—Will have strongest appeal for the art and class spots—98m.—Leg.: B—see Nov. 5 issue—(368).
ANGEL FACE—MD—Robert Mitchum, Jean Simmons, Mana Freeman—Name draw should help slowly paced melodrama—91m.—see Dec. 17 issue.
ANNIE OAKLEY—CD—Barbara Stanwyck, Preston Foster, Melvyn Douglas—Reissue has the names and angles 91m.—see Sept. 10 issue—(383).
BACHELOR AND THE BOBBY SOXER, THE—C—Cary Grant, Myrna Loy, Shirley Temple—Reissue has the names to help—94m.—see Dec. 17 issue—(385).
BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Names should help reissue—82m.—see Dec. 17 issue—(386).
BEWARE MY LOVELY—MD—Ida Lupino, Robert Ryan, Taylor Holmes—Fair meller will fit into the duallers—77m.—see Sept. 10 issue—(302).
BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Threatt—Good adventure yarn—122m.—see Sept. 10 issue—(361).
BLACKBEARD, THE PIRATE—MD—Robert Newton, Linda Dornell, William Bendix—Better pirate show is crammed with angles—99m.—see Dec. 3 issue—(Technicolor)—(307).
CAPTIVE WOMEN—MD—Robert Clarke, Margaret Field, Gloria Saunders—Exploitable meller for the duallers—65m.—see Oct. 8 issue—Leg.: B—(306).
CLASH BY NIGHT—D—Barbara Stanwyck, Paul Douglas, Robert Ryan, Marilyn Monroe—Woman's drama has the angles—104m.—see May 21 issue—(229).
DESERT PASSAGE—W—Tim Holt, Richard Martin, Joan Dixon—Better than average western—60m.—see May 21 issue—(230).
FACE TO FACE—COMP—James Mason, Robert Preston, Marjorie Steele—Okeh for the art and specialty spots 89m.—see Nov. 19 issue—Leg.: B—(309-310-311).
FAITHFUL CITY—D—Jamie Smith, Ben Josef, John Slater—Highly interesting Israeli import—86m.—see Sept. 10 issue—(Israeli-made)—(303).
HANS CHRISTIAN ANDERSEN—DMU—Donny Kaye, Farley Granger, Jeanmaire—Highly entertaining—111m.—see Dec. 3 issue—(Technicolor)—(Goldwyn).
KING KONG—MD—Fay Wray, Robert Armstrong, Bruce Cabot—Exploitation reissue has plenty to sell—100m.—see May 21 issue—(269).
LEOPARD MAN, THE—MD—Dennis O'Keefe, Margo—Reissue has the angles—66m.—see May 21 issue—(270).
LOOK WHO'S LAUGHING—F—Edgar Bergen, Charlie McCarthy, Lucille Ball—Reissue has names to help—79m.—see Sept. 10 issue—(381).
LUSTY MEN, THE—D—Susan Hayward, Robert Mitchum, Arthur Kennedy—Interesting action drama has the names to help—113m.—see Oct. 8 issue—(304).
MONTANA BELLE—OD—Jane Russell, Scott Brady, George Brent—Name draw should help familiar outdoor show—81m.—Leg.: B—see Nov. 5 issue—(Trucolor)—(308).
NO TIME FOR FLOWERS—CD—Viveca Lindfors, Paul Christian, Ludwig Stossel—Entertaining import will fit into the duallers—82m.—see Dec. 17 issue—(Made in Austria).
ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth, William Talman—Well-made Korean war story has angles for the selling—105m.—see Sept. 10 issue—(301).
ROAD AGENT—W—Tim Holt, Richard Martin, Noreen Nash—Okeh western—60m.—see Feb. 13 issue—(223).
SUDDEN FEAR—D—Joan Crawford, Jack Palance, Gloria Grahame—High rating suspenseful drama—110m.—see Sept. 10 issue—(362).
TOO MANY GIRLS—MUC—Lucille Ball, Desi Arnaz, Richard Carlson—Names should be factor—85m.—see Sept. 10 issue—(382).
UNDER THE RED SEA—DOC—Dr. Hans Hass, Lottie Berl—Interesting documentary has angles for the class and art spots—67m.—see Oct. 8 issue—(Made in Africa)—(305).
WILD HEART, THE—D—Jennifer Jones, David Farrar, Cyril Cusack—Moody import will need plenty of push—81m.—see June 4 issue—(English-made)—(Technicolor)—Leg.: B—(Selznick)—(274).

TO BE REVIEWED OR IN PRODUCTION

BEAUTIFUL BUT DANGEROUS—Jean Simmons, Robert Mitchum, Arthur Hunnicutt.
BREAK-UP—Victor Mature, Jean Simmons, James Gleason, Mary Jo Tarola.

GAMBLER MOON—Robert Mitchum, Robert Ryan, Ursula Thiess.
JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
MAUD—Robert Preston, Marjorie Steele.
MICKEY MOUSE'S BIRTHDAY PARTY—Six most popular Mickey Mouse cartoons of the past 25 years.
NEVER WAVE AT A WAC—Rosalind Russell, Marie Wilson, Paul Douglas.
PERSUADER, THE—Frank Lovejoy, Edmund O'Brien, Elizabeth Fraser.
PETER PAN—Disney cartoon feature—(Technicolor).
SEA AROUND US, THE—Documentary based on Rachel Carson's book—(Technicolor).
SEA DEVILS—Yvonne DeCarlo, Rock Hudson, Maxwell Reed—(Made in England)—(Technicolor).
SPLIT SECOND—Stephen McNally, Jan Sterling, Alexis Smith.
SWORD AND THE ROSE, THE—Richard Todd, Geynis Johns, Michael Gough—(English-made)—(Technicolor)—(Disney).
SWORD OF VENUS—Robert Clarke, Catherine McLeod, Renee DeMarco.
TARZAN AND THE SHE DEVIL—Lex Barker, Joyce MacKenzie, Raymond Burr.

Republic

(1951-52 releases from 5101)

BAL TABARIN—MYDMU—Muriel Lawrence, William Ching, Claire Carleton—For the lower half—84m.—(Partly made in France)—see July 2 issue—Leg.: B—(5129).
BLACK HILLS AMBUSH—W—Allan "Rocky" Lane, Eddy Waller, Leslye Banning—Standard Lane—54m.—see June 18 issue—(5172).
DESPERADOES' OUTPOST—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Okeh series entry—54m.—see Oct. 22 issue—(5174).
I DREAM OF JEANIE—DMU—Ray Middleton, Bill Shirley, Muriel Lawrence—Family trade should like picturization of Stephen Foster's life—90m.—see June 4 issue—(Trucolor)—(5106).
OLD OKLAHOMA PLAINS—W—Rex Allen, Slim Pickens, Elaine Edwards—Okeh Allen—60m.—see Aug. 27 issue—(5144).
QUIET MAN, THE—CD—John Wayne, Maureen O'Hara, Barry Fitzgerald—High rating—129m.—see May 21 issue—(Technicolor)—(Partly made in Ireland)—(5105).
RIDE THE MAN DOWN—W—Brian Donlevy, Rod Cameron, Ella Raines—Satisfactory outdoor action show—90m.—see Nov. 5 issue—(Trucolor)—(5202).
SOUTH PACIFIC TRAIL—W—W—Rex Allen Estelita, Slim Pickens—Usual series entry—60m.—see Nov. 19 issue—(5145).
THUNDERBIRDS—ACD—John Derek, John Barrymore, Jr., Mona Freeman—Realistic war drama has the angles—99m.—see Nov. 19 issue—(5201).
THUNDERING CARAVANS—W—Allan "Rocky" Lane, Eddy Waller, Mona Knox—Good Rocky Lane—54m.—see Aug. 13 issue—(5173).
TOUGHEST MAN IN ARIZONA—W—Vaughn Monroe, Joan Leslie, Victor Jory—Vaughn Monroe draw should help outdoor show—90m.—see Oct. 22 issue—(Trucolor)—(5109).
TROPICAL HEAT WAVE—CMD—Estelita, Robert Hutton, Grant Withers—For the lower half—74m.—see Oct. 8 issue—(5126).
WAC FROM WALLA WALLA, THE—C—Judy Canova, Stephen Dunne—Okeh programmer for the duallers—83m.—see Nov. 5 issue—(5123).
WOMAN OF THE NORTH COUNTRY—MD—Ruth Hussey, Rod Cameron, John Agar, Gale Storm—Meller has names to help—90m.—see July 30 issue—(Trucolor)—(5107).

TO BE REVIEWED OR IN PRODUCTION

FAIR WIND TO JAVA—Fred MacMurray, Vera Ralston, Victor McLaglen—(Trucolor).
FLYING SQUADRON, THE—Massimo Serato, Dina Salsoli, Umberto Spadaro—(Italian-made).
LADY WANTS MINK, THE—Ruth Hussey, Dennis O'Keefe, Eve Arden, William Demarest—(Trucolor).
MARSHAL OF CEDAR ROCK—Allan "Rocky" Lane, Eddy Waller, Phyllis Coates.
OLD OVERLAND TRAIL—Rex Allen, Virginia Hall, Slim Pickens.
SOUTH OF SAN ANTOINE—Rod Cameron, Arleen Whelan, Forrest Tucker.
SUN SHINES BRIGHT, THE—Charles Winninger, Arleen Whelan, John Russell.
SWEETHEART TIME—Ray Middleton, Lucille Norman, Eileen Christy.
WOMAN THEY ALMOST LYNCHED, THE—John Lund, Brian Donlevy, Audrey Totter.

20th Century-Fox

(1951 releases from 101)

1952 releases from 201)

BLACK SWAN, THE—MD—Tyrone Power, Maureen O'Hara, Laird Cregar—Reissue has the names and angles—85m.—see July 2 issue—(258).
BLOODHOUNDS OF BROADWAY—CMU—Mitzi Gaynor, Scott Brady, Mitzi Green—Pleasing musical—91m.—see Nov. 5 issue—(Technicolor)—Leg.: B—(236).
DIPLOMATIC COURIER—MD—Tyrone Power, Patricia Neal, Stephen McNally—Well-made spy thriller has the angles—97m.—see June 18 issue—(Partly made in Europe)—(222).
DON'T BOTHER TO KNOCK—MD—Richard Widmark, Marilyn Monroe, Anne Bancroft—Will need plenty of push—76m.—see July 16 issue—Leg.: B—(224).
DREAMBOAT—CMU—Clifton Webb, Ginger Rogers, Anna Francis—Amusing comedy—83m.—see July 30 issue—(223).
GUNFIGHTER, THE—W—Gregory Peck, Helen Westcott, Millard Mitchell—Re-release has the names and angles—84m.—see Dec. 3 issue—(348).

KANGAROO—MD—Maureen O'Hara, Peter Lawford, Finlay Currie—Interesting Australian-made meller is packed with selling angles—84m.—see June 4 issue—(Made in Australia)—(Technicolor)—(217).
LADY IN THE IRON MASK—MD—Louis Hayward, Patricia Medina, Alan Hale, Jr.—Okeh programmer for the twin bills—78m.—see June 18 issue—(Natural Color)—(218).
LAURA—MYD—Gene Tierney, Dana Andrews, Clifton Webb—Fair reissue—88m.—see July 2 issue—(252).
LEAVE HER TO HEAVEN—D—Gene Tierney, Cornel Wilde, Jeanne Crain, Vincent Price—Reissue has the names to help—110m.—see May 21 issue—(255).
LES MISERABLES—MD—Michael Rennie, Debra Paget, Robert Newton—Impressive picturization of classic—104m.—see July 30 issue—(225).
LURE OF THE WILDERNESS—OD—Jean Peters, Jeffrey Hunter, Constance Smith, Walter Brennan—Outdoor drama has the angles—92m.—see July 30 issue—(Technicolor)—(227).
LYDIA BAILEY—MD—Dale Robertson, Anne Francis, Charles Korvin—Colorful picturization of best-seller is loaded with merchandising opportunities—89m.—see June 4 issue—(Technicolor)—(219).
MONKEY BUSINESS—C—Cary Grant, Ginger Rogers, Charles Coburn—Amusing entry has the names and angles—97m.—see Sept. 10 issue—Leg.: B—(230).
MY PAL GUS—CD—Richard Widmark, Joanne Dru, Audrey Totter—Fair programmer—83m.—Leg.: B—see Nov. 5 issue—(233).
MY WIFE'S BEST FRIEND—C—Anne Baxter, Macdonald Carey, Cecil Kellaway—Pleasant programmer—87m.—see Oct. 8 issue—(231).
NIGHT WITHOUT SLEEP—D—Linda Darnell, Gary Merrill, Hildegard Neff—Name draw will have to make the difference—77m.—see Oct. 8 issue—Leg.: B—(235).
O. HENRY'S FULL HOUSE—COMP—Jeanne Crain, Farley Granger, Charles Laughton, David Wayne, Richard Widmark, Dale Robertson, Anne Baxter, Jean Peters, Fred Allen, Marilyn Monroe—Entertaining package—118m.—see Aug. 27 issue—(228).
PONY SOLDIER—OD—Tyrone Power, Cameron Mitchell, Penny Edwards—Good outdoor show—83m.—see Nov. 5 issue—(Technicolor)—(237).
RAINS CAME, THE—D—Myrna Loy, Tyrone Power, George Brent, Brenda Joyce—Reissue has the names and angles—95m.—see May 21 issue—(256).
SNOWS OF KILIMANJARO, THE—D—Gregory Peck, Susan Hayward, Ava Gardner—Star-packed drama has potentialities for the better grosses—114m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(247).
SOMETHING FOR THE BIRDS—C—Patricia Neal, Victor Mature, Edmund Gwenn—Amusing programmer—82m.—see Oct. 22 issue—(238).
STARS AND STRIPES FOREVER—MU—Clifton Webb, Debra Paget, Robert Wagner—Good programmer—89m.—see Nov. 19 issue—(Technicolor)—(239).
STEEL TRAP, THE—MD—Joseph Cotten, Teresa Wright—Suspensive melodrama has names to help—87m.—see Oct. 22 issue—(232).
THIEF OF VENICE, THE—MD—Maria Montez, Paul Christian, Massimo Serato—Import is packed with the angles—91m.—see Nov. 19 issue—(Made in Italy)—(304).
THIS ABOVE ALL—D—Tyrone Power, Joan Fontaine, Thomas Mitchell—World War II reissue has names to help—110m.—see July 2 issue—(253).
TO THE SHORES OF TRIPOLI—CD—John Payne, Maureen O'Hara, Randolph Scott—Name values should aid reissue—86m.—see July 2 issue—(257).
WAIT 'TIL THE SUN SHINES, NELLIE—CD—Jean Peters, David Wayne, Hugh Marlowe—Nostalgic comedy drama has the angles—108m.—see June 4 issue—(Technicolor)—(220).
WAY OF A GAUCHO—OD—Rory Calhoun, Gene Tierney, Richard Boone—Unusual outdoor drama of early gaucho days has plenty of angles for the selling—91m.—see Oct. 8 issue—(Partly made in Argentina)—(Technicolor)—(229).
WE'RE NOT MARRIED—C—Ginger Rogers, Fred Allen, Victor Moore, Marilyn Monroe, David Wayne, Louis Calhern, Zsa Zsa Gabor, Paul Douglas, Eve Arden, Eddie Bracken, Mitzi Gaynor—Names should help amusing comedy—85m.—see July 2 issue—Leg.: B—(221).
WHAT PRICE GLORY?—CD—James Cagney, Corinne Calvet, Dan Dailey—Should ride into the better money—see July 30 issue—111m.—(Technicolor)—(226).
YELLOW SKY—Gregary Peck, Anne Baxter, Richard Widmark—Names should help re-release—98m.—see Dec. 3 issue—(349).

TO BE REVIEWED OR IN PRODUCTION

BAPTISM OF FIRE—Victor Mature, Alvy Moore, Greer Mitchell.
CALL ME MADAM—Ethel Merman, Vera-Ellen, George Sanders, Donald O'Connor—(Technicolor).
DESERT RATS, THE—James Mason, Richard Burton, Chips Rafferty.
DESTINATION GOBI—Richard Widmark, Don Taylor, Judy Dons—(Technicolor).
DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor)—Leg.: B—(214).
FARMER TAKES A WIFE, THE—Betty Grable, Dale Robertson, Thelma Ritter—(Technicolor)—(307).
GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Elliot Reid—(Technicolor).
GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).
GUNSMOKE—Jeanne Crain, Dale Robertson—(Technicolor).
I DON'T CARE GIRL, THE—Mitzi Gaynor, David Wayne, Oscar Levont—(Technicolor)—78m.—(B02).
INVADERS FROM MARS—Jimmy Hunt, Helena Carter, Arthur Franz.
MABEL AND ME—Dan Dailey, Corinne Calvet.

MAN ON A TIGHTROPE—Fredric March, Terry Moore, Cameron Mitchell, Gloria Grahame—(Made in Germany).

MY COUSIN RACHEL—Olivia de Havilland, Richard Burton, Ronald Squires—98m.—(301).

NEARER MY GOD TO THEE—Clifton Webb, Barbara Stanwyck, Thelma Ritter, Richard Basehart.

NIAGARA—Joseph Cotten, Jean Pefers, Marilyn Monroe—(Technicolor)—(306).

PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter.

POWDER RIVER—Rory Calhoun, Cameron Mitchell, Corinne Calvert, Penny Edwards—(Technicolor).

PRESIDENT'S LADY, THE—Susan Hayward, Charlton Heston, Fay Bainter.

RUBY GENTRY—Jennifer Jones, Charlton Heston, Karl Molden—82m.—Leg.: B—(303).

SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made in England).

SILVER WHIP, THE—Rory Calhoun, Kathleen Crowley, Dale Robertson—(309).

STAR, THE—Bette Davis, Sterling Hayden, Natalie Wood

TAXI—Dan Dailey, Constance Smith, Blanche Yurka—(305).

TONIGHT WE SING—Ezlo Pinza, Roberta Peters, David Wayne—(Technicolor).

TREASURE OF GOLDEN CONDOR, THE—Cornel Wilde, Constance Smith, Finlay Currie—(Technicolor)—(Made in Guatemala)—(308).

WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum—(Technicolor).

United Artists

ACTORS AND SIN—CD—Edward G. Robinson, Marsha Hunt, Eddie Albert—Two-part offering is best for the art and specialty spots—83½m.—see June 4 issue—(Kuller).

BREAKING THE SOUND BARRIER—D—Ralph Richardson, Ann Todd, Nigel Patrick—Interesting import has the angles—111m.—see Nov. 19 issue—(English-made)—(Lean).

CONFIDENCE GIRL—MD—Tom Conway, Hillary Brooke, Eddie Marr—Interesting programmer for the lower half—81m.—see June 18 issue—(Stone).

GUEST WIFE—C—Claudette Colbert, Don Ameche, Richard Foran—Name draw will help reissue—87m.—see Sept. 10 issue—(Reissue)—(Skirball).

ISLAND OF DESIRE—AD—Linda Darnell, Tab Hunter, Donald Gray—Fair romantic adventure entry—93m.—see Aug. 13 issue—Leg.: B—(Made in Jamaica, B.W.I.)—(Technicolor)—(Rose).

IT'S IN THE BAG—C—Fred Allen, Jack Benny, Blinnie Barnes—Reissue has names to sell—87m.—see Sept. 10 issue—(Reissue)—(Skirball).

KANSAS CITY CONFIDENTIAL—MD—John Payne, Coleen Gray, Preston Foster—Suspenseful meller—98m.—see Nov. 19 issue—Leg.: B—(Small).

LADY VANISHES, THE—MYD—Margaret Lockwood, Michael Redgrave, Paul Lukas—Reissue has the angles for the selling—95m.—see Sept. 10 issue—(English-made)—(Hitchcock).

LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metropolitan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).

ONE BIG AFFAIR—C—Evelyn Keyes, Dennis O'Keefe, Mary Anderson—Fair comedy for the duallers—80m.—see Mar. 12 issue—Leg.: B—(Bogaus).

OUTCAST OF THE ISLANDS—AD—Sir Ralph Richardson, Trevor Howard, Wendy Hiller—Engrossing adventure yarn—92m.—see May 21 issue—(English-made)—(Leg.: B—(Lopert)).

OUTPOST IN MALAYA—MD—Claudette Colbert, Jack Hawkins, Anthony Steel—Programmer will fit into the duallers—88m.—see Nov. 19 issue—(Made in Malaya and England)—(Stafford).

PARK ROW—MD—Gene Evans, Mary Welch, Bela Kovacs—Hard-hitting newspaper meller has the angles—83m.—see Aug. 13 issue—(Fuller).

RED PLANET MARS—D—Peter Graves, Andrea King, Orley Lindgren—Drama of inter-planetary communication will fit into the duallers—87m.—see June 4 issue—(Hyde-Veiller).

RED RIVER—OD—John Wayne, Montgomery Clift, Joanne Dru, Walter Brennen—Reissue has the names to help—125m.—see June 4 issue—(Monterey).

RING, THE—MD—Gerald Mohr, Rita Moreno, Lale Rios—Will fit into the duallers—78m.—see Aug. 27 issue—(King).

THIEF, THE—D—Ray Milland, Martin Gabel, Rita Gam—Suspenseful drama without dialogue should land in the better money—85m.—see Sept. 24 issue—(Popkin).

TULSA—MD—Susan Hayward, Robert Preston, Pedro Armendariz—Reissue has the angles—88m.—see June 4 issue—(Technicolor)—(Wanger).

UNTAMED WOMEN—MD—Mikel Conrad, Doris Merrick, Richard Monahan—Dualler has exploitation angles—70m.—see Aug. 27 issue—(Jewell).

TO BE REVIEWED OR IN PRODUCTION

BABES IN BAGDAD—Paulette Goddard, Gypsy Rose Lee—(Danzlger).

BANDITS OF CORSICA, THE—Louis Hayward, Richard Greene, Paula Raymond—(Small).

ENCOUNTER—Paul Muni, Joan Lorring, Vittorio Manunta—(Made in Italy)—(Riviera).

ESPERENZA—(Argentine-made)—(Ben Ami).

FAKE, THE—Dennis O'Keefe, Coleen Gray—(Pallos).

MELBA—Patrice Munsel, Robert Morley, Mariita Hunt—(Technicolor)—(Made in Europe)—(Eagle).

MISS HARGREAVES—Katharine Hepburn—(Huston).

MONSOON—Ursula Thiess, Diana Douglas, George Nader—(Made in India)—(Technicolor)—(Film Group).

MOULIN ROUGE—Jose Ferrer, Colette Marchand, Zsa Zsa Gabor—(Technicolor)—(Made in France)—(Huston).

RETURN TO PARADISE—Gary Cooper, Barry Jones, Moira, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).

ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Stross).

SAVAGE FRONTIER—Yvonne De Carlo—(Small).

SCARLET SPEAR, THE—John Archer, Martha Hyers—(Anscolor)—(Made in Africa)—(Breakston-Stahl).

SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).

SWORDS AGAINST THE MAST—John Payne, Donna Reed, Lon Chaney—(Technicolor)—(Small).

WITNESS, THE—Ingrid Bergman, Marlon Brando—(Eagle).

Universal-International

(1951-52 releases from 201
1952-53 releases from 301)

AGAINST ALL FLAGS—AD—Errol Flynn, Maureen O'Hara, Anthony Quinn—Colorful pirate drama has the names to help—84m.—see Dec. 3 issue—(Technicolor)—(305).

BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's show—95m.—see Oct. 8 issue—(302).

BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 issue—(304).

BONZO GOES TO COLLEGE—F—Maureen O'Sullivan, Edmund Gwenn, Charles Drake—Amusing program—79½m.—see Sept. 10 issue—(232).

DUEL AT SILVER CREEK—OACD—Audie Murphy, Faith Domergue, Stephen McNally—Okeh outdoor show—77m.—see July 16 issue—(Technicolor)—(228).

FRANCIS GOES TO WEST POINT—F—Donald O'Connor, Alice Kelley, Lori Nelson—Series entry should have plenty of appeal—81m.—see June 18 issue—(224).

HAS ANYBODY SEEN MY GAL—CMU—Charles Coburn, Piper Laurie, Rock Hudson, Gigi Perreau—Pleasing musical has plenty of entertainment—89m.—see June 18 issue—(Technicolor)—(226).

HORIZONS WEST—OMD—Robert Ryan, Julia Adams, Rock Hudson—Names should help standard outdoor show—81m.—see Sept. 24 issue—(Technicolor)—(235).

IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).

ISLAND ESCAPE—AD—David Niven, Glynis Johns, George Coulouris—Pleasing war film for the art and class spots—87m.—see July 2 issue—(English-made)—(283).

IT GROWS ON TREES—C—Irene Dunne, Dean Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).

JUST ACROSS THE STREET—C—Ann Sheridan, John Lund, Robert Keith—Amusing comedy—78m.—see June 4 issue—(223).

LAWLESS BREED, THE—W—Rock Hudson, Julia Adams, Mary Castle—Better than average western—83m.—see Dec. 17 issue—(Technicolor)—(306).

LOST IN ALASKA—F—Bud Abbott, Lou Costello, Mitzi Green—Name draw will make the difference—76m.—see July 30 issue—(229).

MEET ME AT THE FAIR—CDMU—Dan Dailey, Diana Lynn, Chet Allen—Pleasing musical—87m.—see Dec. 17 issue—(Technicolor)—(507).

PROMOTER, THE—C—Alec Guinness, Glynis Johns, Valerie Hobson—Good entry for the art spots—88m.—see Sept. 24 issue—(English-made)—(Rank)—(285).

RAIDERS, THE—WD—Richard Conte, Viveca Lindfors, Barbara Britton—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).

SALLY AND SAINT ANNE—CD—Ann Blyth, Edmund Gwenn, John McIntire—Entertaining comedy—90m.—see July 2 issue—(225).

SCARLET ANGEL—MD—Yvonne De Carlo, Rock Hudson, Richard Denning—Okeh programmer—81m.—see June 4 issue—Leg.: B—(Technicolor)—(222).

SON OF ALL BABA—COSMD—Tony Curtis, Piper Laurie, Susan Cabot—Routine Arabian Nights type entertainment—75m.—see Aug. 27 issue—(Technicolor)—(231).

STORY OF MANDY, THE—D—Phyllis Calvert, Jack Hawkins, Terence Moegan, Mandy Miller—Import is good tear jerker—93m.—see Dec. 3 issue—(English-made)—(Rank).

STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Bogarde, Jon Whitely, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 issue—(English-made)—(284).

UNTAMED FRONTIER—OMD—Joseph Cotten, Shelley Winters, Scott Brady—Name values help moderate outdoor show—75m.—see July 30 issue—(Technicolor)—(230).

WILLIE AND JOE IN BACK AT THE FRONT—C—Tom Ewell, Harvey Lembeck, Mari Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 issue—(233).

WORLD IN HIS ARMS, THE—MD—Gregory Peck, Ann Blyth, Anthony Quinn—High rating—104m.—see June 18 issue—(Technicolor)—(227).

YANKEE BUCCANEER—MD—Jeff Chandler, Scott Brady, Suzan Ball—Okeh adventure show—86m.—see Sept. 24 issue—(Technicolor)—(234).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO GO TO MARS—Bud Abbott, Lou Costello, Mari Blanchard.

APACHE LANDING—Stephen McNally, Julia Adams, Richard Carlson—(Technicolor).

CITY BENEATH THE SEA—Robert Ryan, Suzan Ball, Anthony Quinn—(Technicolor)—(308).

CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Moira Lister—(English-made)—(Rank).

COLUMN SOUTH—Audie Murphy, Joan Evans, Robert Sterling—(Technicolor).

DESERT LEGION—Alan Ladd, Richard Conte, Arlene Dahl—(Technicolor).

DRIFTING—Tony Curtis, Joanne Dru.

EAST OF SUMATRA—Jeff Chandler, Marilyn Maxwell—(Technicolor).

FLAME OF TIMBERLINE—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).

FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Gullid.

GIRLS IN THE NIGHT—Patricia Hardy, Joyce Holden, Leonard Freeman.

GOLDEN BLADE, THE—Rock Hudson, Piper Laurie—(Technicolor).

IMPORTANCE OF BEING EARNEST, THE—Michael Redgrave, Joan Greenwood, Dame Edith Edwards—(Technicolor)—(English-made).

IT HAPPENS EVERY THURSDAY—Loretta Young, John Forsythe.

LAW AND ORDER—Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster—(Technicolor).

LONE HAND—Joel McCrea, Barbara Hale, Alex Nicol—(Technicolor).

MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.

MA AND PA KETTLE ON VACATION—Marjorie Main, Percy Kilbride, Ray Collins.

MALTA STORY, THE—Alec Guinness, Jack Hawkins, Anthony Steel—(English-made)—(Rank).

MAN'S COUNTRY, A—Audie Murphy, Susan Cabot, Paul Kelly—(Technicolor).

MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Willis—(Technicolor).

MANDY—Phyllis Calvert, Jack Hawkins, Godfrey Tearle—(English-made).

MISSISSIPPI GAMBLER—Tyrone Power, Piper Laurie, Julia Adams—(Technicolor)—(310).

NIGHT FLOWERS—Patricia Hardy, Leonard Freeman, Harvey Lembeck.

PENNY PRINCESS, THE—Yolande Donlan, Kirk Bogarde—(Technicolor)—(English-made).

PRINCE OF BAGDAD—Victor Mature, Mari Blanchard—(Technicolor).

REDHEAD FROM WYOMING, THE—Maureen O'Hara, Alex Nicol, Hugh O'Brien—(Technicolor)—(309).

SEMINOLE—Rock Hudson, Barbara Hale, Anthony Quinn—(Technicolor).

SIoux UPRISING—Jeff Chandler, Lyle Bettger, Faith Domergue—(Technicolor).

SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(380).

THUNDER BAY—James Stewart, Joanne Dru, Marcia Henderson—(Technicolor).

Warners

(1951-52 releases from 101
1952-53 releases from 201)

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—F—Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke—Amusing farce has the angles—70m.—see Dec. 3 issue—(SuperCinecolor)—(208).

APRIL IN PARIS—CMU—Doris Day, Ray Bolger, Claude Dauphin—Highly entertaining—101m.—see Nov. 19 issue—(Technicolor)—(209).

BIG JIM McLAIN—D—John Wayne, Nancy Olson—Wayne entry will need plenty of push—90m.—see Sept. 10 issue—(Partly made in Hawaii)—(201).

CATTLE TOWN—W—Dennis Morgan, Philip Carey, Amanda Blake—Routine outdoor show—71m.—see Dec. 3 issue—(207).

CRIMSON PIRATE, THE—MD—Burt Lancaster, Nick Cravat, Eva Bartok—Good melodrama—104m.—see Sept. 10 issue—(Made in Europe)—(Technicolor)—(202).

HIGH SIERRA—MD—Humphrey Bogart, Ida Lupina, Jean Leslie—Reissue has some name values—see July 2 issue—95m.—(126).

IRON MISTRESS, THE—BID—Alan Ladd, Virginia Mayo, Joseph Calleia—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).

MIRACLE OF OUR LADY OF FATIMA, THE—D—Gilbert Roland, Angela Clark, Frank Silvera—Well-made religious film—102m.—see Sept. 10 issue—(WarnerColor)—(203).

OPERATION SECRET—MD—Cornel Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—108m.—see Oct. 22 issue—Leg.: B—(205).

SHE'S WORKING HER WAY THROUGH COLLEGE—CMU—Virginia Mayo, Ronald Reagan, Gene Nelson—Entertaining musical should benefit from name draw—101m.—see June 18 issue—Leg.: B—(Technicolor)—(128).

SPRINGFIELD RIFLE—ACD—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better money—93m.—see Oct. 8 issue—(WarnerColor)—(204).

STORY OF WILL ROGERS, THE—BID—Will Rogers, Jr., Jane Wyman, Carl Benton Reid—Biographical drama has the angles—109m.—see July 30 issue—(Technicolor)—(129).

TO HAVE AND TO HAVE NOT—MD—Humphrey Bogart, Lauren Bacall, Walter Brennan—Names may help reissue—see July 2 issue—100m.—(127).

3 FOR BEDROOM C—C—Gloria Swanson, James Warren, Janine Perreau—Fair comedy for the duallers—74m.—see June 4 issue—(NaturalColor)—(124).

WHERE'S CHARLEY?—CMU—Ray Bolger, Allyn McLerle, Mary Germaine—Musical version of "Charley's Aunt" has the angles for the selling—see July 2 issue—97m.—(Made in England)—(Technicolor)—(130).

WINNING TEAM, THE—BID—Ronald Reagan, Doris Day, Frank Lovejoy—Name values should assist baseball show—98m.—see June 4 Issue—(125).

TO BE REVIEWED OR IN PRODUCTION

BLOWING WILD—Gary Cooper, Barbara Stanwyck—(Technicolor)—(Made in Mexico).
 BLUE GARDENIA, THE—Anne Baxter, Richard Conte, Ann Sothern, Nat King Cole.
 BY THE LIGHT OF THE SILVERY MOON—Doris Day, Gordon MacRae, Rosemary DeCamp—(Technicolor).
 CALAMITY JANE—Doris Day, Howard Keel, Gene Nelson—(Technicolor)—(207).
 CITY IS DARK, THE—Gene Nelson, Phyllis Kirk, Sterling Hayden.
 DESERT SONG, THE—Gordon MacRae, Kathryn Grayson, Steve Cochran—(Technicolor).
 END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.
 GRACE MOORE STORY, THE—Kathryn Grayson, Merv Griffin—(Technicolor).
 HIS MAJESTY O'KEEFE—Burt Lancaster, Joan Rice, Benson Fona—(Technicolor)—(Made in Fiji Islands).
 I CONFESS—Montgomery Clift, Anne Baxter, Karl Malden.
 JAZZ SINGER, THE—Danny Thomas, Peggy Lee, Allyn Joslyn—(Technicolor).
 LAST PATROL, THE—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).
 MAN BEHIND A GUN, THE—Randolph Scott, Patrice Wymore, Philip Carey—(Technicolor)—(211).
 MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).
 NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.
 PLUNDER OF THE SUN—Glenn Ford, Diana Lynn, Patricia Medina.
 SHE'S BACK ON BROADWAY—Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore, Phyllis Coates—(WarnerColor).
 STOP, YOU'RE KILLING ME—Broderick Crawford, Claire Trevor, Virginia Gibson, Sheldon Leonard—(WarnerColor)—(210).
 SYSTEM, THE—Frank Lovejoy, Joan Weldon, Dan Seymour.
 TOP OF THE WORLD—Frank Lovejoy, Steve Cochran.
 TROUBLE ALONG THE WAY—John Wayne, Donna Reed, Charles Coburn.
 WONDER BAR—Danny Thomas—(Technicolor).

Miscellaneous

(Distributors' addresses will be furnished on request)

BATTLES OF CHIEF PONTIAC—OMD—Lex Barker, Helen Westcott, Lon Chaney—Indian entry will fit into the lower half—72m.—see Nov. 19 issue—(Realart).
 BELA LUGOSI MEETS A BROOKLYN GORILLA—CMD—Bela Lugosi, Duke Mitchell, Sammy Petrillo, Charlita—For exploitation spots and lower half—74m.—see Sept. 24 issue—Leg.: B—(Realart).
 BREAKDOWN—D—Ann Richards, William Bishop, Ann Gwynne, Sheldon Leonard—Okeh for the lower half—75m.—see July 30 issue—(Realart).
 BWANA DEVIL—AD—Robert Stack, Barbara Britton, Nigel Bruce—Novelty third-dimensional film can be exploited to the hilt—91m.—see Dec. 17 issue—(Anasco Color)—(Natural Vision Corp.).
 DU PONT STORY, THE—HISD—Eduard Franz, Marcel Journet, Sigrid Gurie—Impressive history of Du Pont Company holds interest—72m.—see July 16 issue—(Technicolor)—(Modern).
 GEISHA GIRL—CMD—Martha Hyer, William Andrews, Archer MacDonal—Okeh for the exploitation spots and duallers—67m.—see June 18 issue—(Made in Japan)—(English dialogue)—Leg.: B—(Realart).
 IF MOSCOW STRIKES—DOC—Narrated by Westbrook Van Voorhis—Well-made documentary has the angles—69m.—see May 21 issue—(The March of Time).
 MODELS, INC.—MD—Howard Duff, Coleen Gray, John Howard—For the duallers—74m.—see May 21 issue—Leg.: B—(Mutual).
 ORIENTAL EVIL—MD—Martha Hyer, Byron Michie, George Breakston—Routine meller—65m.—see Sept. 24 issue—(Made in Japan)—(Classic).
 SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 issue—(Astor).

Foreign-Made

(Distributors' addresses will be furnished on request)

AFFAIRS OF A MODEL—CD—Alf Kjellin, Maj-Britt Nilsson, Marianne Lofgren—Swedish import has some angles—80m.—see Aug. 13 issue—(Swedish-made)—(English titles)—(Union).
 AMAZING MONSIEUR FABRE, THE—BID—Pierre Fresnay, Elina La Bourdette, Andre Randall—High rating import—89m.—see Sept. 24 issue—(French-made)—(English dialogue)—(Futter).
 ANGEL STREET—MD—Anton Wallbrook, Diana Wynyard, Frank Pettingell—Slow moving British import—80m.—see Nov. 19 issue—(English-made)—(Commercial).
 ANNA—D—Silvana Mangano, Gaby Morlay, Vittorio Gassman—Well-made but lengthy import—111m.—see July 30 issue—(Italian-made)—(English titles)—(Lux).
 ANGELO IN THE CROWD—CD—Angelo Maggio, Umberto Spadaro, Isa Pola—Dreary Italian import—82m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).
 BEAUTY AND THE DEVIL—DFAN—Michel Simon, Gerard Philipe, Nicole Besnard—Engrossing art house entry—95m.—see Sept. 10 issue—(French-made)—(English titles)—(Davis).

BEHIND CLOSED SHUTTERS—MD—Massimo Girotti, Eleonora Rossi, Giuletta Masina—Mediocre Italian meller—91m.—see July 16 issue—(Italian-made)—(English dubbing)—Leg.: C—(Lux).
 BERLINER, THE—SAT—Gert Frobe, Aribert Wascher, Tatjana Sais—Minor German import—80m.—see Nov. 5 issue—(German-made)—(English titles and narration)—(Burstyn).
 BRAVE DON'T CRY, THE—D—John Gregson, Meg Buchanan, John Rae—Okeh dramatic import for the art spots—90m.—see Dec. 3 issue—(English-made)—(Mayer-Kingsley).
 BRANDY FOR THE PARSON—CD—James Donald, Kenneth More, Jean Lodge—Amusing British offering should please art house audiences—75m.—see Sept. 24 issue—(English-made)—(Mayer-Kingsley).
 CADETS OF GUASCOGNA, THE—CMU—Ferruccio Tagliavini, Luciana Sangiorgi, Fulvia Mammi—Okeh comedy for Italian audiences—103m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).
 CAIRO ROAD—MD—Eric Portman, Laurence Harvey, Maria Mauben—Import will fit into the lower half—82m.—see Aug. 27 issue—(English-made)—(Realart).
 CAPTAIN BLACK JACK—MD—George Sanders, Herbert Marshall, Patricia Roc—Interesting import has names to help—90m.—see Sept. 10 issue—(European-made)—(Classic).
 CASQUE D'OR, THE STORY OF A BLONDE—MD—Simone Signoret, Serge Reggiani, Claude Dauphin—French meller has the angles—95m.—see Sept. 24 issue—(French-made)—(English titles)—(Discina).
 CURTAIN UP—C—Robert Morley, Margaret Rutherford, Olive Sloane—Some art spots may be able to use it—93m.—see Sept. 24 issue—(English-made)—(Fine Arts).
 CUPBOARD WAS BARE, THE—Fernandel, Berthe Boyv, Dinan—Macabre French farce for the art spots—85m.—see June 18 issue—(French-made)—(English titles)—(Hakim).
 DANCE HALL GIRLS—DMU—Bonar Colleana, Donald Houston, Diana Dors—Import will fit into the lower half—67m.—see Sept. 24 issue—Leg.: B—(English-made)—(Bell).
 DANGEROUS ASSIGNMENT—MYC—Brian Reece, Joy Shelton, Christine Norden—Routine British whodunit—67m.—see Sept. 10 issue—(English-made)—(Famous).
 DARK MAN, THE—MD—Edward Underdown, Maxwell Reed, Natasha Parry—Interesting British meller—73m.—see July 2 issue—(English-made)—(Fine Arts).
 DAY WILL COME, THE—D—Dieter Borsche, Maria Schell, Lil Dagover—Well made German import—92m.—see June 4 issue—(German-made)—(English titles)—(Lux).
 DEATH OF AN ANGEL—MYMD—Patrick Barr, Jane Baxter, Julie Somers—Routine import—65m.—see Sept. 24 issue—(English-made)—(Famous).
 DERBY DAY—D—Anna Neagle, Michael Wilding, Googie Withers—Okeh for the art spots—84m.—see Dec. 3 issue—(English-made)—(Wilcox-Neagle).
 ELUSIVE PIMPERNEL, THE—MD—David Niven, Margaret Leighton, Cyril Cusack—Okeh for the art houses—107m.—see July 2 issue—(English-made)—(Technicolor)—(Rank).
 FALL OF BERLIN, THE—AD—M. Gelavani, Boris Andreyev, M. Kovaleva—Okeh offering for houses playing Russian films—125m.—see July 2 issue—(Magicolor)—(Russian-made)—(English titles)—(Artkina).
 FALL OF THE HOUSE OF USHER, THE—Kay Tendeter, Gwendoline Watford, Irving Steen—Mediocre horror import—70m.—see June 18 issue—(English-made)—(Bernard-Mansan).
 FATHER'S DILEMMA—F—Aldo Fabrizi, Gaby Moray, Adrianna Mazzotti—Highly amusing import—80m.—see Nov. 5 issue—(Italian-made)—(English titles and narration)—Leg.: B—(Arthur Davis).
 FLOWERS OF ST. FRANCIS—BID—Aldo Fabrizi, monks of Nocere Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Burstyn).
 FORCE OF DESTINY, THE—OPD—Nelly Corradi, Gino Sinimbergh, Tito Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 issue—(Italian-made)—(English narration)—(Screen Arts Sales).
 FOUR STEPS, THE—CD—Ginette Lagace, Nicos Hadjisicos, John Prineas—Pleasant entertainment for Greek audiences—110m.—see Nov. 19 issue—(Greek-made)—(No English titles)—(Metaxas).
 FRENCH WAY, THE—ROMCMU—Josephine Baker, Michelle Prelle, Georges Marchal—Slow-moving French import—74m.—see Sept. 24 issue—(French-made)—(English titles)—(Manor).
 GODS OF BALL, THE—DOC—Balinese film can be exploited—61m.—see Nov. 5 issue—(Filmed in Bali)—(English narration)—(Classic).
 GRAND CONCERT, THE—MU—Valerilya Barsova, Kseniya Derzhinskaya, Olga Lepeshinskaya—Topnotch Soviet entry—100m.—see Sept. 24 issue—(Magicolor)—(Russian-made)—(English titles)—(Artkina).
 HIGH TREASON—MD—Liam Redmond, Mary Morris, Andre Morrell—Good British spy meller—90m.—see June 18 issue—(English-made)—(Pacemaker).
 HIS EXCELLENCY—C—Eric Portman, Cecil Parker, Helen Cherry—Moderate art house fare—84m.—see July 16 issue—(English-made)—(Rank).
 HOUSE OF DARKNESS—MD—Lesley Brook, Lawrence Harvey, John Stuart—Minor import for the duallers—66m.—see Dec. 17 issue—(English-made)—(Realart).
 I BELIEVE IN YOU—D—Cecil Parker, Celia Johnson, Harry Fowler—Exploitation may sell ordinary import—96m.—see Sept. 24 issue—(English-made)—(Rank).
 KATY'S LOVE AFFAIR—D—Anna Neagle, Michael Wilding, Gladys Young—Okeh offering for the art and class spots—76m.—see July 16 issue—(English-made)—(Snader).

LADY GODIVA RIDES AGAIN—C—Dennis Price, John McCallum, Stanley Holloway—Minor import has obvious selling angles—98m.—see Sept. 24 issue—(English-made)—(London).
 LAST MISSION, THE—MD—Smaroula Yiouli, Miranda Myrat, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 issue—(Greek-made)—(no English titles)—(Finos).
 LEONARDO DA VINCI—DOC—Produced by Leonid Kipnis and Herman Starr, narrated by Albert Dekker—Fine depiction of Da Vinci's life and works is best suited to the art houses—70m.—see Dec. 3 issue—(Italian-made)—(Partly in Technicolor)—(Pictura).
 LIFE BEGINS TOMORROW—FAN—Jean Pierre Aumont, Andre Labarthe, Jean Paul Sartre, Daniel Lagache, Jean Rostand, Le Corbusier, Picasso, Andre Gide and Dominique—Interesting film for the art and class spots—86m.—see Dec. 17 issue—(French-made)—(English titles)—(Mayer-Kingsley).
 MAGIC BOX, THE—BID—Robert Donat, Margaret Johnson, Maria Schnell—Superior English import—103m.—see Oct. 22 issue—(English-made)—(Technicolor)—(Mayer-Kingsley).
 MAGIC SWORD, THE—DFAN—Rade Markovich, Milvoje Zhivanovich, Vera Ilich-Djukie—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 issue—(Yugoslav-made)—(English titles)—(Ellis).
 MAYTIME IN MAYFAIR—MCD—Anna Neagle, Michael Wilding, Peter Graves—Lightweight British musical—94m.—see May 21 issue—(Technicolor)—(English-made)—(Realart).
 MERRY WIVES OF WINDSOR, THE—OPC—Sonja Ziemann, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 issue—(German-made)—(English titles)—(Central Cinema).
 MISS ITALY—D—Gina Lollobrigida, Richard Ney, Constance Dowling—Okeh import has some angles to sell—91m.—see May 21 issue—(Italian-made)—(English titles)—(Lux).
 MR. DENNING DRIVES NORTH—MD—John Mills, Phyllis Calvert, Sam Wanamaker—Good melodramatic import—93m.—see Sept. 24 issue—(English-made)—(London).
 NEW CHINA, THE—DOC—Directed by Sergei Gerasimov—Excellent study of Red China—103m.—see Oct. 22 issue—(Russian-made)—(Made in China)—(Artkina).
 NIGHTMARE IN RED CHINA—D—No cast available—Mediocre exploitation film—63m.—Leg.: B—see Nov. 19 issue—(Made in China)—(English dialogue)—(Friedgen).
 OLD MOTHER RILEY—F—Arthur Lucan, Kitty McShane, Lili Bouchier—Zany English farce will fit into the lower half—67m.—see July 16 issue—(English-made)—(Bristol).
 PERFECTIONIST, THE—D—Pierre Fresnay, Renee Devillers, Marcel Andre—Okeh French drama—91m.—see May 21 issue—(French-made)—(English titles)—(Discina).
 PRIZE, THE—F—Bourvil, Baconnet, Duvaleix—Well spaced Gallic import—88m.—see June 18 issue—(French-made)—(English titles)—(Classic).
 ROBINSON CRUSOE—C—Stan Laurel, Oliver Hardy, Susy Delair—Laurel and Hardy import may satisfy the juvenile trade—82m.—see Sept. 24 issue—(French-made)—(Dubbed in English)—(Franco-London).
 SAVAGE TRIANGLE—D—Maeleine Robinson, Frank Villard, Pierre Michell Beck—High rating French import—112m.—see Oct. 22 issue—(French-made)—(English titles)—Leg.: C—(Burstyn).
 STRANGE ONES, THE—DFAN—Nicole Stephane, Edouard Dermithe, Renee Cosima—Import has limited art house appeal—98m.—see Sept. 10 issue—(French-made)—(English titles)—(Mayer-Kingsley).
 STREETS OF SORROW—D—Geraldine Brooks, Vittorio Gassman, Franca Marzi—Mediocre Italian import has the angles for the selling—75m.—see Dec. 3 issue—(Italian-made)—(Union).
 TARAS SHEVCHENKO—BID—Sergei Bondarchuk, Ivan Pereverez, Gnat Yura—Okeh Soviet import—102m.—see Sept. 24 issue—(Russian-made)—(English titles)—(Magicolor)—(Artkina).
 THIRST OF MEN, THE—D—Georges Marchal, Dany Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 issue—(French-made)—(English titles)—(Union).
 THREE SINNERS—D—Fernandel, Jacques Barrenes, Raymond Souplex, Jeanne Mareau—Gallic entry has limited art house appeal—84m.—see July 30 issue—(French-made)—(English titles)—(Sachsen).
 TRAIN OF EVENTS—D—Valerie Hobson, John Clements, Irina Baronova—Routine British offering—67m.—see June 18 issue—(English-made)—(Fine Arts).
 TRIP TO AMERICA—MUCD—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 issue—(French-made)—(English titles)—(Lewis).
 TOPAZE—C—Fernandel, Helene Perdier, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 issue—(French-made)—(English titles)—(Discina).
 VENETIAN BIRD—MD—Richard Todd, Eva Bartok, Walter Rilla—Names should help interesting import—95m.—see Dec. 3 issue—(English-made)—(Rank).
 WHITE CORRIDORS—D—Googie Withers, James Donald, Godfrey Tearle—Interesting import for the art spots—102m.—see July 16 issue—(English-made)—(Rank).
 WOMAN'S ANGLE, THE—85m.—CD—Edward Underdown, Cathy O'Donnell, Lois Maxwell—Moderate British import—85m.—see Dec. 17 issue—(English-made)—(Stratford).
 YOU CAN'T BEAT THE IRISH—CD—Jack Warner, Barbara Mullen, Joan Kenny—Laugh-filled art house offering—73m.—see June 18 issue—(English-made)—(Stratford).
 YOUNG WIVES' TALE—C—Joan Greenwood, Nigel Patrick, Derek Farr—Mild import for art and class spots—74m.—see June 4 issue—(English-made)—(Stratford).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1950-51 shorts product will be found on pages 3138, 3139, 3140, 3158, 3159, 3276, 3277, 3278, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hooked And Rooked (Clyde)	F	16 1/2m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15 1/2m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)			
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunce, Dance (Foy)	G	18 1/2m.	3425
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Love Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Berth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Scare	F	16 1/2m.	
SERIALS (3)					
5120	(Nov. 6)	Son Of Geronimo	G	15ep.	3410
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16 1/2m.	3392
5402	(Oct. 16)	Three Dark Horses	F	16m.	
5403	(Dec. 4)	Cuckoo On A Choo Choo	F	15m.	3425
One Reel ANIMAL CAVALCADE (8)					
5651	(Nov. 20)	Chimp-Antics	G	10 1/2m.	3418
CANDID MICROPHONE (6)					
5551	(Oct. 16)	No. 1	F	10 1/2m.	3404
5552	(Dec. 4)	No. 2	F	10 1/2m.	
COLOR FAVORITES (15) (Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Grapes	G	8m.	3379
5602	(Oct. 2)	Wacky Wigwags	G	8m.	3404
5603	(Nov. 6)	Toll Bridge Troubles	F	7m.	3425
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	3425
5605	(Dec. 11)	Cinderella Goes To A Party	F	7m.	3425
JOLLY FROLICS (6) (Technicolor)					
5501	(Sept. 25)	Pete Hothead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
5503	(.....)	Gerald McBoing Boing's Symphony	E	7 1/2m.	
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Footsy	G	6 1/2m.	3392
5702	(Dec. 25)	Captain Outrageous			
SCREEN SNAPSHOTS (12) (Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun		10m.	
5854	(Dec. 18)	Young Hollywood		10 1/2m.	
THRILLS OF MUSIC (8) (Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Ray McKinley and Orch.	G	9m.	3425
5953	(Dec. 25)	Ray Anthony and Orch.	G	10 1/2m.	3425
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9 1/2m.	3426
5803	(Nov. 20)	Rasslin' Mat-Adors	F	10m.	
MGM					
One Reel CARTOONS (16) (Technicolor)					
W-431	(Sept. 6)	Pushbutton Kitty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Caballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387
W-434	(Nov. 18)	Little Wise Quacker	G	7m.	3402
W-435	(Nov. 29)	The Dog House (T-J)	G	7m.	3392
W-436	(Dec. 20)	Busybody Bear	G	7m.	3418
(.....)		The Missing Mouse (T-J)	E	7m.	3418
(.....)		Barney's Hungry Cousin	F	7m.	3425
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-411	(Sept. 20)	Pretoria To Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404
T-413	(.....)	Calling On Capetown	F	7m.	3426
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-461	(Oct. 4)	Wild And Woolly	G	8m.	3380
W-462	(Dec. 6)	Mouse In Manhattan	F	16 1/2m.	
PETE SMITH SPECIALTIES (10)					
5-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
5-452	(Oct. 4)	Sweet Memories	G	9m.	3404
5-453	(Nov. 29)	Keep It Clean	E	9m.	3426

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Paramount					
Two Reel MUSICAL PARADES (6) (Reissues) (Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Champagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Samba Mania	G	18m.	3375
FF12-12	(June 27)	Catalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6) (Technicolor)					
B12-1	(Oct. 24)	True Boo	G	7m.	3410
GRANTLAND RICE SPOTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rangers	G	9m.	3388
R12-2	(Oct. 24)	Canine I. Q.	G	9m.	3426
R12-3	(Dec. 19)	Highland Sports			
R12-4	(Jan. 2)	The Speed Queen			
R12-5	(Jan. 16)	Brittania's Athletic Cadets			
HERMAN AND KATNIP (4)					
H12-1	(Oct. 3)	Mice Capades	G	7m.	3410
KARTUNES (Technicolor)					
X12-1	(Nov. 14)	Forest Fantasy	G	7m.	3425
X12-2	(Jan. 23)	Hysterical History			
NOVELTOONS (Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cockeyed Canary			
P12-2	(Dec. 26)	Feast And Furious			
PACEMAKERS (6)					
K12-1	(Oct. 3)	Parlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Have A Parade	G	10m.	3426
K12-3	(Dec. 26)	All Girls On Deck			
POPEYE CARTOONS (8) (Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-3	(Jan. 30)	Ancient Fistory			
E12-4	(Dec. 12)	Big Bad Sindbad	F	10m.	3425
POPEYE CHAMPIONS (4) (Technicolor) (Reissues)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7 1/2m.	3379
Z12-3	(Oct. 3)	Pitching Woo At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	7 1/2m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In Interesting People	G	10m.	3426
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
RKO					
Two Reel EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375
33502	(Oct. 17)	The Kitchen Cynic	F	18m.	3375
33503	(Nov. 14)	You Drive Me Crazy	F	17m.	3375
33504	(Dec. 12)	Radio Rampage	F	16m.	3375
33505	(Jan. 9)	Alibi Baby	F	18m.	3374
33506	(Feb. 6)	Mother-in-Law's Day	F	18m.	3375
LEON ERROL REISSUES (6)					
33701	(Sept. 5)	A Polo Phony	F	18m.	3375
33702	(Oct. 3)	Who's A Dummy	G	17m.	3375
33703	(Oct. 31)	The Wrong Room	G	19m.	3375
33704	(Nov. 28)	He Asked For It	F	18m.	3374
33705	(Dec. 26)	A Panic In The Parlor	F	18m.	3375
33706	(Jan. 23)	Home Work	F	19m.	3374
MUSICAL REVIEWS (2) (Reissues)					
33201	(Sept. 12)	Harris In The Spring	F	19m.	3375
33202	(Oct. 10)	Louis Prima—Swing It	F	16m.	3379
SPECIALS (13)					
33101	(Aug. 15)	Professor F.B.I.	E	15m.	3387
33102	(Sept. 12)	I Am A Paratrooper	G	15m.	3392
33103	(Oct. 10)	Caution, Danger Ahead	F	15m.	3410
33104	(Nov. 7)	Men Of Science			
(.....)		Racing Heritage			
33001	(Jan. 16)	Operations A-Bomb (Color)		16m.	
SPORT SPECIALS (2)					
33901	(Sept. 24)	Walcott-Marciano Fight	G	21m.	3392
(.....)	(Dec. 12)	Football Highlights Of 1952			
33801	(Apr. 17)	Basketball Highlights			
TRUE-LIFF ADVENTURES (2) (Technicolor)					
33301	(June 26)	Water Birds	E	31m.	3387
One Reel SCREENLINERS (13)					
34201	(July 4)	Sweet Land Of Liberty	E	9m.	3380
34202	(July 25)	Male Vanity	G	8m.	3380
34203	(Aug. 15)	Mexican Rhythm	G	8m.	3380
34204	(Sept. 5)	Flying Pinwheels	F	8m.	3392
34205	(Sept. 26)	Porpoise Roundup	G	8m.	3412
34206	(Oct. 17)	Log Jam	F	7m.	3412
34207	(Nov. 7)	College Circus			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
34208	(Nov. 28)	Johnny Gets His Route...			
SPORTSCOPES (13)					
34301	(July 4)	Aqua Champs	G	8m.	3380
34302	(Aug. 10)	Let's Go Fishing	G	8m.	3380
34303	(Aug. 20)	Lure Of The Turf	F	9m.	3396
34304	(Sept. 15)	The Roaring Game	F	9 1/2m.	3396
34305	(Oct. 3)	Sportsmen's Playground	F	8m.	3412
34306	(Oct. 24)	Husky Dog	F	8m.	3418
34307	(Nov. 14)	King Of Clubs		8m.	
WALT DISNEY CARTOONS (18) (Technicolor) C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; 5—Special)					
34101	(Sept. 19)	Pluto's Party (P)	F	6m.	3388
34102	(Oct. 10)	Trick Or Treat (D)	G	8m.	3392
34103	(Oct. 31)	Two Weeks Vacation (G)	F	6m.	3410
34104	(Nov. 21)	Pluto's Christmas Tree (M)	F	7m.	3379
34105	(Dec. 12)	How To Be A Detective (G)	E	6m.	3379
34106	(Jan. 2)	Father's Day Off			
34107	(Jan. 23)	The Simple Things			
34108	(Feb. 13)	Father's Week End			
34109	(Mar. 6)	Fountain Of Youth			
34110	(Mar. 27)	For Whom The Bulls Toil			
34111	(Apr. 17)	How To Dance			
34112	(May 8)	Football (Now And Then)			
34113	(May 29)	The New Neighbor			
34114	(June 10)	Canvasback Donald			
34115	(July 10)	Casey's Daughters			
34116	(July 31)	Pot Luck			
34117	(Aug. 21)	How To Sleep			
34118	(Sept. 11)	Donald's Diary			
Republic					
SERIALS (4)					
5281	(July 16)	Zombies Of The Stratosphere	F	12ep.	3348
5282	(Oct. 8)	Dick Tracy vs. The Phantom Empire (Reissue of Dick Tracy vs. Crime, Inc.)	G	16ep.	3392
One Reel THIS WORLD OF OURS (6) (Trucolor)					
5185	(Apr. 15)	Israel	G	10m.	3287
5186	(July 1)	India	G	9m.	3327
5187	(Aug. 25)	The Philippines	G	9m.	3357
20th Century-Fox					
One Reel ART FILMS (7) (Technicolor)					
7251	(Sept.)	I Remember The Glory	G	9m.	3301
7252	(Sept.)	Curtain Call	G	10m.	3289
7253	(Sept.)	Light In The Window	G	10m.	3402
(.....)		Joy Of Living	E	10m.	3402
(.....)		The Young Immortal	G	10m.	3402
(.....)		The Nightwatch			
(.....)		Birth Of Venus			
LEW LEHR RE-RELEASES (2)					
9281	(Feb.)	Fuss And Feathers	G	9m.	3294
9282	(June)	Jungle Land	G	9m.	3335
SPORT (6)					
3201	(Feb.)	The Fighting Cohees	G	9m.	3311
3202	(Apr.)	Sails And Blades	G	8m.	3319
3203	(July)	Mel Allen's Football Review	G	10m.	3348
3204	(Sept.)	U. S. Olympic Champions	G	9m.	3396
3205	(Oct.)	Kalamazoo Klouters (Reissues)	F	9m.	3412
2201	(.....)	Conquering The Colorado	E	9m.	3418
TERRYTOONS (26) (Technicolor)					
5201	(Jan.)	Papa's Little Helpers	G	7m.	3219
5202	(Jan.)	Heckle and Jeckle In Movie Madness	F	7m.	3195
5203	(Feb.)	The Mechanical Bird	F	7m.	3201
5204	(Feb.)	Heckle and Jeckle In Seaside Adventure	F	7m.	3211
5205	(Mar.)	Little Roquefort In City Slicker	G	7m.	3209
5206	(Mar.)	Mighty Mouse In Prehistoric Perils	G	7m.	3219
5207	(Mar.)	Terry Bears In Papa's Day Of Rest	F	7m.	3243
5208	(Apr.)	Dinky In Flat Foot Fledglings	F	7m.	3251
5209	(Apr.)	Time Gallops On	F	7m.	3251

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5222	(Oct.)	Mighty Mouse In Happy Holland	F	7m. 3348	
5223	(Oct.)	Heckle And Jeckle In Moose On The Loose	F	7m. 3348	
5224	(Nov.)	Dinky In Sink Or Swim	G	7m. 3387	
5225	(Dec.)	Little Roquefort In Flop Secret	F	7m. 3388	
5226	(Dec.)	Terry Bears In Picnic With Papa	G	7m. 3402	
(Re-releases) (4)					
5227	(Jan.)	Harvest Time	F	7m. 3219	
5228	(Feb.)	Plane Goofy	F	7m. 3219	
5229	(Apr.)	The First Robin	F	7m. 3219	
5230	(May)	Billy Mouse's Awkwacade	G	7m. 3294	
(1952-53) (26)					
5301	(.....)	Mighty Mouse In A Soapy Opera	F	7m. 3402	
5302	(.....)	Terry Bears In Thrifty Cubs	F	7m. 3410	
5303	(.....)	Heckle And Jeckle In Hair Cut-Ups	F	7m. 3418	
5304	(.....)	Dinky In Wise Quacks	G	7m.	
(Re-releases) (4)					
5327	(.....)	The Owl And The Pussy Cat	G	7m. 3425	
5328	(.....)	Slop Happy Hunters	F	7m. 3425	
5329	(.....)	Happy Circus Days	G	7m. 3425	

United Artists

Two Reel

MEDAL OF HONOR (4)

(.....)	Richard P. Hobson	G	26 1/2m. 3410
(.....)	Dr. Mory Walker	G	26m. 3410
(.....)	Julius Langbein	G	26 1/2m. 3410
(.....)	Joseph C. Rodriguez	G	27 1/2m. 3410

Universal-International

Two-Reel

NAME BAND MUSICALS (13)

7301	(Nov. 7)	Tommy Dorsey and his Orchestra	E	15m. 3185
7302	(Dec. 5)	Woody Herman's Varieties	G	15m. 3185
7303	(Jan. 9)	Nat "King" Cole and Joe Adams' Orchestra	G	15m. 3218
7304	(Jan. 30)	Dick Stabile And His Orch.	G	15m. 3218
7305	(Mar. 12)	Blue Barron and Orch.	G	15m. 3243
7306	(May 7)	Ada Leonard & Her All Girl Orch. with Connee Boswell	G	15m. 3318
7307	(June 18)	Buddy Morrow & Orch.	G	15m. 3326
7308	(July 2)	Perez Prado & Orch.	F	15m. 3341
7309	(July 30)	Dick Jurgens & Orch.	G	15m. 3341
7310	(Aug. 20)	Billy May & Orch.	G	15m. 3341
7311	(Sept. 25)	Jimmy Dorsey Varieties	G	15m. 3379

MUSICAL FEATURETTES

8301	(Nov. 16)	Xavier Cugat and his Orchestra	G	15m. 3418
8302	(Dec. 4)	Don Cornell Sings	G	15m. 3418
8303	(Jan. 1)	The Modernaires with Lawrence Welk's Orchestra	F	15m. 3418

SPECIALS (2)

7201	(Dec. 19)	Danger Under The Sea	E	16 1/2m. 3185
7202	(June 18)	Knights Of The Highway	E	17m. 3318

THE EARTH AND ITS PEOPLE (13)

7361	(Nov. 5)	Nomads Of The Jungle	E	22m. 3167
7362	(Nov. 26)	Water For Dry Lands	G	19m. 3167
7363	(Dec. 24)	An Island Nation	E	21m. 3167
7364	(Jan. 21)	Desert Nomads	G	22m. 3219
7365	(Feb. 18)	Eskimo Sea Hunters	E	21m. 3243
7366	(Mar. 17)	Living In A Metropolis	G	20m. 3266
7367	(Apr. 21)	Land Behind The Dikes	E	20m. 3279
7368	(May 19)	Tropical Mountain Island	G	21m. 3318
7369	(June 16)	Food For Parle Markets	E	22m. 3326
7370	(July 14)	Farming In South China	F	19m. 3342
7371	(Aug. 11)	Cattle And The Corn Belt	G	20m. 3341
7372	(Sept. 8)	Tropical Lowlands	G	21m. 3375

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7373	(Oct. 6)	Riches Of The Veld (1952-53)	E	19 1/2m. 3387	
8361	(Nov. 3)	Horsemen Of The Pampa One Reel	G	21m. 3417	
CARTOON MELODIES (8)					
7381	(Nov. 12)	Reuben, Reuben	G	10m. 3185	
7382	(Dec. 31)	Uncle Sam's Songs	G	10m. 3211	
7383	(Mar. 17)	Songs That Live	F	10m. 3243	
7384	(May 19)	Memory Song Book	G	10m. 3243	
7385	(June 23)	Song Dreams	G	10m. 3267	
7386	(July 28)	Toasts Of Song	G	10m. 3418	
SPECIAL					
(.....)	(.....)	From Then Till Now	G	9m. 3333	
VARIETY VIEWS (8)					
7341	(Nov. 5)	Italian Interlude	G	9m. 3212	
7342	(Jan. 2)	Brooklyn Goes South	G	9m. 3219	
7343	(Feb. 25)	Sail Ho	E	9m. 3219	
7344	(Apr. 14)	Rhythm On The Reef	E	9m. 3219	
7345	(June 16)	The Army's Finest	G	9m. 3267	
7346	(Aug. 4)	Future Generals	G	9m. 3380	
7347	(Sept. 8)	Village Metropolis	G	9m. 3327	
7348	(Oct. 13)	Man In The Peace Tower	F	9m. 3418	
WALTER LANTZ CARTUNES (13)					
(Reissues)					
(Technicolor)					
7321	(Oct. 29)	Loose Nut	G	7m. 3185	
7322	(Nov. 19)	Abou Ben Boogie	F	7m. 3185	
7323	(Dec. 10)	Painter And Painter	F	7m. 3211	
7324	(Jan. 7)	Bathing Buddies	G	7m. 3219	
7325	(Feb. 4)	Sliphorn King Of Polaroo	F	7m. 3219	
7326	(Mar. 3)	Crow Crazy	G	7m. 3251	
7327	(Mar. 31)	Reckless Driver	G	7m. 3294	
7328	(Apr. 28)	Poet And Peasant	G	7m. 3294	
7329	(May 26)	Mousie Come Home	F	7m. 3311	
7330	(June 23)	Fairweather Fiends	F	7m. 3333	
7331	(July 21)	Apple Andy	G	7m. 3333	
7332	(Aug. 18)	Wacky Weed	F	7m. 3333	
7333	(Sept. 15)	Musical Moments	G	8m. 3388	
WOODY WOODPECKER CARTUNES (6)					
(Technicolor)					
7351	(Dec. 24)	Destination Meatball	G	7m. 3185	
7352	(Feb. 25)	Born To Peck	G	7m. 3243	
7353	(Apr. 21)	Stage Hoax	F	7m. 3266	
7354	(Aug. 11)	Woodpecker In The Rough	F	7m. 3318	
7355	(Sept. 8)	Scalp Treatment	F	7m. 3380	
7356	(Oct. 6)	The Great Who-Dood-It	F	7m. 3379	

Warners

Two Reel

SPECIALS (8)

(Technicolor)

9001	(Sept. 6)	Killers Of The Swamp	G	17m. 3387	
9002	(Oct. 25)	Man Without A Country	E	21m. 3387	
9003	(Dec. 6)	Cruise Of The Zaca	F	17m. 3425	
9004	(Jan. 24)	Flag Of Humanity			
CLASSICS OF THE SCREEN (6)					
9101	(Sept. 27)	Monsters Of The Deep	G	20m. 3387	
9102	(Nov. 22)	Oklahoma Outlaws	E	20m. 3410	
9103	(Dec. 27)	Are Animals Actors?	E	20m.	

BLUE RIBBON HIT PARADES (13)

(Reissues)

(Technicolor)

9301	(Sept. 13)	A Feud There Was	G	7m. 3387
9302	(Oct. 11)	Daffy Doodles	G	7m. 3387
9303	(Nov. 8)	Day At The Zoo	E	7m. 3410
9304	(Nov. 29)	Early Worm Gets The Bird	G	7m. 3410
9305	(Jan. 10)	Tale Of Two Mice	G	7m. 3425
9306	(Feb. 7)	Bashful Buzzard		

BUGS BUNNY SPECIALS (8)

(Technicolor)

9723	(Sept. 20)	Robbit Seasoning	F	7m. 3392
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Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9724	(Nov. 15)	Robbit's Kin	G	7m. 3425	
9725	(Dec. 20)	Hare Lift			
9726	(Feb. 14)	Forward, March Hare			
JOE McDOAKES COMEDIES (6)					
9401	(Sept. 20)	So You're Going To the Dentist	G	10m. 3392	
9402	(Nov. 8)	So You Want To Wear The Pants	G	10m. 3412	
9403	(Jan. 10)	So You Want To Be A Musician			
MELODY MASTER BANDS (6)					
9801	(Oct. 11)	Freddie Fisher And Band	G	10m. 3388	
9802	(Nov. 15)	Junior Jive Bombers	E	10m. 3412	
9803	(Dec. 27)	Circus Band	G	9m. 3425	
MERRIE MELODIES (22)					
(Technicolor)					
9701	(Sept. 6)	Mousewarming	F	7m. 3388	
9702	(Oct. 4)	The Egg-cited Rooster	G	7m. 3392	
9703	(Oct. 18)	Tree For Two	F	7m. 3410	
9704	(Nov. 1)	The Super Snooper	G	7m. 3410	
9705	(Nov. 29)	Terrier Stricken	F	7m. 3425	
9706	(Dec. 13)	Fool Coverage			
9707	(Jan. 13)	Don't Give Up The Sheep			
9708	(Jan. 17)	Snow Business			
9709	(Jan. 31)	A Mouse Divided			
9710	(Feb. 21)	Kiss Me Cat			
9711	(Feb. 28)	Duck Amuck			
SPORTS PARADE (10)					
(Technicolor)					
9501	(Oct. 4)	They Fly Through The Air	E	10m. 3388	
9502	(Nov. 1)	Unfamiliar Sports	F	10m. 3412	
9503	(Dec. 20)	Fiesta For Sports	F	9m. 3426	
9504	(Jan. 31)	Sporting Courage			
9505	(Feb. 28)	Birthplace Of Hockey			
VITAPHONE NOVELTIES (7)					
9601	(Sept. 13)	Ain't Rio Grande	F	9m. 3396	
9602	(.....)	I Saw It Happen			
9603	(Oct. 18)	Hunting The Devil Cat	G	10m. 3418	
9604	(Jan. 3)	Too Much Speed			
9605	(Feb. 14)	I Remember When			

Miscellaneous

	Art Survives The Times (AF)	G	10m.
	Championship Race, The (Artkino)	G	20m. 3387
	Charm Of Life (Pictura)	G	15m. 3387
	Eva Peron Story, The (Astor)	G	29m. 3387
	Images From Debussy (AF)	E	18m. 3402
	Gallery Of Modern Sculptors (AF)	G	14m. 3417
	Glasgow Orpheus Choir (BIS)	G	14m. 3425
	Kabylia (AF)	F	9m. 3418
	Lifelines Of Defense (Bondy)	F	14m. 3425
	Prisoners Of The Tower (Baker-Brill)	G	17m. 3410
	Queen Of The Border (Tech.) (BIS)	G	10m. 3426
	Stranger Left No Card, The (Meteor)	E	23m. 3410
	Suite Of Berber Dances (AF)	G	10m. 3404
	Survival Under Atomic Attack (Civil Defense Force) (Castle)	E	9m. 3425
	Teen Age Menace (Broodway Angels)	G	26 1/2m.
	Zanzabelle In Paris (Discina)	G	15m. 3392

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| 2. TYPE OF SHOW | 6. RUNNING TIME |
| 3. COLOR or BLACK AND WHITE | 7. PRODUCTION NUMBER |
| 4. LEADING PLAYERS | 8. DATE OF COMPLETE REVIEW |
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COLUMBIA	LIPPETT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
NOVEMBER Hangman's Knot R. Scott, D. Reed, C. Jarmon, Jr. (Technicolor) Voodoo Tiger J. Weismuller, J. Burkhardt, J. Dean Blue Canadian Rockies G. Aulry, G. Davis, P. Buttram Ladies Of The Chorus M. Monroe, A. Jergens, R. Brooks (Reissue)	NOVEMBER Tromba, The Tiger Man Krone Circus (Foreign-made) Mr. Walkie Talkie W. Tracy, J. Sawyer	NOVEMBER Plymouth Adventure S. Tracy, G. Tierney, V. Johnson (Technicolor) The Prisoner Of Zenda S. Granger, D. Kerr, J. Mason (Technicolor) The Hour Of 13 P. Lawford, D. Addams (Made in England)	NOVEMBER Flat Top S. Hayden, R. Carlson, P. Coates (Cinecolor) Torpedo Alley M. Stevens, D. Malone, B. Williams (AA) Wyoming Roundup, W. W. Wilson, P. Coates, T. Farrell No Holds Barred Bowery Boys	NOVEMBER The Savage C. Heston, P. Hanson, J. Taylor, S. Morrow (Technicolor) The Turning Point W. Holden, A. Smith, E. O'Brien	NOVEMBER Face To Face J. Mason, M. Steele, G. Lockhart, R. Preston Montana Belle J. Russell, G. Brent, S. Brady (Trucolor)	NOVEMBER Thunderbirds J. Derek, J. Barrymore, Jr., M. Freeman, G. Evans	NOVEMBER Night Without Sleep L. Darnell, G. Merrill, H. Neff The Steel Trap J. Cotton, T. Wright Bloodhounds Of Broadway M. Gaynor, S. Brady, M. Chapman (Technicolor) Pony Soldier T. Power, C. Mitchell, P. Edwards, T. Gamez (Technicolor)	NOVEMBER Outpost In Malaya C. Colbert, J. Hawkins (Stafford) (Made in Malaya) and England) Breaking The Sound Barrier R. Richardson, A. Todd, N. Patrick (Lean) (English-made)	NOVEMBER Because Of You L. Young, J. Chondler, A. Nicol It Grows On Trees I. Dunne, D. Jagger, J. Evans The Raiders R. Conte, V. Lindfors, B. Britton (Technicolor)	NOVEMBER Operation Secret C. Wilde, S. Cochran, P. Thaxter The Iron Mistress A. Ladd, V. Moyo, J. Callejo (Technicolor)
DECEMBER Eight Iron Men M. Castle, D. McMahon, B. Calleano Strange Fascination C. Moore, H. Haas, M. Barrie The Happy Time C. Boyer, L. Jourdon, M. Hunt, B. Driscoll Invasion, U.S.A. P. Castle, G. Mohr, E. Blythe	DECEMBER Gambler and The Lady D. Clark, N. Chance (English-made)	DECEMBER Million Dollar Mermaid E. Williams, V. Mature, W. Pidgeon (Technicolor) Sky Full Of Moon J. Sterling, C. Carpenter, K. Wynn	DECEMBER Hiawatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Bamba And The Jungle Girl J. Sheffield, K. Sharpe Kansas Pacific S. Hayden, E. Miller, B. McLene (Cinecolor) (AA)	DECEMBER The Blazing Forest J. Payne, A. Moorehead, S. Morrow (Technicolor) Cleopatra C. Colbert, W. William, H. Wilcoxon (Reissue)	DECEMBER Blackbeard R. Newton, L. Darnell, K. Andes, W. Bendix (Technicolor) Hans Christian Anderson D. Kaye, Jeanmarie, F. Granger (Technicolor) (Goldwyn) Captive Women R. Clarke, M. Field, G. Saunders The Bachelor And The Bobby Soxer Bachelor Mother (Re-releases)	DECEMBER Marshal of Cedar Rock, W. R. Lane, E. Waller, P. Coates	DECEMBER My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Toffer Stars And Stripes Forever C. Webb, R. Hussey, D. Paget, R. Wagner (Technicolor)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) (Pre-release engagements only) Monsoon U. Thiess, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Babe In Bagdad P. Goddard, G. R. Lee, R. Ney (Danzinger) (European-made)	DECEMBER The Black Castle S. McNally, P. Corday, R. Green B. Karloff, L. Choney Against All Flags E. Flynn, M. O'Hara, A. Quinn (Technicolor) Abbott and Costello Meet Captain Kidd B. Abbott, L. Costello, C. Laughton, H. Brooke (SuperCinecolor)	DECEMBER Cattle Town D. Morgan, R. Moreno, P. Carey Cattle Meet Captain Kidd B. Abbott, L. Costello, C. Laughton, H. Brooke (SuperCinecolor)
JANUARY	JANUARY I'll Get You G. Raft, S. Gray The Tall Texan L. Bridges, M. Windsor, L. J. Cobb	JANUARY Above And Beyond R. Taylor, E. Parker, J. Whitmore Desperate Search H. Keel, J. Greer, P. Medina The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan	JANUARY The Maverick B. Elliott, P. Coates, M. Healey	JANUARY The Road To Bali B. Crosby, D. Lamour (Technicolor) Thunder In The East A. Ladd, D. Kerr, C. Boyer, C. Colvet Tropic Zone R. Reagan, R. Fleming, Estelita (Technicolor)	JANUARY Androcles And The Lion J. Simmons, A. Young, V. Mature, R. Newton Never Wave At A WAC R. Russell, M. Wilson, P. Douglas No Time For Flowers V. Lindfors, P. Christian (Made in Austria)	JANUARY Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Trucolor)	JANUARY The Thief Of Venice M. Montez, P. Christian (Made in Europe) My Cousin Rachel O. DeHavilland, R. Burton The I Don't Care Girl M. Gaynor, D. Wayne, O. Levant (Technicolor) Ruby Gentry J. Jones, C. Heston, K. Malden The Gunfighter Yellow Sky (Re-releases)	JANUARY The Lawless Breed R. Hudson, J. Adams, M. Castle (Technicolor) The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicolor) Meet Me At The Fair D. Doiley, D. Lynn, C. Allen (Technicolor)	JANUARY The Lawless Breed R. Hudson, J. Adams, M. Castle (Technicolor) The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicolor) Meet Me At The Fair D. Doiley, D. Lynn, C. Allen (Technicolor)	JANUARY April In Paris D. Day, R. Bolger, C. Dauphin (Technicolor) Stop, You're Killing Me B. Crawford, C. Trevor, S. Leonard (WarnerColor) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicolor)

OBSERVANCES

Dec. 25—Christmas Day
Jan. 1—New Year's Day

REALART

November—Flame and The Devil—M. Auer, M. Bueford (Foreign-made) December—Inside Job—A. Curtis, A. Rutherford (Reissue)
Bottles Of Chief Pontiac—L. Barker, H. Westcott
Mug Town—Dead End Kids (Reissue)
Lucy Goes Wild—L. Ball, G. Brent (Reissue)
Cuban Pete—D. Arnez, E. Smith (Reissue)
My Death Is A Mockery—D. Huston, K. Byron
(English-made)

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THE FUN THEY HAD!
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Number 7 **DECEMBER 17, 1952**
 Sections: Section One

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From Editorial in Hollywood Reporter, Nov. 26, 1952

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Eleanor Parker*

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- "Will fascinate both men and women. Thrilling and moving."—FLORENCE SOMERS, *Feature Editor of Redbook*
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- "A wonderful modern love story, dramatizing sharply the emotional problems of our times."
—ELEANOR STIERHAM, *Today's Woman Fiction Editor*

ITS FAME WILL GROW AND GROW!



HAVE you signed the scroll for the Christmas "Salute" to the Will Rogers Memorial Hospital?



A NEW development in extra profits merchandising may be selling in the concessions stand sheet music from pictures playing the theatre. In the past, some sales of record albums have been recorded.



DRIVE-IN owners who have had to give out fog checks can sympathize with the London exhibitors who had to post signs saying that they couldn't guarantee patrons could see the screen when a dense fog invaded that British metropolis recently.



AN ITEM which won't probably prove popular among theatremen is a combined confection and whistle, for which a patent was recently issued.



A NEW way to foil a holdup occurred in a mideastern city when a bandit ordered the cashier to hand over money, at the same time making a gesture toward his pocket. Thinking he was about to pull a gun, the aide dropped everything and ran into the theatre. The gunman, confused, fled.



DURING a snowstorm in the west, one exhibitor used amateur radio facilities to get in touch with distributors. And it wasn't a request for an adjustment, either.

—H. M. M.

I N D E X

VOL. 49, No. 7 DECEMBER 17, 1952

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"A MAN FROM TEXAS VISITS ILLINOIS"	7, 8
NEW YORK NEWS LETTER	10
THE INTERNATIONAL SCENE	12
THIS WAS THE WEEK WHEN	14
THE SCORE BOARD	18
PEOPLE	18
IN THE NEWSREELS	19
BETTER MANAGEMENT	20
EXTRA PROFITS	EP-1—EP-8

SECTION TWO

THE SERVICESECTION	SS-1—SS-3
--------------------------	-----------

THE COVER PHOTO

J. B. Beeson, Lubbock, Tex., exhibitor, recovers slowly from one of the big parties "the night before" at the Allied States Association convention in Chicago, which set attendance records.

EXHIBITOR

VOL. 49, No. 7



DECEMBER 17, 1952

The Question To Be Decided

THERE should be considerable industry interest in the recent action of the U. S. Supreme Court in refusing a writ of certiorari in the case of the United States of America vs. Aaron Kemple and the Truck Drivers and Helpers Union, Local 676, of the International Brotherhood of Teamsters, Chauffeurs, Warehousemen, and Helpers of America, AFL, on appeal from the decision of the U. S. District Court for the District of New Jersey, and argued later before the United States Court of Appeals for the Third Circuit, before Chief Judge Biggs and Circuit Judges Maris, Goodrich, McLaughlin, Kalodner, Staley, and Hastie.

THE OPINION of the Circuit Court was filed in September of this year, and was presented by Judge Hastie.

UNDER SCRUTINY was the effect of the so-called Hobbs Act, which makes it a crime against the United States to engage in acts of violence designed to obstruct commerce by extortion. The defendants were tried together, and both were convicted. Both appealed. The decision of the Circuit Court was that the judgment and sentence in the case of Kemple were affirmed, while in the case of the union, the judgment was reversed and the case remanded to the District Court with direction to enter a judgment of acquittal.

CURRENTLY, much is heard of "make work" practices in labor contracts. "Featherbedding" is also a term that gets into the headlines. Soon, further legal decisions are expected, one of which concerns the use of standby orchestras in theatres which play name bands on the stage.

THE POSITION of many theatres which find themselves forced to use stagehands when they do not schedule stage shows is another problem, while in many areas exhibitors are trying to negotiate contracts which do not call for two projectionists in a booth.

ONLY TIME will tell how these problems can be solved. Meanwhile, exhibitors and others bound to be affected will watch the developments closely.

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TORRID WITH **R**omance

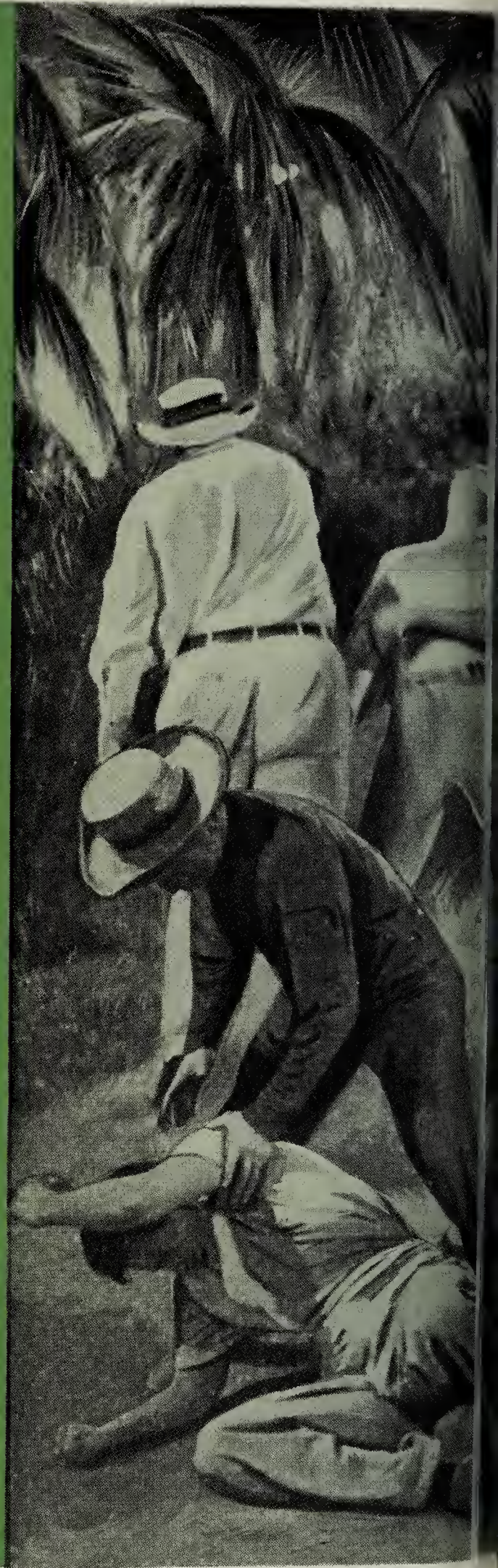
HOT W



The redhead knew what her kisses could make any man do.

The fugitive adventurer didn't stand a chance between them.

The dancer knew what she did to men... with her seductive jungle rhythms and Latin love-ways.



It's Paramount's ACTION super-hit for January—santa

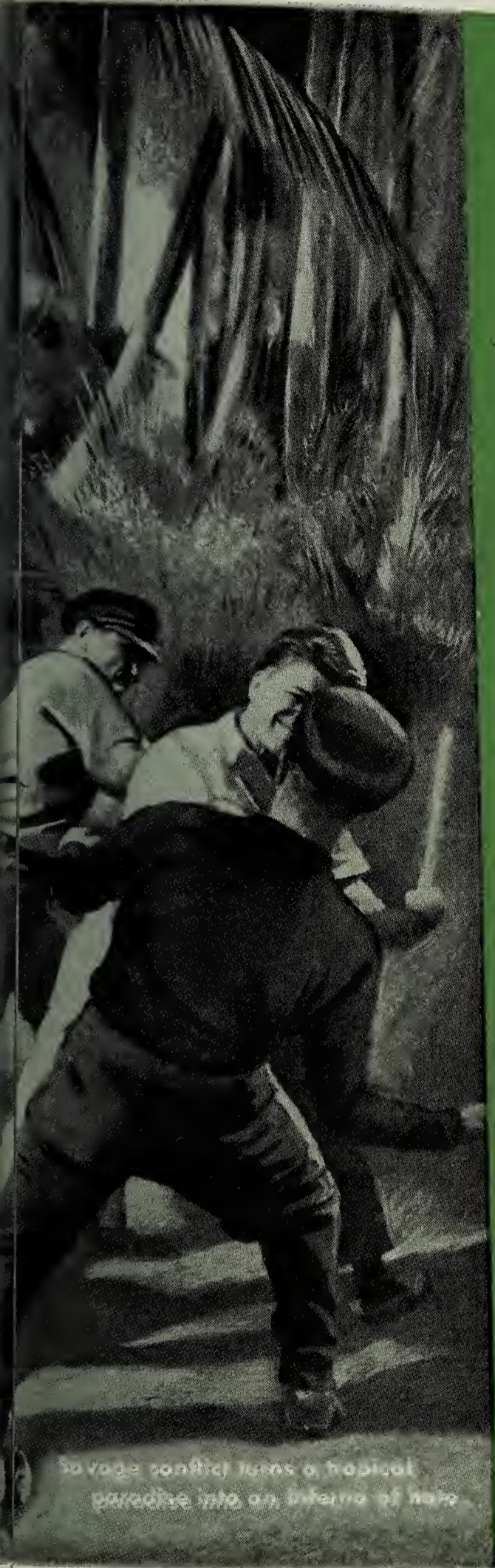
“Road to Bali”



and the ADV N

Action

BLAZING WITH Color



TROPIC ZONE

COLOR BY
TECHNICOLOR

starring

RONALD REAGAN
RHONDA FLEMING
ESTELITA

with

NOAH BEERY · GRANT WITHERS · LEWIS R. FOSTER

Written for the Screen and Directed by

Based on a novel by Tom Gill · Produced by William H. Pine and William C. Thomas

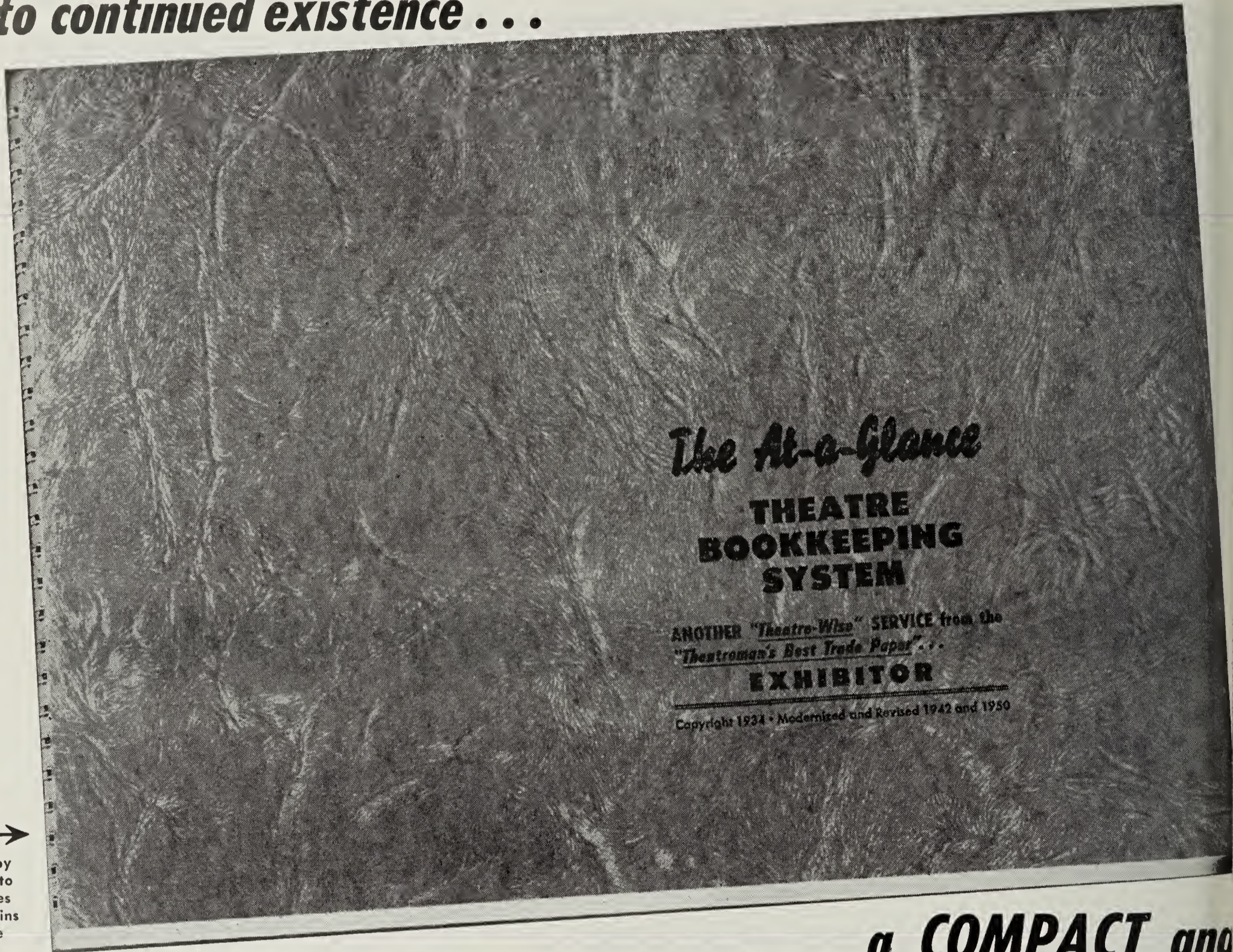
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month you get the COMEDY super-hit
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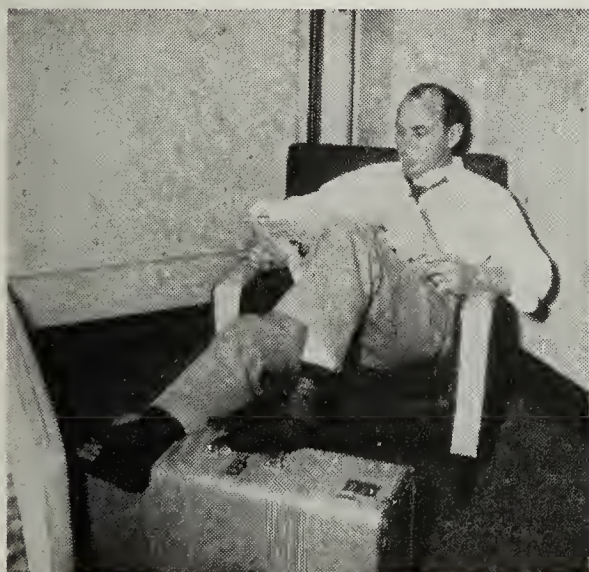
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J. B. BEESON, LUBBOCK, TEX., EXHIBITOR, AND WIFE ENJOY THE GALA NATIONAL ALLIED ALL-INDUSTRY CONVENTION BANQUET HELD IN CHICAGO.

A Man From Texas Visits Illinois

What The Exhibitor From Lubbock Did Was Typical Of How Many Folks Spent Time At The Allied Convention



Beeson relaxes after arriving at the hotel, and checks over the convention program provided.

THE record-breaking attendance at the recent Allied States Association convention in Chicago, held at the same time as TESMA and TEDA met, was the result of many factors, not the least of which was the attractive business and pleasure program arranged for exhibitors and their families.

Typical of the Alliedmen who came to the Windy City from all parts of the country was J. B. Beeson, an exhibitor from Lubbock, Tex., who was chosen by EXHIBITOR as a representative theatre man, and, therefore, the subject of coverage by the photographer showing highlights of his first visit to a National Allied convention.

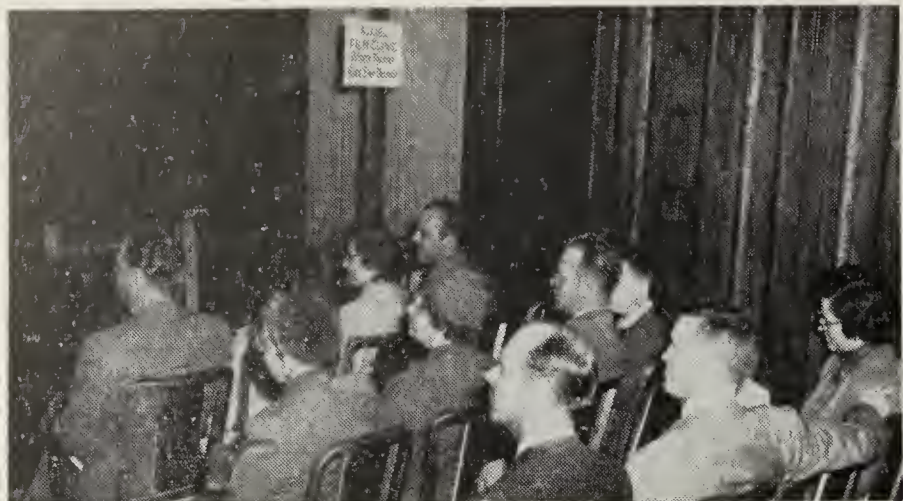
Beeson and his partner, W. O. Bearden, own and operate the Red Raider Drive-In, Lubbock, which holds 1,000 cars, and the Fiesta Drive-In, El Paso, Tex., which holds 650 cars.

Beeson has been in the motion picture

industry most of his life, starting at the age of 16. He has served as a theatre manager, has owned a few small houses, and was in charge of 16mm. films and base theatres while in the coast guard. After leaving the service, he became director of publicity for the Wallace Theatre Circuit, Lubbock, and then went to Dallas, where he was a salesman at Columbia. He and Bearden then built the Fiesta Drive-In in 1950.

Beeson joined Allied in September because he feels that the organization is able to help him protect his interests. In addition, the association aids him in learning more about theatre operation.

Beeson, married for 16 years, was accompanied by his wife, Ruby, to the Chicago convention. When the photographer was not on Beeson's trail, he was covering Mrs. Beeson for a woman's view of convention proceedings.



Beeson and other exhibitors attend an Allied film clinic for outdoor theatres, and discuss their problems with Rube Shor, clinic chairman, and others.



Beeson, seated at the Texas table, attends one of the many luncheons on the busy convention schedule. Also seen are Kansas and Missouri delegates.



Beeson gets a sales talk from Ed Lachman, Lorraine Carbons head, at the company's exhibit.



Beeson inspects the RCA theatre television equipment at the demonstration along with M. Thompson, Riviera, St. Paul, Minn. During the convention, delegates viewed a televised Allied panel group.



Enjoying the National Carbon Company party are, left to right, Tom Shearer, supply dealer, supply manager, and theatre owner of Seattle and the west coast; Mrs. Shearer; Beeson; W. O. Bearden, Texas circuit owner; Mrs. Bearden; Bill Kunzman, National Carbon Company; Mrs. Beeson; Milton Guidry, Louisiana exhibitor, and Mrs. Ernest T. Conlon, Detroit, and, center, seated, Mrs. Guidry and Mrs. Frank Degrauw, Jr., Detroit.



While the men attending the convention meet in business sessions, the women take advantage of a varied entertainment program provided for them by the planning committee. Events scheduled especially for the ladies include a fashion show and tea at Marshall Field's Department Store, a television program, and a sightseeing bus tour of Chicago. Noted are: Mrs. W. O. Bearden, wife of the exhibitor, and Mrs. Beeson, with some others.



Mr. and Mrs. Beeson enter the Chez Paree, where many stars were appearing, for the big party.



Beeson and his wife purchase some souvenirs of their convention visit to Chicago on their last day.



Greer Garson, Mrs. Beeson, Beeson, Ronald Reagan, and Mayor Kennelly pose at the banquet.

WB Theatres Control To Fabian Interests

Westland High On Trade Future

SAN FRANCISCO—Westland Theatres, headed by President Gerald Hardy, and operating 28 houses in Northern California, is optimistic about the future of the motion picture industry. This became evident at the fall meeting last fortnight when the circuit used the theme, "Forget Yesterday—It's Today That Counts!"

Rotus Harvey, secretary, said the two-day meet generated new enthusiasm among the men.

In for the meeting to join with local managers were state men from Linsey, Visalia, Fresno, Oakland, San Jose, Santa Clara, San Carlos, Sacramento, Vellejo, McCloud, Stockton and Westwood, and Winnemucca, Nev. Each received a kit containing publicity ideas, instructions for various promotion schemes, and other pointers.

The executive offices where the meeting took place were brilliant with every kind of display that had proved a winner by various managers. Clippings of newspaper publicity, lobby displays, and unusual marquee treatment were seen first hand, and discussion centered around responsibility of a manager from the civic as well as company standpoint, promotion and advertising, functions of the buying and booking department, maintenance of theatres and equipment, cleanliness, concessions, and general operation of the houses.

Jack Marpole, San Francisco manager, National Screen Service, was guest speaker, and one of the highlights was a tour of NSS.

The meeting was also the occasion to inaugurate company service pins. Decorated with the emblem of the show business, the muses, the pin is to be presented when the man first enters the company, and is inscribed with years of service by tab changes.

Special honors were given Ray Summers, manager, Marina, San Francisco, for 19 years with Westland; Fred Sawaski, Fresno, 14 years; Edward Weber, manager, Sequoia Auto Theatre, Visalia, 13 years; William Boland, head, booking depart-



Si H. Fabian heads the group which recently completed the deal for the acquisition of control of the new Warner theatres company.

ment, eight years; Edward Coffey, manager, Laurel, San Carlos, seven years, and Robert Unger, manager, Sage, Winnemucca, seven years.

Cash prizes were awarded for a contest of efficiency and economy of theatre operation, with first prize, \$100, going to Arthur Allread, 950-seat Santa Clara, Santa Clara. Second winner was Bernard Edmundson, manager, 1000-seat Sequoia, Sequoia; third, William DeGroat, manager, 850-seat Westwood, Westwood, and, fourth, John Reidt, 750-seat East, Stockton.

A night at one of the city's best night clubs closed the two-day session, conducted in addition to Hardy, Harvey, and Boland, by Rodda Harvey, president, Harvey Theatre Construction Company, and Homer Wall, Westland Theatres supervisor.

Highest Court Hears Ad Case

WASHINGTON—The U. S. Supreme Court last week took up the question of whether exclusive advertising film contracts longer than one year are in restraint of trade, and tend to create a monopoly. The Federal Trade Commission had appealed a decision by the Fifth U. S. Circuit Court of Appeals setting aside a commission "cease and desist" order against the Motion Picture Advertising Service Company, prohibiting it from entering or maintaining exclusive contracts with theatres running for more than one year.

Three Warner Brothers Will Stay With Production And Distribution; Semenenko Collaborates In Deal

NEW YORK—Harry, Albert, and Jack Warner announced last week that in compliance with the consent judgment of the United States Court of Jan. 5, 1951, they have concluded an agreement with Fabian Enterprises, Inc., for the sale of their stock in the new theatre company to be formed to take over the Warner exhibition business.

It is expected that the new theatre company will be headed by Si Fabian and his associates. The Warner brothers indicated that they are happy that their stock is "to be acquired by such well-known veterans in the exhibition of motion pictures, and feel that under this arrangement the best interests of the stockholders and employes of the new theatre company will be preserved."

The brothers will remain with the picture company.

S. H. Fabian, president, Fabian Enterprises, Inc., stated:

"Samuel Rosen and I are very happy to have been able to make this deal with the three Warner brothers. It evidences our complete faith and confidence in the future of the motion picture exhibition industry. A substantial number of the men associated with the operation of the theatres are friends of many years' standing. Under these circumstances, we are not strangers to them, and they are not strangers to us. We are sure that the relationship will be an effective and happy one for all concerned."

Serge Semenenko, Boston, collaborated in bringing about the transaction.

Under the consent judgment of the court, Warner Brothers Pictures, Inc., is required to separate its theatre business from production and distribution, and the Warner brothers personally are required to either sell or trustee their holdings in one or the other end of the business.

About one-half of the 4,950,600 shares of Warners' common stock will be in the new company, which will start operations after the stockholders' meeting on Feb. 17.

The Warner Theatres division, corporately known as Warner Brothers Circuit Management Corporation, is now headed by Harry M. Kalmine, president; Nat D. Fellman, Louis J. Kaufman, and Frank Marshall, film buyers; Herman R. Maier, purchasing head, and Harry Goldberg, advertising-publicity director.

With control of the more than 300 Warner houses, Fabian-Rosen will have more than 350 situations. The circuit now comprises 54 theatres.

Fabian emphasized that absolutely no one connected with the film business other than members of the Fabian family will be associated with the purchase of the Warner Theatres control by Fabian Enterprises, Inc., owned by him and his brother-in-law, Rosen. The new company will be operated separately from Fabian Enterprises.



The recent managers' meeting of the Westland Theatres at the home office in San Francisco included, standing, left to right, Gerald Hardy, Rotus Harvey, Homer Wall, John Reidt, William Boland, Ray Summers, Frank De Grande, William De Groat, John Trenshaw, Charles Coovert, Bob Unger, Rodda Harvey, Bernard, Edmundson, Arthur Allread, Edward Campling, and James Peirson, and seated, J. Mazzei, John Oliver, Don Babcock, Edward Weber, John Bach, Archie Clark, Edy Coffey, and Jack Lowry.

New York News Letter

— By Mel Konecoff —

THIS IS the day of dimension, brethren. Now it's three dimensional films that people, here, there, and everywhere are grabbing for, hoping that this is the cure-



KONECOFF

all, the needed gimmick, and, who knows, maybe it is.

George J. Schaefer, producer representative for Arch Oboler, who gambled, last week told us that as a result of the tremendous business that was being racked up in Los Angeles by "Bwana Devil", first commercial feature to

be made in the process called Natural Vision with a three dimensional effect when viewed with a pair of Polaroid glasses, he has signed some 230 first-run situations in about 225 key cities throughout the country, mostly negotiated by phone, wire, and in person over a two-week period.

The picture in color, utilizing Ansco color in the negative and Eastman color in the positive, is getting deals at 50-50, with the same percentage being applied to advertising from the first dollar. The paper-framed glasses cost 10 cents per pair, and are deducted from the gross before the 50-50 per cent is applied. At present, the film is shown in two parts, with an intermission, necessitated by the fact that two projectors must be used, and these must be synchronized.

On the subject of synchronization, Schaefer says that there are two ways of doing it. One involves the use of a "slave" motor, which boosts the regular motors, and synchronizes the operations of the projectors. This costs about \$300, and it can be moved from one theatre to another to reduce the initial cost, if so minded. The other type of installation

Charles Einfeld Bullish On "Madam", Others

NEW YORK—A prediction that 20th Century-Fox's "Call Me Madam" will "rank as one of the all-time top grossers in the history of the motion picture industry," was voiced last week by vice-president Charles Einfeld, upon his return from a visit to the company's Hollywood studios.

Three other 20th Century-Fox productions were also reported enthusiastically on by Einfeld who saw rough cuts. The pictures are "Niagara", "Man On A Tightrope", and "The Star."

Einfeld's agenda included a round of discussions with Darryl F. Zanuck, production chief, and Harry Brand, studio publicity head, to formulate promotional plans.

costs in the neighborhood of \$100. This involves setting a steel bar across between the projectors with gears on each end which are then hooked up with the machines, and these also synchronize the machines. Schaefer reported that the process which would permit future films to be projected only on one reel of film is being perfected.

He also reported that four major distributors are negotiating with him to get the rights to distribute the film nationally. He expects to have 150 prints in work by Feb. 1. Exhibitors are raising admission prices 30 to 50 cents, their prerogative, and it is estimated that the film will eventually wind up with more than 8,000 contracts.

Oboler, whom we thought had exclusive rights to the process, is licensed by Natural Vision to make one picture a year using the process, and any other producer can get into the swim once he signs a licensing contract with Natural Vision. Schaefer left for the coast for conferences with Oboler at the end of the week.

THE METROPOLITAN SCENE: Condolences go to Jack Levin in the loss of his mother. . . . Holiday magazine carries an amusing piece by John McNulty, who describes his experiences as a movie piano player in the days of the silent film at an early house in Andover, Mass. . . . Early holiday greetings are in from the Variety Club of Toronto and Jack Chisholm. . . . Producer Raoul Levy and French director Yves Allegret stopped briefly enroute to Mexico, where they will produce the first French film in the western hemisphere, starring Michele Morgan, Gerard Phillippe, and Pedro Armendariz. It's a co-production deal with Reforma Films. . . . The observation of the 50th anniversary of western films by U-I entails not only releasing "The Lawless Breed" but also issuing a special promotion kit and a 12-page, four-color booklet featuring scenes from outstanding westerns of the past as well as plugs for "Breed." . . . The November issue of Ebony devotes its cover and 12 pages to Joe Louis, and plugs "The Joe Louis Story." . . . Martha Shaeffer has been appointed press editor, Seventeen magazine. . . . Look and Collier's both urge us to get in on the two-page ad on "The Thief Of Venice" with our booking on the film. Now all we need is a theatre. . . . The first list of 10 best films compiled by Frank Quinn, The Mirror, gives prominent listing to "This Is Cinerama" in ad-

Pre-Holiday Slump Hits B'way Grosses

NEW YORK—Hit by the usual pre-Christmas slump, the Broadway first-runs found themselves pretty much in the doldrums last weekend.

There were only two openings.

According to usually reliable sources reached EXHIBITOR, the breakdown was as follows:

"STOP, YOU'RE KILLING ME" (WB). Paramount, with stage show, expected the opening week to tally \$56,000.

"MILLION DOLLAR MERMAID" (MGM). Radio City Music Hall, with Christmas stage show, claimed \$90,000 for Thursday through Sunday, with the second week heading toward \$145,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion anticipated the third week at \$41,000.

"THE SNOWS OF KILIMANJARO" (20th-Fox). Rivoli reported \$10,000 for the 13th week.

"KANSAS CITY CONFIDENTIAL" (UA). Globe expected the third week to hit \$11,000.

"THE THIEF OF VENICE" (20th-Fox). Mayfair was heading toward a \$12,500 third week.

"LIMELIGHT" (UA). Astor claimed the eighth week would reach \$14,000.

"HANGMAN'S KNOT" (Col.). Loew's State expected the opening week to hit \$18,000.

"BREAKING THROUGH THE SOUND BARRIER" (UA). Victoria announced \$12,000 as the sixth week's figure.

"BECAUSE OF YOU" (U-I). Capitol expected the second week to be around \$21,000.

"Bwana" Given Seal

HOLLYWOOD—The Production Code Administration last week announced that a Code seal of approval has been given to a revised version of Arch Oboler's production, "Bwana Devil." The PCA stated that the film, which previously was refused a seal, had been re-reviewed at Oboler's request after he advised the Code that he had eliminated from the film those parts which the PCA had found objectionable. The revised version which received the seal was cut as originally suggested by the Breen office.

Indianapolis Theatreman Sues

INDIANAPOLIS—Manny Marcus, owner, Zaring, last fortnight filed an anti-trust suit in U. S. District Court against Loew's and Paramount, seeking \$300,000 in damages. The theatre filed a similar action in 1949 under its corporate name, Central Avenue Theatre Corporation, but permitted the suit to be withdrawn when Loew's and Paramount offered to enter into an agreement with the operators. The theatre now claims distributors have refused to honor the 1949 agreement.

dition to "High Noon", "Sudden Fear", "Come Back Little Sheba", "The Quiet Man", "Hans Christian Andersen", "The Greatest Show On Earth", "Walk East On Beacon", "Breaking The Sound Barrier", and "The Promoter." . . . "Hans Christian Andersen" has been selected as the "Picture Of The Month" by the New York Subway system.

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Associate Producer-Director JOHN H. AUER

A REPUBLIC PICTURE
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GET
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BIG
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CHECK YOUR REPUBLIC BRANCH MANAGER FOR DETAILS
OF THIS GREAT BOX OFFICE TIE-UP!

The International Scene

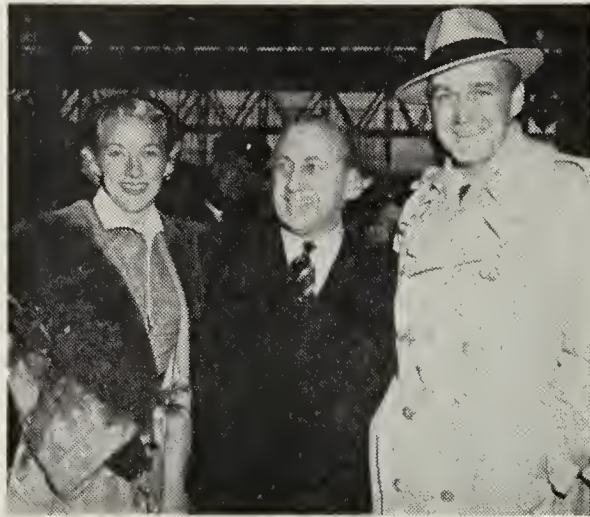
Canada

IN THE west end of Toronto, four restaurants are vying for the aftertheatre crowd attending the Odeon Humber, and are offering premiums for attendance. Among the premiums are free coffee, television sets, and also, second cup of black stuff free. It started when one restaurant took the screen of the Humber to show colored pictures of steaks, sandwiches, and steaming cups of coffee, and inviting the patrons to "drop in" after the show. Across the road window streamers advertise "Free Coffee", in small print, "Your second cup free", and, as a special to theatregoers, a free first cup if the seat stub is produced. Recently, another eatery, reopening after alterations, gave away a TV set. Observers say possibly the only way to end the battle of the burps would be for the Humber to open its own restaurant.

Theatre construction in Canada shows signs of being at its lowest ebb since the end of wartime building restrictions in 1948, with just 65 new theatres being erected during 1952. Of these new theatres, 23 were drive-ins. Four theatres recently opened were the 330-seat Merritt, Merritt, B. C., owned by W. A. and H. S. Trout, who closed the town's only other theatre, the 350-seat Rex; Fred Komperdo's Daysland, Daysland, Alta., which replaces the old house with the same name; P. A. Sharpe's 150-seat Legion, the first in Stockholm, Saskatchewan, and Ivanhoe Ruel's Alouette, the first house in St. Charles, Que. Town councils have refused building permits for two proposed drive-ins, one in Fort Erie, Ont., and another in Millardville, B. C.

The fiscal year of Marcus-Loew's Theatres in Toronto showed a net profit of \$84,944, close to that of the previous year. Working capital rose to \$588,901 from \$479,253. This covers the operations of two theatres in Toronto, both first-run houses. Loew's also operates a house in London, Ont.

A plan for the promotion of the industry in Canada has been approved by exhibitors' associations of Ontario, Quebec, and Alberta following the dispatch of a letter of description being sent to member associations of the Motion Picture Industry Council of Canada. The letter was sent out by J. Arthur Hirsch, Montreal, chairman, boxoffice promotion committee. Included for consideration are research on the movie-going public's habits so as to guide advertising more effectively, a closer relationship between newspapers and theatres, rearrangement of amusement ads so as to attract the non-theatregoers to read the ads, an overall method to encourage goodwill towards the industry by the public, establishment of an inexpensive film magazine for theatre and store sale, and a proposal as to how the plan could be paid for. The latter includes a proposal that every theatre-owner agree



Forrest Tucker and his wife, Marilyn, recently arrived in London, where Tucker will star in Republic's "Laughing Ann." Shown also is C. B. Newbery, center, Republic managing director.

to pay one-fifth of one per cent of his film bill towards the establishment and operation of a motion picture institute.

A Victoria, B. C., exhibitor, B. A. Nixon, Fox, found a way to eliminate 90 per cent of the distortion usually resulting from front and side seats. Reports are that pictures playing his theatre take on a new reality. Nixon bent his 14 by 10 foot screen 18 inches.

Production is planned for Calgary, Alta., by a Vancouver exhibitor, Hy Singer, and his brother, Jack, a one-time fight promoter. The projected venture is strictly a commercial venture, with two titles already registered, namely, "Custer's Last Stand" and "Chief Sitting Bull." . . . W. J. McLaughlin, owner of theatres in Espanola and Massey, Ont., died. He had resigned as a director of the Motion Picture Theatres Association of Ontario. . . . Harry



Present at the recent U-I Australasian sales convention in Sydney, Australia, were, seated, left to right, Dan Casey, general manager; Herc C. McIntyre, managing director, and Clive Wakeham, secretary-director; standing, Lin Endean, publicity director; Eddie West, New South Wales manager; Charles Baker, West Australia manager; Jim Young, statistics; Brian Casey, Victorian manager; Tom Cadwallader, southern division supervisor; Owen Knowles, Queensland branch manager; Ron Mooney, publicity executive; Bill Hislop, New Zealand manager; Reg Perry, South Australian manager, and Sid Sinclair, Northern division supervisor, in happy mood.

Wilson, manager, Capitol, Chatham, is the grand winner in the ballyhoo contest conducted by Dan Krendel, supervisor for District B., Ontario Famous Players Theatres, drive. In the contest, each of the managers of the theatres had to submit a "Stunt-A-Week". Second berth was taken by Jim McDonough, manager, Tivoli, Hamilton, while third post went to Bill Burke, manager, Capitol, Brantford. Special prize for the largest number of points in any one week went to Bill Trudell, Capitol, London.

Fire in the National, Montreal, completely destroyed the 1,518-seat house. . . . A banquet will be held after the first of the year by associates at Famous Players in honor of Jack Arthur, who has been supervisor of Ontario District C for Famous Players, and who is leaving on Dec. 27 to take a post with the Canadian National Exhibition. . . . Among those in Toronto for the Grey Cup Football Classic were Richard Miles, Lew Miles, and Sammy Rosenblatt, all of Winnipeg; Jay Lieberman, from Edmonton, and Mickey Isman and George Destounis, from Montreal. . . . Dick Main, Sutton exhibitor, sparked a large Santa Claus parade in his district. . . . Saturday shoppers in Toronto were startled when they saw the covered wagon arranged by manager Fred Trebilcock, Imperial, Toronto, to advertise "Springfield Rifle." . . . Mrs. Mel Jolley, wife of the Hamilton, Ont., theatre manager, has recovered sufficiently to return to her home in Hamilton after a very bad automobile accident. . . . Arthur Manson, advertising-publicity chief in Canada for MGM, was arranging details with Jim McCracken, Loew's, for the visit to Toronto of Jeri Dorsey, to help publicize "Million Dollar Mermaid." . . . Sam Fine, B and F Theatres, Toronto, and his wife, went to Florida.

—HARRY ALLEN, JR.

Peru

In Lima, Wolfe Cohen, president, Warners International, and Karl Macdonald, vice-president, attended the company's annual Latin American sales meeting. In for conferences were division managers Armando Trucios, Pacific; Peter Colli, Caribbean, and Ary Lima, Atlantic division head. Managers of all Warner head offices in countries south of the border were present, Americo Rosenberger, Mexico; Leo Green, Panama and Central America; Ira Beck, Colombia; Hugo Geri, Ecuador; Jack Mindis, Peru; Louis Lipsky, Chile; Cesar Aboaf, Argentine; Lester Cohen, Brazil; Richard Spierman, Trinidad; Geza Polaty, Cuba, and John Jones, Puerto Rico.

Foreign Earnings Increase

WASHINGTON—Film industry earnings abroad increased \$40,000,000 in 1951 to a record \$160,000,000, according to a Commerce Department report last fortnight. The figure includes total earnings, whether remitted or blocked abroad. They are net earnings after allowances for foreign advertising and other distribution costs.

Of the total, \$88,000,000 was earned in Britain, France, and other Atlantic Pact countries. Another \$15,000,000 came from Canada, \$26,000,000 from Latin America, and \$31,000,000 from the rest of the world.

*Oh man,
this really hits!*

Over 1000 spots
played and playing
and nothing but
smash, smash, smash
in every one!

They hold over,
they move over,
they're bowling
them over with

**ALAN
LADD**

**VIRGINIA
MAYO**



IN WARNER BROS.

"THE IRON MISTRESS

WITH JOSEPH CALLEIA • JAMES R. WEBB

SCREEN PLAY BY

FROM THE NOVEL BY

MUSIC BY

PRODUCED BY HENRY BLANKE GORDON DOUGLAS

DIRECTED BY

COLOR BY
TECHNICOLOR

Drafts On Arbitration Agreements Released To The Trade Press

NEW YORK—A study of the two industry arbitration drafts, one prepared in August by a joint distributor-exhibitor drafting committee and the other, in October, modified to reflect changes proposed by distributors, made available to the trade press last week for the first time, disclosed fewer differences than many expected in such controversial issues as clearance, runs, competitive bidding, forcing of films, pre-releases, damages, and contract violations.

Allied turned down the modified second version recently at the Chicago convention.

The two drafts show that provisions on clearance, forcing, contract violations, one-way arbitration, runs, and conciliation were admitted to be plus factors by Allied's board, and all these provisions, except conciliation, part of the draft as amended by distributors, appear in virtually the same form in both drafts.

Provisions on pre-releases, competitive bidding, and damages, all listed as "minus points" in Allied's rejection of the distributors' draft, were also carried in the original draft prepared by the joint exhibitor-distributor group.

Clearance provisions assert that the distributor granting the clearance is assigned the burden of sustaining the reasonableness of the clearance complained of. The exhibitor is also given recourse to

arbitration in the matter of distributors forcing certain films before allowing exhibitors to license particular features.

Both drafts accord exhibitors the right to file complaints, and seek redress against distributors, but not vice versa. Both drafts also contain a provision designed to enable competing exhibitors to find out which is entitled to pictures on a particular run without resorting to competitive bidding.

The second draft, approved by distributors, has the further provision that any distributor, complaining exhibitor, or intervening exhibitor affected by an award in a run case may institute further arbitration proceedings if he can prove conditions with regard to the theaters involved have changed to such a degree that a modification of the original award is warranted.

Both drafts are also similar in regard to provisions on pre-releases, competitive bidding, and award limitations. The distributor-approved draft contains the additional stipulation that if the claim is on clearance, runs, competitive bidding, or forcing of pictures, awards shall be limited to damages sustained for no more than four years before the complaint was filed.

The modified plan has been a subject at many exhibitor meetings throughout the country.

Lees TV Show Successful

NEW YORK—Distributors and dealers of James Lees and Sons, seated in theatres in 17 cities throughout the nation, witnessed the first coast-to-coast industrial use of theatre television last week. The telecast, set by Theatre Network Television, was acclaimed a success. The only objection was that the black and white telecast was unable to transmit the rich colors of the merchandise shown. To offset this, samples were in lobbies.

The Bendix use of theatre television on Dec. 30 was cancelled last week, "due to difficulties in coordinating dealer meetings during the holiday season."

Johnston Reports On L. A.

NEW YORK—Eric A. Johnston advised company presidents and foreign managers, meeting at the MPEA board last week, that his conferences on American industry difficulties with presidents and officials of five Latin American countries held out the promise of relief.

Johnston told the group this his South American mission resulted in assurances that there would be sympathetic study of the American industry representations, with action to follow. The industry is reported to have more than \$7,000,000 frozen in Argentina alone, according to available information.

Dan Terrell Named MGM Publicity Chief

NEW YORK—Howard Dietz, vice-president in charge of advertising, publicity, and exploitation for Metro, announced last week the appointment of Dan S. Terrell as eastern publicity manager.

Terrell has been exploitation director for the past three years at MGM.

Defendants Win In Pa. Anti-Trust Case

PHILADELPHIA—A jury in U. S. District Court last week found for the defendants in the anti-trust case filed by Fanny Harrison, Bryn Mawr, Pa., against Paramount Pictures et al and the late Harry Fried, with Judge W. H. Kirkpatrick presiding.

The suit, which claimed conspiracy between the defendant distributors and Fried, also asked \$300,000 damages. The Bryn Mawr, formerly the Seville, is now a William Goldman Theatres house.

During the trial, which lasted two weeks, a succession of local distributors, home office officials, theatremen, and others were heard.

In addition to deciding the merits of the action, the court asked the jury to answer the following questions:

1. Were the changes of run and clearances from and after the year 1928 which resulted in the Bryn Mawr showing motion pictures after the Ardmore unreasonable?

2. Were the changes of runs and clearances among the Main Line theatres from and after the year 1940 made as a result of an illegal conspiracy or combination in conjunction with Harry Fried to damage the business and value of the Bryn Mawr by imposing unreasonable restraints upon the showing of motion pictures at that theatre?

In each case, the jury in addition to finding for the defendants generally, answered "No."

Attorneys handling the case were:

For the Warner defendants: Morris Wolf and Louis J. Goffman, and, for the distributors, Earle G. Harrison.

For the plaintiff, Harry Norman Ball.

Lippert Schedules Chi. Meeting

HOLLYWOOD—First national meeting of the new Lippert franchise owners was called last week by Robert Lippert for Jan. 10 and 11 at the Blackstone Hotel, Chicago. Arthur Greenblatt, general sales manager, will conduct the two-day session, to be attended by executives from the coast home office and New York. Lippert will outline the season's product.

Rogers With Film Law Firm

WASHINGTON—William P. Rogers, appointed U. S. Deputy Attorney General last fortnight in the administration of President-elect Eisenhower, is the Washington representative of the law firm of Dwight, Royall, Harris, Koegel, and Caskey, legal counsel for 20th Century-Fox.

UA Honoring Kranze

NEW YORK—It was learned this week that UA will launch a 26-week sales, billings, and liquidation drive on Dec. 22 in honor of B. G. Kranze, newly-appointed general sales manager.

This Was The Week When

The number of name personalities signed on the coast for entertainment of G.I.'s overseas was announced as 48. . . . Peter Levathes, director of TV for 20th-Fox, announced that he had set "News Adventures For Young America" in 10 markets.

UA revealed that "Moulin Rouge" would have its pre-release showing at the Fox Wilshire, Los Angeles, on Dec. 23. . . . U-I announced that it was marking the 50th anniversary of the western film with the release of "The Lawless Breed" in a series of Texas pre-release showings. . . . UA stated that it had 15 exploiteers assigned to key city engagements of its films.

It was revealed that "Two Cents Worth Of Hope", distributed by Times, had been voted the best Italian film of the year by that country's critics. . . . RKO added additional field men to handle pre-release engagements of "Hans Christian Andersen" and "Peter Pan." . . . Samuel Goldwyn was the guest of honor at the sixth annual "Panhandle Dinner" of the Screen Publicists Guild on the coast. . . . It was announced by Brandon Films, Inc., that "Julius Caesar", originally made in 16mm. version, would be blown up to 35mm., and that the same laboratory process used on the film version of "Kon-Tiki" would be used to create a 35mm. negative for the regular run of houses.

DON'T MISS THE BOAT!

FLAT TOP

**A SENSATION
across the NATION!**

**Climb Aboard with the Country's TOP Showmen Who've
Booked "FLAT TOP" for Their TOP First Run Houses!**

Los Angeles..... LOEW'S STATE
and EGYPTIAN

Chicago..... UNITED ARTISTS

Detroit..... PALM STATE

San Francisco..... ST. FRANCIS
(Held Over 2nd Week!)

Kansas City..... PARAMOUNT

Memphis..... MALCO

San Diego..... FOX, STATE
and LOMA
(Moved over to Adams)

Minneapolis..... STATE
(Moved over to Lyric)

New Haven..... PARAMOUNT

Indianapolis..... INDIANA

Cincinnati..... RKO GRAND

Buffalo..... PARAMOUNT

Denver..... DENVER &
ESQUIRE

Milwaukee..... Fox WISCONSIN

Pittsburgh..... STANLEY

St. Louis..... FOX

Washington, D. C..... WARNER
and AMBASSADOR

Boston..... PARAMOUNT
and FENWAY

Des Moines..... PARAMOUNT

Oklahoma City..... CENTER

Salt Lake City..... UTAH

"FLAT TOP" • A WALTER MIRISCH Production IN COLOR starring STERLING HAYDEN and RICHARD CARLSON with Keith Larsen • Bill Phipps • Phyllis Coates • John Bromfield • Directed by LESLEY SELANDER • Written by STEVE FISHER

The New BOXOFFICE Power is the New ALLIED ARTISTS!

Triumvirate Stays As COMPO Heads; Tax Fight Progress Praised

CHICAGO—No president will be elected to head the Council of Motion Picture Organizations, but its activities will be directed by its three co-chairmen, it was announced at the final session of the body last week. On the triumvirate are Truman T. Rembusch, Sam Pinanski, and Al Lichtman, all of whom were praised for their work.

A budget was okehed, but the amount was not disclosed. A proposal that COMPO work with the MPIC in Hollywood in extending the MPIC public relations plan was referred to the finance committee for study.

A committee report that theatres observe "National Health Week" to collect funds for charities needing money for medical research was accepted, and referred to the COMPO constituent organization members. If they approve, a committee will be appointed to further the plan.

The Industry Round Table in Hollywood will be held in April or May, not in February. Approval of a new series of shorts, like "The Movies And You", was given, and efforts will be made to secure the \$44,000 surplus remaining on the first series from the trustees.

An industry radio program was voted down because of its cost. There was further discussion of the tax repeal program, and it was given a vote of confidence.

Si H. Fabian and Sam Rosen were congratulated on their reported acquisition of control of Warner Theatres by many executives present.

Washington, Idaho, Alaska Admitted

CHICAGO—The report of the national tax repeal campaign committee, headed by Colonel H. A. Cole and Pat McGee, highlighted the first day's meeting of the executive committee and board of directors of COMPO last week at the Blackstone Hotel, and presided over by Truman T. Rembusch.

Declaring that the first stage of the campaign had progressed most satisfactorily, the report stated that the next step called for the securing of information from distressed theatres which would show the hardship inflicted by the tax. It was indicated that a simple questionnaire would be put in the hands of all distressed exhibitors, and that, if necessary, salesmen of the various distributing companies would be used in the work.

The meeting adopted a resolution commending the tax campaign committee for its work.

Sam Pinanski, one of the three co-chairmen now directing the affairs of COMPO, read a report, which emphasized that Al Lichtman, Rembusch, and Pinanski, the three co-chairmen, had thrown all of COMPO's resources and facilities behind the campaign.

The report of the membership drive conducted in August and September, read by Rembusch, as chairman, finance committee, stated that nearly 14,000 exhibitors had paid dues. Herman Robbins, treas-

Charles Feldman Honored By U-I Drive

HOLLYWOOD—U-I will launch an 18-week "Charles J. Feldman Silver Anniversary Drive," starting on Dec. 28 and continuing through May 2 to mark Feldman's 25 years with the company, it was announced last week by Alfred E. Daff, executive vice-president, to the company's production, distribution, and promotion executives meeting in a series of top level conferences.

Upwards of \$36,000 will be distributed in prizes to the company's domestic division, district, branch and office managers, salesmen, and bookers. As an innovation, in addition to the top national prizes, branch managers, office managers, salesmen, and bookers will also be eligible for prizes in their divisions.

Nine of the 12 pictures listed by Daff for release during the period of the drive are in Technicolor.

The nine Technicolor films are "Against All Flags", "Meet Me At The Fair", "The Lawless Breed", "The Redhead From Wyoming", "Mississippi Gambler", "City Beneath The Sea", "Seminole", "Gun-smoke", and "Desert Legion."

Particular emphasis was placed on plans for "The Glenn Miller Story", based on the life of the famous orchestra leader, which will be one of the studio's biggest Technicolor productions for the coming year. James Stewart already has been signed to portray Miller.

urer, then read a report of COMPO's financial condition and policies.

The Theatre Owners of Washington, Idaho, and Alaska was admitted to membership, and the membership committee was instructed to approach equipment manufacturers and other industries allied with the business to enlist them as members. The committee also voted to give further consideration to a proposal by Mrs. Mary Lasker, widow of Albert D. Lasker, that theatres conduct a "National Health Week" for the benefit of charities in need of money for medical research.

Reporting on "Movietime, U.S.A.", Robert J. O'Donnell, national director, said that since the tours were started a year ago, 330 Hollywood personalities had made 8,000 personal appearances in 1,500 cities and towns in nearly all of the 48 states. O'Donnell, commended for his work, emphasized that the tours must be continued.

The committee heard a proposal from Steve Broidy, president, Motion Picture Industry Council of Hollywood, that COMPO cooperate in an extension of the MPIC's public relations service through exhibitors. It was referred to the finance committee. After a presentation by O'Donnell of plans of Texas COMPO for an exposition and touring train, the committee adopted a resolution approving the presentation and instructing the COMPO co-chairmen to prepare a report on the project.

Almost 50,000 See "Carmen" Theatre TV

NEW YORK—Reports from all parts of the country indicated that the closed theatre TV telecast of the Metropolitan Opera House's "Carmen" had attracted a paying audience of 50,000 in 31 theatres in 27 cities throughout the country, in addition to 3000 persons at the opera house.

Gross was said to be between \$100,000 and \$150,000.

Three cameras were used in the presentation, with no deviation from the opera to cover activities in the auditorium.

Scales ranged from \$1.20 to as much as \$7.20 in this city at the Guild. The performance started at 8.30 p. m., 5.30 p. m. on the west coast. Ballots were distributed to the audiences in the theatres seeking their opinions on various aspects of the TV showing and possibilities for future operatic telecast.

Business indicated that few of the theatres sold out.

Following the televising, reports from all parts of the country indicated the success of the experiment, with Walter Reade, Jr., suggesting a subscription series for a season, to be sold in advance, and not necessarily restricted to opera.

Belief is, however, that the nut for theatres was too high, and that box-office prices, overall, were also too high.

However, the telecasts were well received by press and public.

Concession sales were down, generally.

Skouras Names Zukor Aides

HOLLYWOOD—Charles P. Skouras, Hollywood chairman, Variety Clubs International 80th birthday dinner celebration for Adolph Zukor, last week announced the names of committee members and chairmen who will take active part in preparations for the event on Jan. 7 at the Ambassador Hotel. The general dinner committee working with Skouras includes: Steve Broidy, Harry Cohn, Sherrill Corwin, Ned Depinet, Cecil B. DeMille, Walt Disney, Y. Frank Freeman, William Goetz, Samuel Goldwyn, Don Hartman, B. B. Kahane, Jesse L. Lasky, Sr., Sol Lesser, L. B. Mayer, Dore Schary, Joseph Schenck, L. K. Sidney, Edward Small, Leo Spitz, Walter Wanger, Harry Warner, Jack Warner, Herbert J. Yates, Darryl Zanuck, and Eugene Zukor.

L. K. Sidney and Jesse L. Lasky, Sr., are co-chairmen heading the committee in charge of program and entertainment.

The general arrangements committee, which includes studio publicity directors, is headed by Perry Lieber. Members are Harry Brand, Teet Carle, Alex Eve-love, Mickey Gross, Al Horowitz, George Lait, Howard Strickling, and Duke Wales. Lou Smith is acting as coordinator for all activities.

Skouras Eyes Greek Industries

ATHENS—Spyros P. Skouras, on his world trip, conferred last week with Prime Minister Alexander Papagos and other Greek government leaders on the possible establishment of two new industries in Greece—oil refining and sugar.

Tuesday, December 2, 1952

\$117,500 FOR 'BWANA DEVIL' TOPS LOCAL FIRST RUN BIZ

Tales II

H'wood Paramount Sets New Record

Sensation of the week, boxoffice-wise, is the performance of Arch Oboler's "Bwana Devil," first feature-length picture to be made in Natural Vision 3-Dimension, with a running time of 100 minutes.

Sweet Substitute
Dawn Addams, who planes to the Christmas season, is the star of "The Christmas Tree" at the Hollywood Theatre.

DAILY VARIETY DAILY

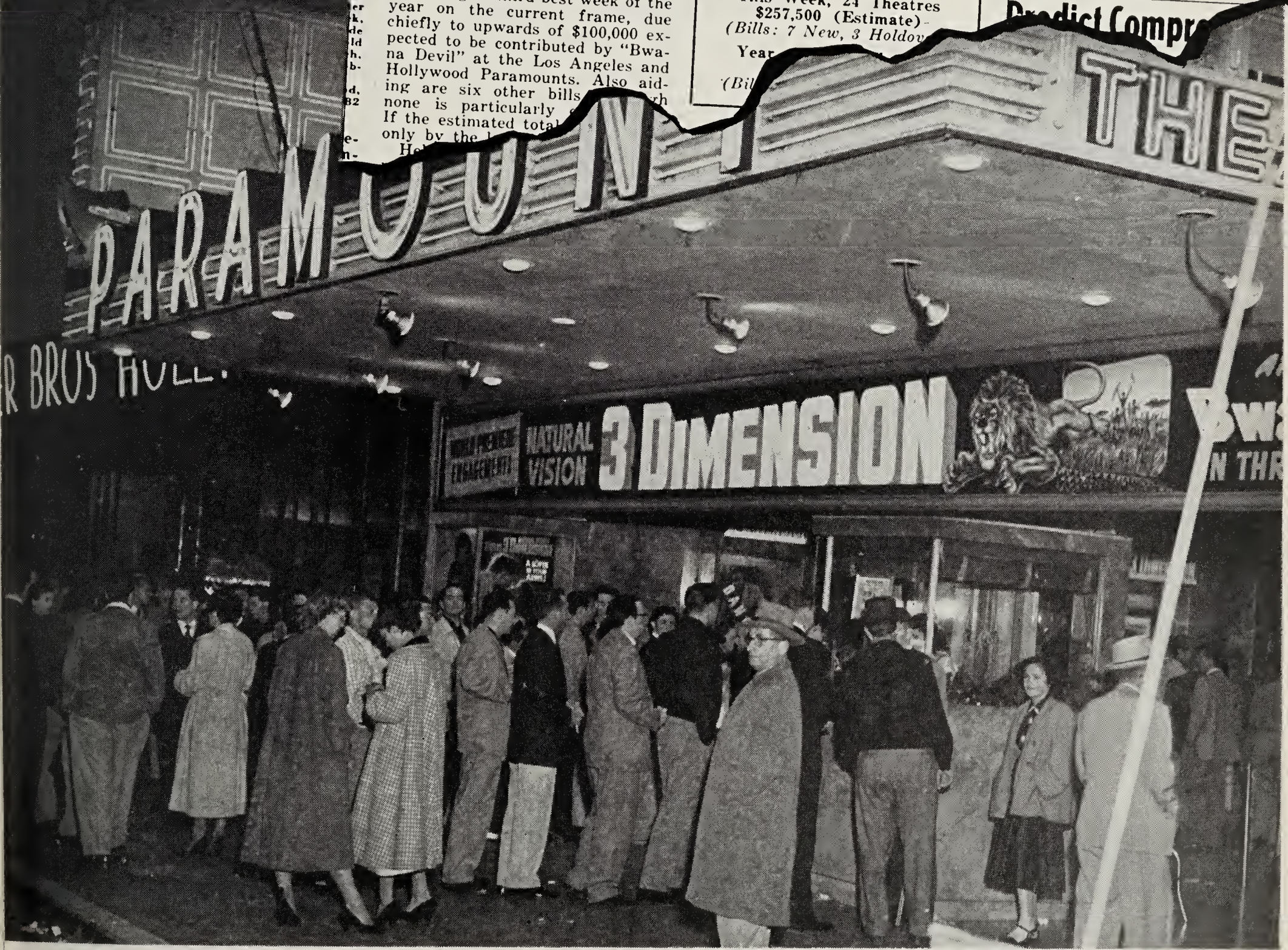
Tues., Dec. 2, 1952

100G 'Bwana' Bonanza Booms L.A. 1st Runs To 3d Biggest '52 Wk.

Los Angeles first-run gross total is soaring to third best week of the year on the current frame, due chiefly to upwards of \$100,000 expected to be contributed by "Bwana Devil" at the Los Angeles and Hollywood Paramounts. Also aiding are six other bills, of which none is particularly strong. If the estimated total of \$117,500 is only by the Los Angeles and Hollywood Paramounts.

This Week, 24 Theatres
\$257,500 (Estimate)
(Bills: 7 New, 3 Holdovers)
Year
(Billings)

Predict Complete



THANKS to Jerry Zigmond, Marco Wolff, Len Goldenson, and Ed Hyman for their faith in "Bwana Money-Maker"!

Arch Oboler

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

UA

"Babes In Bagdad"—Made in Spain, this will fit into the duallers.

PARAMOUNT

"Tropic Zone"—Pine-Thomas melodrama should satisfy the action fans.

"Come Back, Little Sheba"—High rating adult show.

COLUMBIA

"Target—Hong Kong"—For the lower half.

"Invasion, U. S. A."—For the duallers.

MGM

"The Hoaxers"—High rating Communist expose documentary has the angles.

WB

"Stop, You're Killing Me"—Amusing comedy.

UA Theatres Net Up

NEW YORK—Net income for United Artists Theatre Circuit and subsidiary companies for the year ended on Aug. 31, 1952, was \$491,013, compared with \$402,290 in 1951 and \$614,383 in 1950, it was learned last week. The net before all necessary deductions, including federal income taxes, was \$749,360, with deductible items totalling \$494,313. To the remainder was added \$235,966, representing the proportion of undistributed net profits, less the proportion of net losses of companies not entirely owned. The report pointed out that certain theatre operations of the company and its partly owned companies will be terminated as a result of the government's anti-trust litigation brought against other film producing companies.

Texas Exhibitors To Court

ABILENE, TEX.—Mac Carnohan and H. R. Barker, Jr., owners, Westerner Drive-In, Colorado City, Tex., last fortnight filed an anti-trust suit against Loew's and Paramount in U. S. District Court seeking triple damages of \$80,000. The action charges unreasonable constraint and monopoly.

Abtcon Makes Coast Bow

HOLLYWOOD—Abtcon Pictures, Inc., making its bow last week, plans a production schedule of four action-exploitation films.

Officers of the unit, with offices at General Service Studios, are Herman Cohen, president, and William L. Abt, secretary-treasurer.



Seen at the recent premiere of "Bwana Devil," Natural Vision three-dimensional film, at the Hollywood Paramount were, left to right, Arch Oboler, Robert Stack, and Claudette Thornton. Oboler produced, directed, and wrote the play.

A. Montague Again Heads Rogers Group

NEW YORK—The board of directors of the Variety Clubs' Will Rogers Memorial Hospital elected the following officers at their annual meeting last week: A. Montague, president; R. J. O'Donnell, chairman; Charles E. Lewis, Harry Brandt, Charles J. Feldman, Robert Mochrie, Herman Robbins, Sam J. Switow, Richard Walsh, and Joseph Vogel, vice-presidents; Max A. Cohen, secretary; S. H. Fabian, treasurer, and George Eby, assistant treasurer.

Montague, entering his second year as president, reviewed the status of the hospital and the various improvements and projects developed while Lewis reported on the physical improvements made under his direction, and announced the appointment of Charles Gratz, Pittsburgh, as hospital administrator. The present patient population is 57, with three more cases being processed.

Fabian reported that the hospital operating cost during the fiscal year ended on Oct. 31 was \$221,072, an increase of \$7500 over 1951. Fred Schwartz, chairman, finance and fund raising committee, spoke of the progress of the Christmas "Salute", coin boxes, and sponsored-room program.

The board voted special commendation to Lewis and a special vote of thanks to Sam Goldwyn for his contribution of the benefit premiere of "Hans Christian Andersen" and his additional contribution of \$25,000 to the Will Rogers Memorial Hospital Fund.

The 1953 board is comprised of Jack Beresin, Variety Clubs International Chief Barker; Maurice Bergman, U-I; Charles Boasberg, RKO; Brandt, Brandt Theatres; Cohen, Cinema Circuit; Tom Connors, Connors Associates; George Dembow, National Screen; Guy S. Eyssell, Radio City Music Hall; Fabian, Fabian Theatres; Charles S. Feldman, U-I; William J. German, W. J. German, Inc.; Leonard H. Goldenson, Paramount; Maurice R. Goldstein, Monogram; John H. Harris, Harris Theatres; William Heineman, United Artists; J. Robert Hoff, TESMA; Harry M. Kalmine, Warner Theatres; Paul N. Lazarus, Jr., Columbia; Lewis; Al Lichtman, 20th-Fox; Mochrie, Samuel Goldwyn Pictures; Montague, Columbia; O'Donnell, Interstate Circuit; Sam Rinzler, Randforce

PEOPLE

NEW YORK—The board of directors of Cinerama Productions, Inc., reelected Dudley Roberts, Jr., president last fortnight. Others reelected are Frank M. Smith, executive vice-president; Louis B. Mayer, chairman of the board; Lowell Thomas, vice-chairman of the board, and Ernest Scanlon, treasurer. The annual stockholders' meeting reelected the following board members: Frank M. Smith, Paul W. Kesten, Merion C. Cooper, Thomas L. Perkins, Milo Sutliff, and Alger B. Chapman.

HOLLYWOOD—Darryl Zanuck last week named Raymond A. Klune to the post of executive producer at 20th Century-Fox, assuming duties formerly performed by Julian Blaustein. Klune has been executive production manager at 20th Century-Fox since 1943. Zanuck also announced that Michael Abel would be an associate to Klune in his new post.

NEW YORK—Gilbert Rose, Paramount International service manager for the past seven years, last week resigned to join the State Department's international information administration of the motion picture bureau. Rose, connected with the industry since 1927, has been assigned to the State Department's New York office.

NEW YORK—Pat Notaro last week resigned from Warner Theatres, after 24 years, to accept an executive post with Roth Enterprises, operating theatres in Washington and Virginia.

NEW YORK—Lou Frankel was last week named assistant to Si Fabian, National Exhibitors Theatre Television Committee chairman.

UPT Reveals Divestiture

NEW YORK—It was divulged last week by United Paramount Theatres that 60 theatres had been divested in conformity with the schedule requiring the sale of, or the end of joint interests in, 184 theatres by Sept. 3, 1953. The divestiture report was issued on the Dec. 3 deadline date for divorcement of one-third of its remaining 184 theatres, which cannot be retained, according to the terms of its consent decree.

The next deadline is March 3 for the divestiture of another third.

Cinerama Orders Equipment

NEW YORK—Plans to make Cinerama available in other cities took a step last week with the placing of a large order with Century Projector Corporation for projectors and other equipment for future installations.

Some of the new equipment will go to the Palace, Chicago, scheduled to become the first Cinerama theatre outside New York. Equipment will also go to Detroit, Los Angeles, and Boston.

Circuit; Herman Robbins, National Screen Service; William Rodgers, MGM; Samuel Rosen, Fabian Theatres; Schwartz, Century Circuit; Wilbur Snaper, National Allied; Alfred Starr, TOA; Switow, Louisville, Ky.; Morton Thalhimer, Neighborhood Theatre, Inc.; Vogel, Loew's Theatres; Richard F. Walsh, IATSE; Murray Weiss, Boston; William White, Skouras Theatres, and Herbert J. Yates, Sr., Republic.

CHRISTMAS
SALUTE
NOW

Give "a dime,
a dollar or an
endowment
to your hospi-
tal to help
care for your
own.

WILL ROGERS MEMORIAL HOSPITAL

SARANAC LAKE
NEW YORK

New York Office: 1501 B'way, N.Y. 36, N.Y. • BRyant 9-1046

Miscellaneous

In the Newsreels

IN ALL FIVE:

Korea: Eisenhower's visit.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 35, No. 100) See "In All Five."

NEWS OF THE DAY (Vol. XXIV, No. 230) See "In All Five." Football: South Carolina high school all-stars defeat North Carolina high school stars in Shrine Bowl charity match, 23-19 (Charlotte only); Philadelphia: North Catholic meets Abraham Lincoln High in 15th annual high school championship (Philadelphia only).

PARAMOUNT NEWS (No. 33) See "In All Five."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 420) See "In All Five". Football: Milk Bowl pee-wee football classic sees Boys Town team overthrown by Variety Club of Houston (Dallas only); South Carolina high school all-stars defeat North Carolina high school stars in Shrine Bowl charity match, 23-19 (Charlotte only); Philadelphia: North Catholic meets Abraham Lincoln High in 15th annual high school championship (Philadelphia only).

WARNER-PATHE NEWS (Vol. 24, No. 35) See "In All Five."

TELENEWS DIGEST (Vol. 6, No. 50-A) Korea: Eisenhower's visit. South Africa: Racial friction.

IN ALL FIVE:

Mexico: Cortines elected president. Atlantic City, N. J.: Walter Reuther named CIO head.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 35, No. 99) New York: UN votes India's Korea peace plan. New York: Eisenhower names Sinclair Weeks Secretary of Commerce and Martin Durkin, Secretary of Labor. Korea: General Van Fleet visits wounded. Farmingdale, N. Y.: Air force unveils new super jet. New York: Cruise-wear fashions. New York: Billy Vessels receives Heisman Trophy. German Alps: Slalom champs.

NEWS OF THE DAY (Vol. XXIV, No. 229) Chicago: Atomic age 10 years old. Washington: Stevenson visits President Truman. England: Winston Churchill's 78th birthday. England: New Elizabethan coins. New York: Billy Vessels receives Heisman Trophy. New York: African gold coast inspires new styles. A Yuletide defense bonds message by Lionel Barrymore.

PARAMOUNT NEWS (No. 32) Indo-China: Battle for key outpost. Washington: New Labor Secretary Martin P. Durkin interviewed. The Saar: French faction wins plebiscite. Paramount News special: "A Warming Puppy Tale."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 419) The Saar: French faction wins plebiscite. Indo-China: Battle for key outpost. England: New Elizabethan coins. Farmingdale, N. Y.: Air force unveils new super jet. Germany: Santa arrives in Heidelberg in helicopter. New York: Billy Vessels receives Heisman Trophy.

WARNER PATHE NEWS (Vol. 24, No. 34) Washington: Stevenson visits President Truman; Secretary of State Acheson confers with John Foster Dulles; Secretary of Treasury Snyder chats with George Humphrey; Mutual Security Agency chief Harriman talks to Harold Stassen; Martin Durkin, Secretary of Labor, looks over his



B. G. Kranze was recently appointed UA general sales chief for the United States and Canada.

new office; preparations for Eisenhower's inaugural in full swing. England: Winston Churchill's 78th birthday. Germany: Memorial to Nazis' victims erected. The Saar: French faction wins plebiscite. New York: Billy Vessels receives Heisman Trophy. Pro Football: Browns scalp Redskins.

TELENEWS DIGEST (Vol. 6, No. 49-B) Mexico: Cortines elected president. Indo-China: Captured guns prove Red aid. France: President Auriol presents the baton to a marshal of France to a dead general's widow. Atlantic City, N. J.: Walter Reuther named CIO head. New York: New styles.

NATIONAL BOARD OF REVIEW

Nov. 29, 1952

SELECTED FEATURES: "Hans Christian Andersen" (Goldwyn-RKO); "Androcles And The Lion" (RKO).

Beverly Handles 16 Reissues

NEW YORK—A reissue deal was consummated last fortnight between Oliver A. Unger and Herbert Bregstein, Beverly Pictures, Inc., and Milton Gettinger whereby Beverly will handle the national distribution of 16 former Film Classics features. Gettinger is of the law firm of Gettinger and Gettinger. Total production cost of these attractions is estimated at \$10,000,000. The properties are "Daughter Of The West", "The Crooked Way", "Guilty Bystander", "Miraculous Journey", "Devil's Cargo", "Money Madness", "Captain Sirocco", "For You I Die", "Blonde Ice", "Inner Sanctum", "The Lovable Cheat", "State Department File 649", "Good Time Girl", "Sofia", "Four Days' Leave", and "C-Man."

Unger and Bregstein plan to offer exhibitors double feature packages, the first of which is "Good Time Girl" and "Not Wanted."

Survey Reveals Expenditures

WASHINGTON—It was revealed last fortnight that in the periodic study of the Labor Department's Division of Prices and Costs of Living, "Indexes of Retail Prices of Selected Services and Miscellaneous Goods Purchased by Moderate-Income Families in Large Cities of the United States", in 1951 the expenditure for motion picture admissions by the selected group was 172.8 and in September, 1952, 184.1. The index base is 1935-1939, and the figure 100 represents the amount of expenditure. June, 1952, was the best month with an index figure of 175.6.

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BETTER MANAGEMENT

Exploitation Keys To Profitable Merchandising

Free French Trips For WB's "April"

NEW YORK—With free trips to Paris as top prizes, Warners last week set up an essay contest of national scope on its forthcoming Technicolor musical, "April In Paris," with the cooperation of Air France and the French Government Tourist Office. Exhibitors are eligible to participate in the contest if their playdate of "April In Paris" is between Dec. 25, 1952, and Feb. 14, 1953.

"Why I Would Like To Spend April In Paris" is the poser which contestants are required to answer in 100 words or less, with entry blanks available at participating theatres. The manager and local committee selects the five best local letters which are to be forwarded to the national committee in New York for judging of the two final winners to be awarded the trip. Winners then will fly to Paris about April 1 via Air France as guests of the French Government Tourist Office. The winners will also receive spending money for their week's stay in Paris.

To herald the contest, the company and Air France have prepared a series of special accessories. Among them are a special advance trailer announcing the contest, entry blank mats for local printing, rules poster for lobby display, announcement poster for lobby display, and full-color posters supplied by Air France and French Government Tourist Office showing wonders of Paris, in addition to contest plugs.

Special campaign kits have been serviced exhibitors. Local tieups are unlimited, with newspapers and radio stations to be contacted for contest announcements, merchant tieins for gifts as prizes for local winners, store window displays with French motif, and music store tieins on film's tunes, and local travel agencies.

"Stripes" Book Comprehensive

NEW YORK—Topped by a nine-page section devoted exclusively to music merchandising, 20th Century-Fox last week forwarded to exhibitors a 28-page campaign manual for "Stars And Stripes Forever."

Describing the activities merchandising eight record albums of John Philip Sousa marches, the special music promotion section advances a multitude of suggestions for transforming Christmas and subsequent playdates of the picture into civic and entertainment events. The section also details the 20th Century-Fox and MGM Records-sponsored dealer and exhibitor contests supporting the "Stars And Stripes Forever" soundtrack album; seven other film musical packages being made available by the other major record companies; exploitation material being sent to disc jockies and music stores by the participating companies; organizations such as the Sousa Band Fraternal Society



"Ike" Hoig, manager, Stuart, Lincoln, Neb., one of the few exhibitors to have won two of MGM's promotion contests, was recently awarded \$50 each for his campaigns on "Just This Once" and "Carbine Williams." Present at the presentation were, left to right, Vincent Flynn, resident manager, Omaha branch; Al Golin, press representative; Hoig, who is recovering from an attack of polio; Frank Roberts, general manager, Cooper Foundation Theatres, which operates the Stuart, and Bob Stone, acting manager of the theatre.

Plymouths Aid "Adventure"

DETROIT—Chrysler Corporation, Plymouth division, has tied in with MGM's exploitation of "Plymouth Adventure", and has advised dealers wishing to take advantage of the picture's promotion to contact local theatres or MGM representatives.

A colorful poster has been prepared, and is available on request. In addition, publicity photographs can be secured from MGM or the Plymouth advertising department. Some suggestions to dealers wishing maximum results from the campaign are: arrange to place a Plymouth in the lobby or in front of the theatre; arrange for a personal appearance of one of the stars in a Plymouth car, in cases where personal appearances are being scheduled; secure a block of tickets to send to important customers or prospects; invite the mayor or other prominent officials to attend the picture and transport them in Plymouth cars; arrange mutual displays for Plymouth autos and the film in theatres and dealerships; tie in advertising for dealerships with coming attraction advance publicity of the film on screens, and arrange a parade of Plymouth cars with the 22 foot scale model of the "Mayflower", touring several cities.

Pen Helps "Mermaid"

NEW YORK—Dan S. Terrell, MGM exploitation chief, came out recently with a unique accessory to plug "Million Dollar Mermaid", a pen with appropriate wording, in the barrel of which a small "mermaid" floats around in oil. It is a striking device.

and the State Music Educators Association to join with for local promotions, plus facts about the college and high school band contest conducted in conjunction with playdates of the musical.

"Peter Pan" Aides Set New Record

NEW YORK—More than 17,000,000 individual pieces of "Peter Pan" merchandise, including books and records based on the Walt Disney all-cartoon Technicolor feature, will be on sale throughout the country during the holiday season, it was learned last week. Initial pre-release engagements of "Peter Pan", RKO release, are set for February.

Among the companies participating in the campaign are Simon and Schuster, Dell and Whitman publishing houses, and RCA Victor.

Dell is publishing a 208-page giant volume titled "Peter Pan's Treasure Chest," which will sell for 50 cents. The company also is publishing two smaller comic books, "The Story Of Peter Pan" and "Peter Pan And Captain Hook."

Whitman will distribute 11 different "Peter Pan" items including such things as paint books, sewing cards, puzzle cards, and the like. In addition, Whitman is featuring "Peter Pan" in its regular advertising in a gift-show, variety-show and merchandise-show publications, as well as in displays in the various shows scheduled to take place between now and spring.

Simon and Schuster already has four "Peter Pan Golden Books" on the market, and will add another in January.

RCA Victor has released two "Peter Pan" albums along with records.

MGM Expands Field Coverage

NEW YORK—Metro last fortnight added four press representatives to bring its total field staff to 27. Assignment of the new additions, John L. John, Thomas Letcher, Alan Wiedner, and Jack Weiner was announced by Howard Dietz, vice-president and director of advertising, publicity, and exploitation.

Six divisional press representatives, appointed last March by Dietz, will continue to handle special advance publicity and promotion on MGM productions. These men work in advance of the regular field staff who engage in setting up actual pre-opening campaigns. Operation of the field force is under the supervision of Dan Terrell, exploitation director. Several exchange assignments have been realigned to provide fuller coverage. A new field assignment has been made for the Seattle and Portland exchanges, which will be handled by Alan Wiedner. A second new assignment will include New Orleans and Memphis, covered by Jack Wiener. Formerly, these exchanges were covered by press representatives from other territories. Thomas Letcher has been assigned to the Minneapolis exchange, and John L. John to Indianapolis. Both of these branches are now being handled on an individual basis.



Major General Raymond B. Fleming, chief, National Guard Bureau, is seen greeting Eileen Christy, John Derek, and Forrest Tucker on their recent arrival in Washington, D. C., for the Warner premiere of Republic's "Thunderbirds."

"Fatima" Selling Clicks On West Coast

SAN FRANCISCO—The campaign recently completed here on "The Miracle Of Our Lady Of Fatima" proves that distance is no barrier when management and studio representatives have their minds on box-office figures. The management in this case is Earl Long, San Francisco district manager, United Paramount Theatres, and the studio representative is Max Bercutt, Warners.

Despite the fact Bercutt's territory is the largest of any field man in the United States, from the Mexican border to Canada and as far east as Denver, he keeps in close touch with theatres. He managed to be in San Francisco two days prior to opening to accompany little Susan Whitney on a round of radio and TV personal appearances.

Another highlight of the Bercutt operation is that he takes a personal interest in the person to be interviewed and the interviewer.

For "Fatima" exploitation when the picture opened at the St. Francis, in San Francisco, in addition to Long, Bercutt was assisted by theatre publicist Jimmy Lyons and Don Walker, United Artists exploiter from Kansas City, on hand during the early days of the campaign, which boasted private screenings for the Catholic clergy, prominent groups of Catholic laymen, the San Francisco Motion Picture and Television Council, etc.

Following the screening a letter of endorsement was sent by them to each organization. Another screening included the Council of Churches and the ladies' auxiliary. The teaching nuns from surrounding schools to the number of 1200 attended a screening, and, following this, 55,000 special student discount coupons were distributed by the nuns in the classrooms.

A replica of this student discount coupon was printed in three college papers. This coupon, when clipped, was honored at the boxoffice.

Free radio and TV time for interviews with Miss Whitney totaled in the neighborhood of \$500.

Long had lobby pieces on display one month ahead of playdate. A saturation TV selling program was in force three days before opening. Special telop slides were

Int.-United Makes Bow With 12 Films

NEW YORK—The organization of International-United Productions, Inc., a new company for the distribution of motion pictures, was announced last fortnight. Principal stockholders are David Coplan and Walter Gould, both associated for many years in the world-wide operations of UA. Coplan is president, and Gould is executive vice-president.

International-United will release 12 features during 1953. The entire program has already been completed, with the first five productions available for nationwide distribution starting on Feb. 15. These are "Black Eagle", starring Rossano Brazzi and Maria Canale; "Kill Him For Me!", starring Arturo de Cordova and Leticia Palma; "Swords Of The Musketeers", with Maria Canale and Peter Trent; "City Of Violence", starring Maria Montez and Alan Curtis, and "The Captain's Wife", starring Anne Vernon and Rossano Brazzi.

All the films are foreign-made, with dubbed English dialogue in some, the result of work by French, Mexican, Italian, Swedish, and Franco Italian production units.

Coplan will give franchises to independent distributors who have a good reputation in their area, while operating through branch offices in areas where such conditions are not found.

Plans for the company's creation were conceived four years ago, and work progressed during that time in building the organization into operating order. The firm has its own advertising and publicity offices under the direction of Albert Margolies.

The first to be released will be "Black Eagle."

used and disc jockeys played "The Miracle Of Fatima" song recording.

MGM Records Names Winners

NEW YORK—MGM Records last week announced the winners in the "Singin' In The Rain" window display contest it co-sponsored with MGM.

First prize, \$100, was divided between Leslie Spofford, Wilson Music Company, Rutland, Vt., and Frank Vennett, Paramount. Second prize, \$50, was split by Thelma A. Robinson, Granee's Music House, Athens, O., and Ben Geary, Schine's Athena, while third prize, \$30, went to Robert Hannen, G. C. Murphy Company, Harrisburg, Pa., and William J. Trambukis, Loew's.

In addition, 16 managers received honorable mentions, and were awarded copies of the album: Arthur Murch, North Shore, Gloucester, Mass.; manager, Capitol, Winchester, Va.; manager, Orpheum, Springfield, Ill.; Bob Bowman, Warner, Erie, Pa.; Ralph Tully, State, Portland, Me.; Lou Cohen, Loew's Poli, Hartford, Conn.; Carl Rogers, Loew's, Dayton, O.; Walter Kessler, Loew's Ohio, Columbus, O.; manager, Centre, Salt Lake City; Manny Winston, Glove, Gloversville, N. Y.; Joe Real, Midwest, Oklahoma City; Lou Haney, Lido, Maywood, Ill.; Matt Saunders, Loew's Poli, Bridgeport, Conn.; Vaughn O'Neill, Loew's State, Cleveland, and manager, Post, Seattle.

Mattsson Sets Swedish Deals

NEW YORK—To assure films from Sweden and the Scandinavian countries a considerable wider distribution in the United States, three leading Swedish producers have purchased the interests of Scandia Films, Inc., distributor of Swedish films in America, Ernest Mattsson, president-owner, Scandia, announced last fortnight. The three foreign producers who will control the affairs of Scandia Films are A. B. Europa Film, A. B. Sandrews Ateljeer, and the A. B. Svensk Filmindustri, all of Stockholm. Mattsson will remain with the organization in the capacity of managing director.

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Please ask ALL your employees to SIGN the

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Hughes, Others Join RKO Board

HOLLYWOOD—Four new directors were elected to the board of directors of RKO Pictures Corporation last week, the company announced.

The new board comprises:

Howard Hughes, who last September sold his holdings of approximately 1,000,000 shares of RKO Pictures Corporation stock.

Noah Dietrich, executive vice-president and director, Hughes Tool Company, a director of Trans-World Airlines, Inc., and the National Bank of Commerce of Houston, Tex., and a member of the advisory board, University of Notre Dame.

J. Miller Walker, who, for 21 years, was an employe of RKO, and who was previously a vice-president, general counsel, and a director of the corporation.

Maurice H. Brent, a senior partner of the investment firm of Merrill Lynch, Pierce, Fenner, and Beane.

Edward G. Burke, Jr., the only member of the new board who was likewise a member of the board in existence.

Sherrill C. Corwin asked to be permitted to resign as an officer and director of RKO in order to devote his time to his other business interests.

The board announced that, for that reason, his resignation was accepted.

Previously in Washington, the Securities and Exchange Commission had disclaimed authority to intervene in the RKO situation as requested by Louis Kipnis, attorney, representing three minority stockholders seeking to put the company into receivership. Kipnis had asked the SEC to investigate whether Hughes was a bona fide candidate as a director, along with his nominees, when proxies were sent out last May. He also called upon the SEC to stop alleged dealings in the sale of the company's directors' and officers' posts. Kipnis contended that Hughes was negotiating for the sale of his 20 per cent stock interest to the Ralph Stalokin group when the proxies were sent out.

Meanwhile, Kipnis said he had received no reply to his request for a change in the company's by-laws which was enclosed in a letter to the company. The attorney representing three stockholders, claiming to own 2,525 shares, proposed in his letter that 10 per cent of the stockholders should be granted the authority to call a special meeting of stockholders, and that the quorum for the board be increased from two to three directors.

Greene Motion

Withdrawn in New York

NEW YORK—Louis Kipnis, attorney for Eli B. Castleman, Marion V. Castleman, and Louis Feuerman, RKO minority stockholders, last week withdrew his motion calling on David J. Greene, RKO Theatres director, to show cause why he should not be held in contempt of federal court.

The motion, to be heard by Federal District Court Judge Sidney Sugarman, was withdrawn without prejudice. Kipnis had indicated that Isador J. Kresel, attorney for a group of RKO stockholders, was actually representing Greene, thereby flaunting the RKO Corporation consent decree.



Ned Clarke recently joined Walt Disney Productions as foreign sales supervisor after resigning as RKO Latin-American-Far Eastern sales head.

Texas Exhibitor In Cross Suit

AUSTIN, TEX.—Charging conspiracy to violate anti-trust laws, Eddie Joseph, owner-operator of six theatres, last week filed a cross action in federal court to a U-I accounting suit in which Joseph seeks recovery of \$600,000 in damages against U-I and five other producers-distributors. Warners, RKO, Paramount, Loew's, and 20th-Fox are the other third party defendants named in the suit.

Joseph alleges the six distributors have violated anti-trust laws to make special arrangements with Interstate Circuit and other theatre circuits in which they have interest. He also complained that the distributors have refused to deal with him on a fair basis.

Joseph owns the York, Iris, and four drive-ins, the North Austin, South Austin, Montopolis, and the newly-opened Delwood. U. I.'s suit against Joseph sought an accounting from Joseph on gross receipts.

In his cross action, Joseph said his troubles with the distributors started in September, 1940, when the North Austin Drive-In was completed as the first theatre in his circuit. He charged that all defendants refused to make pictures available to him, and that he had to go to court in New York to get pictures, even though "said pictures were furnished as subsequent run pictures, for runs and clearances wholly inadequate for cross-plaintiffs operation."

As a result, Joseph claimed, he has been forced to operate over the years with inferior and old pictures after alleged long and unreasonable clearances. He alleged that, as a result, his reputation and his theatre's goodwill have been damaged.

Goldwyn Honored On Coast

HOLLYWOOD—The city of Beverly Hills, Cal., on Dec. 22 paid tribute to Samuel Goldwyn, honoring his 40 years as a producer. City Council passed a resolution to that effect.

Technicolor Declares Dividend

NEW YORK—The board of Technicolor, Inc., declared a dividend of 50 cents per share last week, the fourth dividend during the year.

FCC Hearing Jan. 5

WASHINGTON—The FCC last week ordered that oral arguments in the cases involved in the UPT-ABC proceedings be held before it en banc on Jan. 5.

NPA Relaxes Ban On Some Building

WASHINGTON—The National Production Authority flashed the green light last week for construction of drive-ins and large numbers of radio and television stations, but very few conventional theatres, by relaxing controls on copper, steel, and aluminum.

The action grants theatres, recreational, and other amusement projects self-authorization for specific amounts of the building materials per quarter, relaxing the strict limitations in effect since October, 1950. They may use per project per quarter: five tons of carbon steel, 500 pounds of copper and copper base alloys, and 300 pounds of aluminum. Foreign and used steel will be freely permitted for recreational and theatre construction.

It was also announced that the dollar limit on DO rating authority for purchase of non-controlled building equipment and construction machinery will be lifted to \$15,000 and \$5,000 respectively. Radio and TV stations may authorize for construction per quarter, per project, 25 tons of carbon and alloy steel, 5000 pounds of copper and copper base alloys, and 4000 pounds of aluminum. In all cases, self authorization of aluminum will not be permitted before May 1 because of electric power shortages in the Tennessee Valley Authority and Pacific Northwest.

SEC Files Stock Changes

WASHINGTON—A report of the Securities Exchange Commission last week showed that in November, Sherrill C. Corwin sold 10,000 shares of RKO common stock, leaving his holdings at 209,884 shares. The David J. Greene partnership and trust acquired 1500 shares of RKO, and held 34,100 at the end of the period.

Al E. Daff added 1000 common shares to his 100 Universal cumulative preferred shares, and W. P. Marshall acquired 50 shares of United Paramount Theatres, making his holdings 174 shares.

Harry Cohn sold 100 Columbia shares common, and held 125,178 shares; E. C. Rhoden acquired 2100 shares of National Theatres common, making his total 5000 shares, plus 2025 in holding companies, and C. C. Moskowitz acquired 1000 shares of Loew's, increasing his total to 4500.

Plummer Opposes TV Merger

WASHINGTON—Curtis B. Plummer, chief, Broadcast Bureau, FCC, last fortnight filed exceptions, on almost every point, to the initial finding of hearing examiner Leo Resnick that the proposed ABC-UPT merger is in the public interest, and should be approved.

Plummer said that the merger would violate the FCC multiple ownership rules, and would result in 54 per cent of the stock ownership of Paramount owning 33 per cent of the merged company.

Pioneers Aid Tax Exempt

NEW YORK—Jack Cohn, president, Foundation of the Motion Picture Pioneers, Inc., last fortnight, in answer to queries, made public the fact that the Foundation is a tax exempt organization according to the Treasury Department, which has given the Foundation full tax exempt status.

CANDYDLY SPEAKING

(David T. Katz, executive director, Roxy Theatre, Inc., operating the Roxy, New York City, guest editor for EXTRA PROFITS, who writes on holiday selling, is an experienced veteran in his field.—Ed.)

EVERY PATRON who buys a ticket to your theatre becomes a potential customer for popcorn, candy, ice cream, and/or beverages. Why is it that the holidays have such a pronounced effect on your merchandise profit? I like to think that the success of your merchandise operation is more or less due to the way you run it. How do you sell your merchandise? It is important to display only fresh, tasty merchandise. Keep moving out the stock of candy in the stands so that you only have fresh merchandise always on display. Frequently rearrange your merchandise to give new appearance and freshness to the candy because of repeat business from your patrons. The shelves and glass in the stands should be kept immaculate, and above all, avoid having stands look dull and uninviting.



DAVID T. KATZ

EXPLOITATION of holidays by stand decorations has proved helpful in hiking sales above normal by creating a festive atmosphere. Stands should be gay and inviting in appearance so as to take on a personality distinctly festive. Extra profits are the result of careful planning and promotion that rely primarily upon "impulse buying" by the patron. There should be experimentation with new ideas and an endeavor to create an atmosphere through lighting effects, neat display of merchandise, and attractive promotional material. The big secret of achieving volume is mass display of merchandise items under well lighted conditions.

NAME BRANDS are essentially the bulk of candy selling. It is poor merchandising to

(Continued on page EP-8)

Automatic's famous three-drink Soda Shoppe is right at home in the smart modern decor of the RKO Keith lobby, Grand Rapids, Mich. This popular vendor has a 1900-drink syrup capacity, a 1000 cup capacity, and its Jet Carbo-Activator is said to produce a drink of very high quality.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

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Needed: A Sensible, Continuing National Popcorn Promotion Program

In a highlight address before the National Association of Popcorn Manufacturers In Chicago, an authority in the concessions field offers some ideas that represent the thinking of a large number of men in the industry.

By Van Myers
Wometco Theatres, Miami, Fla.

I HAVE been concerned with the problem of popcorn and public relations for so long a time now, and have made so many speeches on the subject, that I am certain that anything that I say today will sound repetitious as a victrola record. As I speak, I am not speaking as a representative of the theatre industry as a whole, but I am certain that my thinking represents a sizeable segment of the ideas of theatre concessionaires.

NATURALLY, we are interested and vitally concerned with present and future problems of the popcorn industry. I am certain that everyone here realizes that in these critical times there are numerous threats to this industry. Many of our problems are due, I believe, in part, to inertia and complacency on the part of the industry. We have had poor public relations, and we are suffering because of it. We have not sold popcorn on its merits to the American public. We have not developed a cooperative national institutional advertising and promotional program. Unfortunately, the industry has been beleaguered with schisms rather than cooperation between the branches.

WHAT I would like to see, as I have reiterated many times, is a sensible, intelligent, consistent, and continuing national popcorn promotion program.

I am being very frank when I state I am not particularly concerned with who formulates the program, who executes it, or who gets the credit, but the program itself is important, and will be, in my opinion, the life blood of the future development of this industry.

IT SEEMS to me that the several associations representing the industry can, and

must, work together in the development and execution of such program, even if it means laboring together unselfishly, because, believe me, there will be no long-range, well-formulated program carried out unless the various associations cooperate.

The Popcorn Institute is new to me. Therefore, I cannot criticize it nor enumerate its merits. The Institute has had a lot of publicity. At the same time, the theatre concessionaires are very much confused as to just what it is and whom it represents.

THE DEMAND for a successful public relations program for the popcorn industry came, I believe, jointly from the theatre people, the NAPM and the Processors Association. Many methods were discussed, and plans were formulated. Is the Institute an outgrowth of these schemes and blueprints? Or is it a third association, added to an industry that already has two, and, in my opinion, should have one?

IS THE institute blessed by either or both of the popcorn associations, and will it work hand in hand with them?

Because if it is a separate and distinct group, it will further split the popcorn industry, and will not survive. I do not believe that the theatre people or the popcorn industry are particularly interested in paying dues and assessments to yet another organization unless they are thoroughly acquainted with the particular niche that the Institute occupies in the industry.

Many times in the past, I have outlined reasons why the industry must educate the public. You are all acquainted with those reasons. Popcorn is still classified as

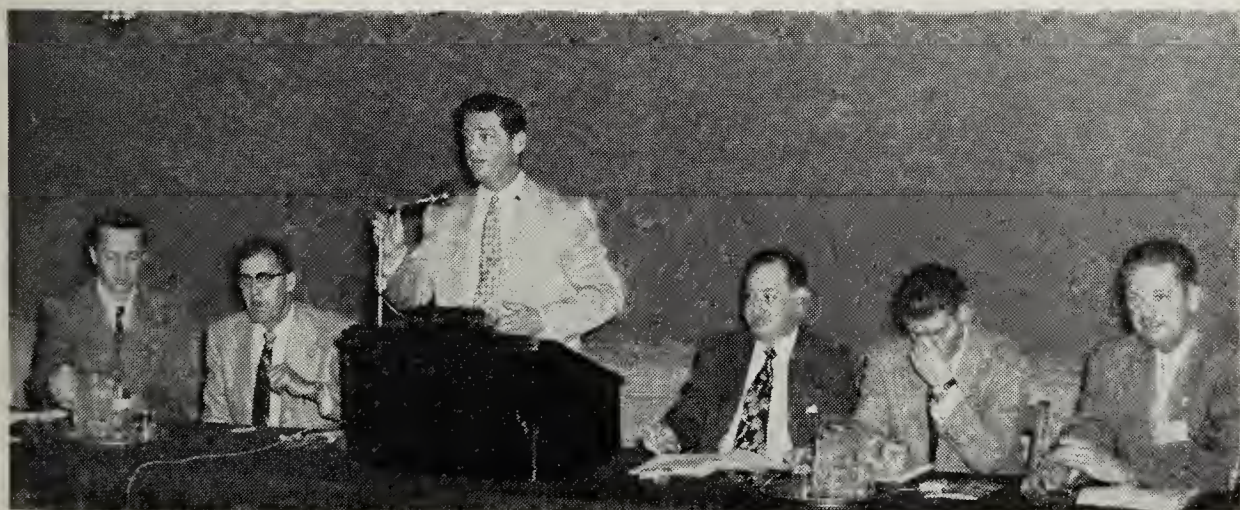
a luxury item, whereas it is an essential food. Being classified as a luxury item, it is subject to the threat of arbitrary taxation and to governmental restraint.

THE THEATRE-GOING public, to a large extent, feels that popcorn is in general a noisy nuisance, a sinister scheme on the part of processors and exhibitors to extract extra pennies from children. Whether in jest or in seriousness, derogatory propaganda has come at us from many quarters.

We have a wonderful product, and it must be sold on the basis of being a highly nutritional and healthy food, that it supplies children with a tremendous amount of food energy value, and that it is one of the most nutritional foods on the American diet.

The public doesn't know these things, and too many people in the industry either don't know or don't care.

I DON'T have to prove to you people that we need a public relations program, and that it has become increasingly important for us to have one. The plea that I am making to you today is that we put such a program into action immediately, and that we do it with full unity and cooperation on the part of all groups in this industry.



Van Myers, head, concessions department, Wometco Theatres, Miami, Fla., is seen moderating a panel at the theatre concession session during the recent Popcorn Industries Convention and exhibition in Chicago. Seen, left to right, are: Charles Manley, Manley, Inc., Kansas City; W. H. Beaudot, ABC Popcorn Company, Chicago; Myers; Abner Horn, Rainbow, Inc., Lake Charles, La.; Kenneth Wells, Theatre Confections, Limited, Toronto, Canada, and Russell Fifer, American Butter Institute, Chicago.

EXTRA PROFITS

Vol. 7, No. 10 December 17, 1952

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 428 South Mansfield, Los Angeles 36, California.

Advisory boards—

Composed of executives and heads of the concessions and vending departments of theatre circuits:

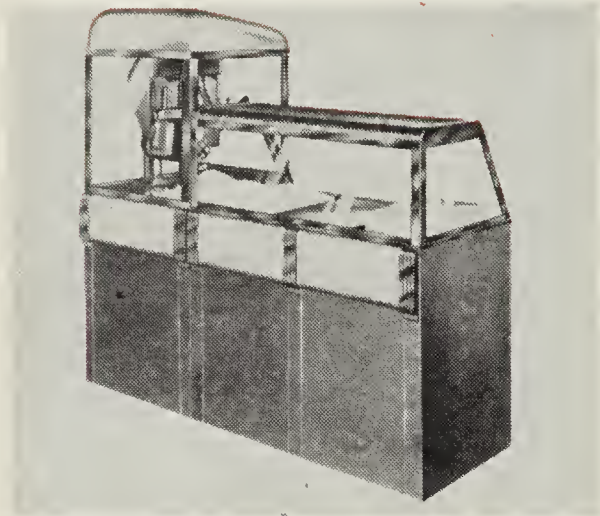
Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Dannell, Interstate Circuit, Dallas; Raymond Willie, Interstate Theatres, Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Wometco Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections, Ltd., Toronto, Canada.

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PROFIT ITEMS

Of special interest to theatremen are new developments in the field, offering possibilities of extra sales opportunities to alert showmen-tradesters



The Star Manufacturing Company, St. Louis, manufacturer of popcorn machines and food serving equipment, recently introduced this new popcorn warmer, popper, the "Merchandiser."

Popcorn Container

Introduction of a new quick-erecting popcorn container, the "Pop-Set", has been announced by the Andre Paper Box Company, San Francisco. Name of the new container, devised primarily for theatre and amusement park use, describes both its purpose as a popcorn package and the split-second manner in which it is set up. Andre delivers "Pop-Sets" to the user in flat, glued, and pre-scored form. They are erected by merely applying pressure with the thumb and middle finger of one hand to the lower edges of the sides, about an inch from the bottom. This makes the box pop open along scored lines, ready for instant use. The "Pop-Set's" rigid sides and open top give it a worthwhile and exclusive "scooping" feature, it is claimed. Operators pick up a "Pop-Set," pop it open, and scoop it full of popcorn in one single motion. This

permits quick serving of hot popcorn during rush periods. Moviegoers, whether popcorn buyers or not, appreciate the new package's "silent, sanitary service", its makers say. The "Pop-Set" is made of 100 per cent pure Potlatch solid bleached sulphate, the same sanitary board used for frozen food cartons. The "Pop-Set" cannot crackle noisily. "Pop-Sets", when empty, collapse, and lie flat on the floor. Appearance of the "Pop-Sets", which Andre produces in three colors, echoes its sanitary feature. Pure white of the basic board is contrasted with a gay design of red, blue, and butter yellow.

Frankfurter Grill

The Connolly Roller Grill, manufactured by J. J. Connolly, Inc., New York, is of stainless steel construction, has wide eye appeal and easily kept clean. Major features are that it will plug into any 110 volt AC outlet, is of all-stainless steel construction, will not rust, stain, or tarnish, and can be kept clean easily. No attendant is required to watch and turn the franks, and constant scraping and cleaning is avoided. It is said to be the only grill which rolls and self-bastes the frankfurter.

Combination Popper, Warmer

The Star Manufacturing Company, St. Louis, has introduced a new combination popcorn warmer and popper, the Star "Merchandiser", which is said to combine the advantages of both methods of selling popcorn. The warming unit of the "Merchandiser" has plenty of storage room for ready-popped corn. The Star "Merchandiser" is finished in hammered grey enamel, with lighted red plastic panels and top, polished chrome trim,

WANT FURTHER INFORMATION ON
NEW PRODUCTS
SHOWN IN THIS ISSUE?

LIST ITEMS.....

ISSUE OF DECEMBER 17.

WITHOUT CHARGE OR OBLIGATION PLEASE SEND
ADDITIONAL INFORMATION ON ABOVE ITEMS.

NAME.....

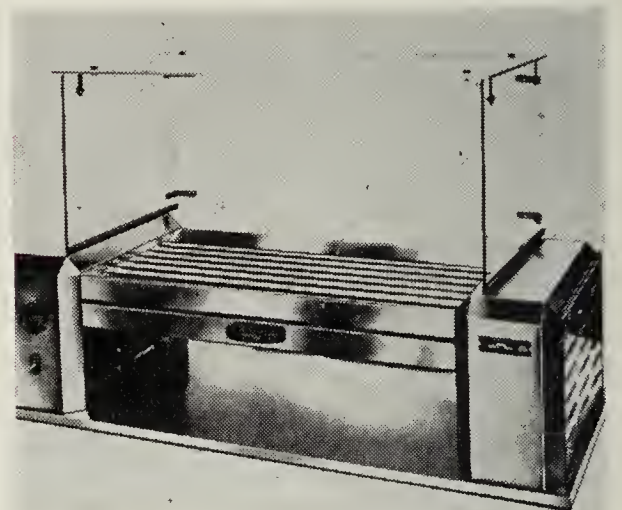
THEATRE.....

ADDRESS.....

CITY, STATE.....

EXHIBITOR

246-48 N. CLARION ST., PHILADELPHIA 7, PA



A new way to serve barbecued frankfurters is through the J. J. Connolly, Inc., New York, grill.

and has a stainless steel serving shelf. One of the unique features of the new Star model is the elevator bottom provided both in the bin for freshly popped corn and in the bin the filled boxes. The elevator bottoms rise to keep popcorn always at a serving level. Storage space is provided in the popping unit to store extra boxes, corn, and other ingredients. The Star Manufacturing Company is a division of Hercules Steel Products Corporation, Galion, O.



Pop, and it's set. Mere pressure of two fingers on the sides of the new Andre "Pop-Set" popcorn package opens it ready for instant self-scooping and filling, as this multiple-exposure, continuous action photo shows. Quick

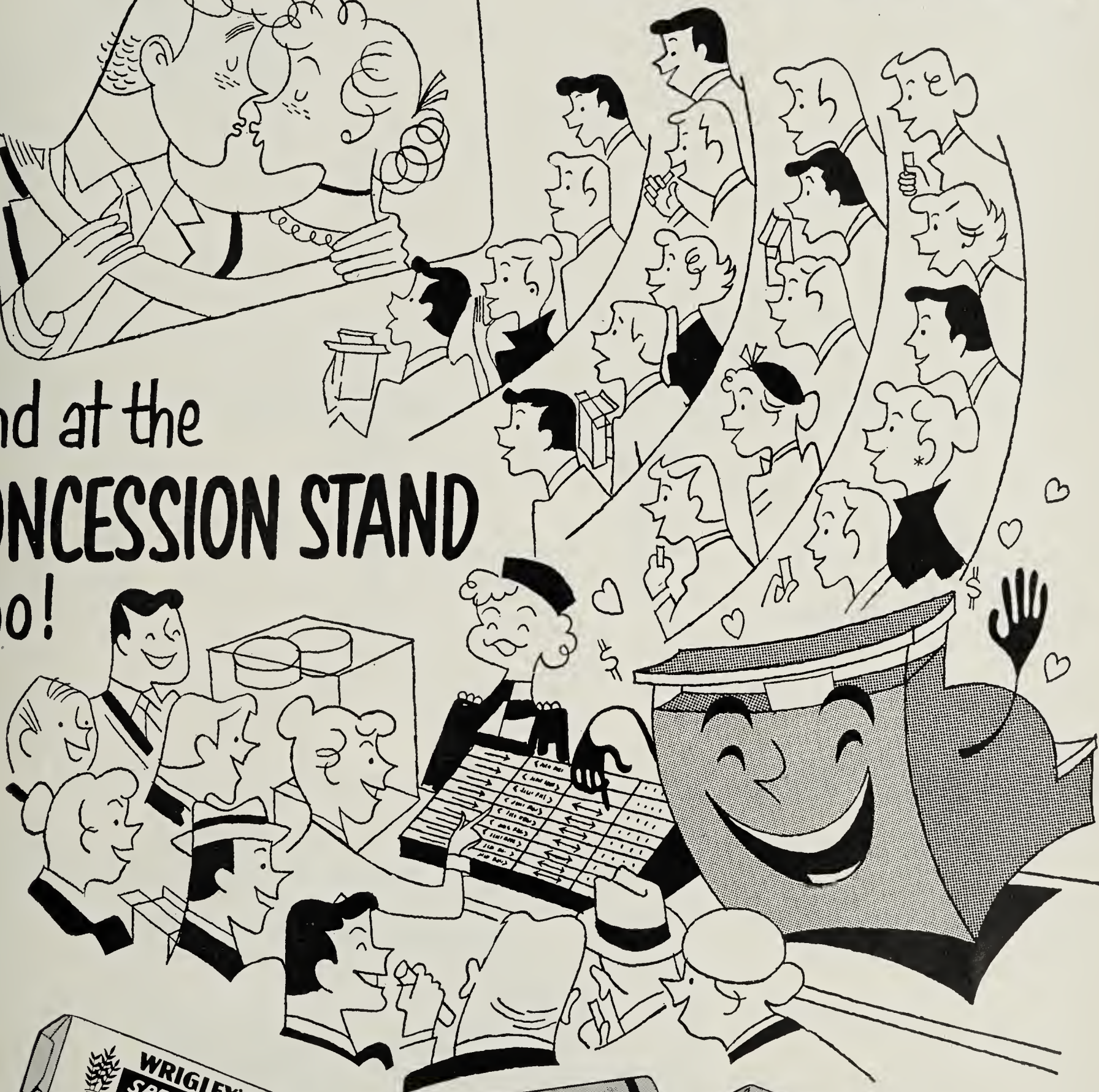
serving of hot popcorn during rush periods is permitted by the Pop-Set's "scooping" feature. At the right, empty Pop-Sets collapse and lie flat. Other advantages are also claimed for the new type of packaging.

It pays to give your patrons what they want

ON THE SCREEN



and at the
CONCESSION STAND
too!



For extra profits...display popular
Wrigley's Spearmint, Doublemint, and "Juicy Fruit" Gum

Straight From The Shoulder

By Harold J. Fitzgerald

Chairman, TOA Concession Committee

(Harold J. Fitzgerald, prominent circuit operator, TOA concessions committee, addressed the annual convention of the National Confectioners Association in Chicago as part of a panel. Highlights of his remarks follow.—Ed.)

Increased Sales

Despite the fact that the quality of motion pictures is better than ever before, we in the business are fighting for our share of the entertainment dollar, and although we have lesser attendance than during the war years, we are proud of the fact that we are selling more candy than ever before. We, like other businesses, have had to meet the rising costs with other forms of income, and when we went into the concession field, we definitely made selling candy a business, not a sideline, and we have tried to emphasize this selling very strongly at the point of sale.

Point of Sale

To us this is the most important subject of all. We have found, and are still finding, new and successful selling methods by constant experimentation.

Value of Word "Candy"

We do not believe the full sales value of the word "candy" is appreciated by the industry. We believe the word "candy" is a magic word, and suggest that it be used more frequently. It strikes us that its increased general use would be a friendly way of selling the other fellow's product as well as your own.

Packaging

The big cry from all of our theatre managers is: "Make the package more colorful", red and orange. Remember the theatres are in a semi-darkened atmosphere. Name your product in large type. We turn the name of the product toward the customer. If you are proud of the ingredients, glamorize them with descriptive adjectives. And, if you increase the selling price of your commodity, consider strongly a new packaging and designing, and make sure your new package will look as large in size as the increase in price to the customer.

Fresh

Whenever possible, use the word "fresh" in connection with candy.

Retail Sales

Your costs should indicate what your retail price should be. Presently, and in the future, the theatre owners of America are spending millions for construction and improvement of their concession stands in addition to stock rooms, freezers, elevators, manifold doors, and specialized equipment.

This is a new day of increased sales volume. If you want to encourage the theatre owner to spend money, you must make it possible for him to make money on his investment.

Eliminating Retail Price

At a Theatre Owners of America convention, it was suggested that candy people consider eliminating the retail price on packaging of products. We are happy to say that this suggestion was generally followed. Before coming to Chicago, I checked 129 brands that we handle, from five cents to 35 cents. Only 22 still place the price on the package.

It might be of further interest for you to know that the majority of leaders in the various classifications were those that did not mark the retail price on the package.

Bear in mind that at the theatre we sell fine entertainment and quality candy properly presented, and our costs will not, now or in the future, allow us to sell bargains.

Multiple Sales

Instead of advertising a bar or package, follow the present merchandising trend. Create selling plans for multiple sales. The customer might not buy two of your product, but he may buy the other fellow's and yours. We feel that people given the opportunity of selecting a product will sell themselves, and buy more than they intend. We are trying to follow this trend by using the phrase, "Make a selection."

Personnel

People who do not like candy, or can-



Ben W. Weisbach was recently appointed assistant national sales manager in the fountain flavor division of Dad's Root Beer Company, Chicago. He joins the company after six years of varied and extensive experience in the field.

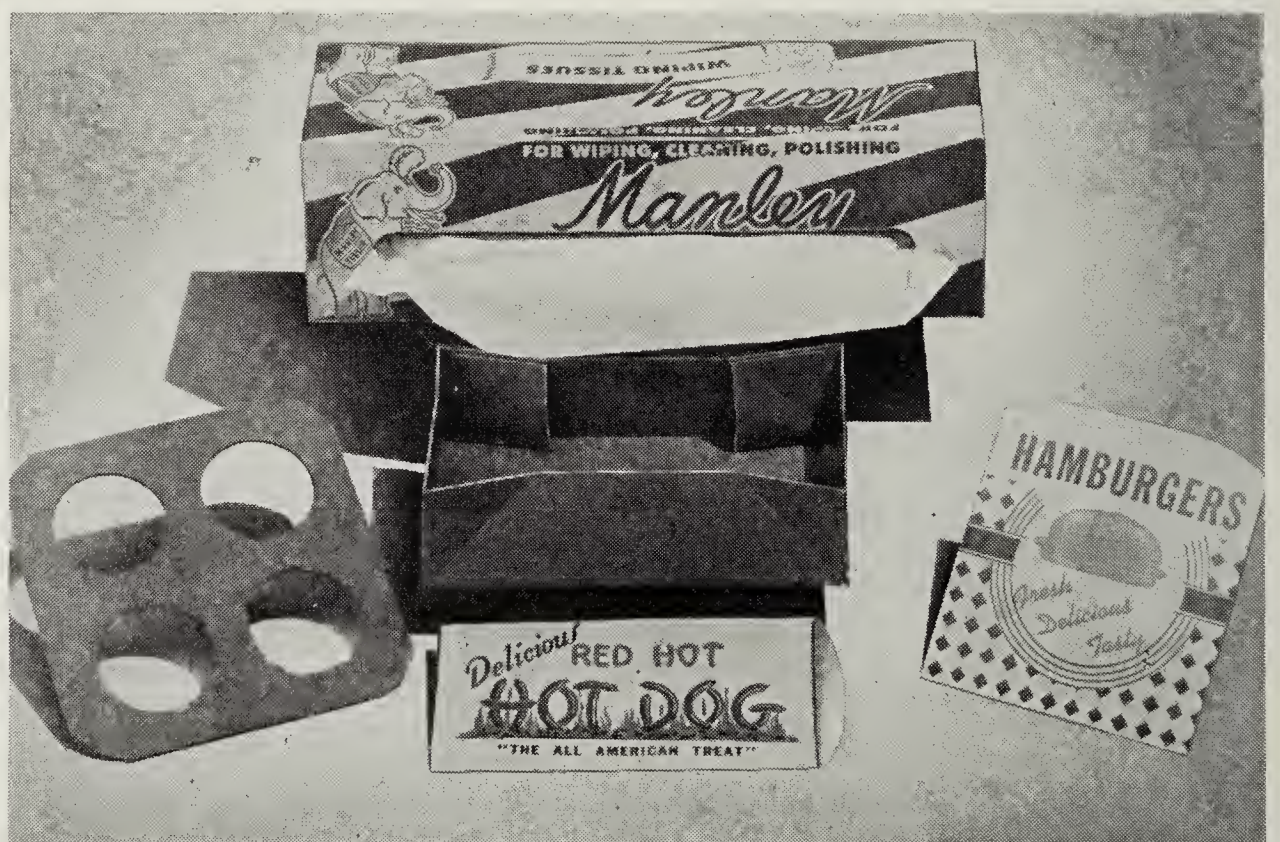
not eat candy, should not sell candy.

Reciprocal Advertising

In the vast growing theatre market, we call your attention to the fact that your product is visible at the vending stand to the buying population of America. If they do not select your merchandise, they can always see your product, making it possible for a selection at a later date. This free advertising that you get through the presentation of your merchandise could not be bought at any price.

At the Theatre Owners of America convention, another resolution was passed, wherein it was proposed that reciprocal publicity be given by the candy people, through whatever medium they may use to advertise, by pointing out that their product can be enjoyed while watching an excellent motion picture, etc.

It should make us both shudder to remember that for the past 25 years, because neither of us cultivated this market, millions of dollars have been lost. We can, however, now, and in the future, do something about developing the theatre market for the future.



Inexpensive, attractive supplies, pictured above, are now available from Manley, Inc., designed for the drive-in trade. Two-color hamburger bags and hot dog bags speed sandwich service, and have extra sales appeal. The drink cup tray and sandwich and drink tray provide a low cost method of handling orders. Manley wiping tissues are lint-free. The strong industrial tissues are for use in keeping popcorn kettles, counters and popcorn machine frames clean, and for many other purposes.

OUTDOOR
REFRESHMENT
SERVICE
from Coast
to Coast
over 1/4 Century

Refreshment
Service for
DRIVE - IN
THEATRES

SPORTSERVICE CORP.
SPORTSERVICE BLDG. • BUFFALO, N. Y.

Phone
MA. 5014

"THE PICTURE SEEMS TO COME TO LIFE"

—a patron told Mr. Glassman, owner of the Rialto Theatre, Lowell, Mass.

"SO EASY ON MY EYES"

—Plaza Theatre's Mr. Brecher has repeatedly overheard.

"THE ACTION SEEMS CLOSER... MORE INTIMATE"

—is a typical reaction of delighted moviegoers at the Liberty Theatre, Bernardsville, N. J., according to Mr. Feldman, owner.

"IT'S SO DIFFERENT ... IT'S A DEFINITE IMPROVEMENT"

—Mr. J. Coston of the Palace Theatre, Chicago, Ill., quotes a patron.

"IT ADDS SO MUCH REALISM"

—the most oft-repeated characterization of the Synchro-Screen according to Mr. Marvin Fox of Portland, Oregon.

Here's Nationwide Patron Acceptance of RCA's New Synchro-Screen

Synchro-Screen is today's big story. It's big because patrons are telling it from coast to coast. Everywhere they've seen it, they like it—and they say so.

HERE'S WHY THEY'RE ENTHUSIASTIC

Today's average man considers himself a critic of "how" pictures are presented. He's a self-styled expert on "surround lighting." He knows about uniform screen brightness. And he's interested in seeing what you've done along these lines.

HERE'S WHY YOU'LL BE ENTHUSIASTIC

Synchro-Screen gives you a brand-new story to tell—about something your patrons can actually see. It's not an investment that you locate in the projection booth or behind the walls—it's right up front telling every individual in your audience that you're up-to-the-minute in your methods.

You'll get a personal thrill, too, out of seeing your pictures

on Synchro-Screen. You can't imagine what a difference this one piece of equipment makes until you've actually seen it—until you've compared it with the results you are getting with your present black-mask screen.

CALL YOUR RCA DEALER NOW

It will pay you to be first in your community to offer this new method of presentation. Call your RCA Theater Supply Dealer now, and ask him about Synchro-Screen for your theater.

HERE'S HOW SYNCHRO-SCREEN WORKS

Scientifically designed wings surround screen with reflected light—eliminate the harsh contrast of black mask. Synchro-Screen makes picture seem larger—makes it appear to flow off edges of screen onto wings.

Main portion of screen employs new RCA Even-Lite principle.

Synchro-Screen is pre-fabricated and packaged for easy assembly... available for picture widths of any size.



THEATRE EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: R C A VICTOR Company Limited, Montreal

FOR FURTHER INFORMATION ON PRODUCTS ADVERTISED IN THIS ISSUE PLEASE CHECK

- THE COCA-COLA CO.
- Soft Drinks
- RADIO CORP. OF AMERICA
- Complete Indoor and Outdoor Theatre Supplies & Equipment
- C. F. SIMONIN'S SONS, INC.
- Popsit Plus Popcorn Popping Oils
- SPORTSERVICE, INC.
- Concession Service
- WM. WRIGLEY, JR., CO.
- Chewing Gum

WITHOUT CHARGE OR OBLIGATION PLEASE SEND ME ADDITIONAL INFORMATION ON ABOVE CHECKED ITEMS.

NAME.....
 THEATRE.....
 ADDRESS.....
 CITY, STATE.....

RETURN TO
EXHIBITOR

246-48 N. CLARION ST., PHILADELPHIA 7, PA.

NAMA Tieup Helping Community Drives

CHICAGO—On a campaign keynote of "100 million votes," vending machine operator members of National Automatic Merchandising Association throughout the country are currently mustering the promotional power of their automatic merchandising machines as an aid to community chest or Red Feather welfare fund drives in as many as 250 cities of America this fall.

Automatic merchandisers through their national trade association are organizing the distribution of Red Feather-imprinted matches and cups, the idea being that each community chest or fund message so distributed is a "vote" for public confidence in local or home-town Red Feather services, Thomas B. Hungerford, National Vendors, Inc., St. Louis, chairman, NAMA public relations committee, has explained.

Increased participation on the part of cigarette, candy, and beverage machine operators this year, Hungerford believes, will insure attainment of the 100 million goal. Sixty local Red Feather chairmen within the NAMA operator membership have been appointed to organize automatic merchandisers at the community level to work with local, hometown community chest officials.

Message tape bearing the national Red Feather slogan, "Give the United Way," will be available free of charge to NAMA operator members at their local community chest headquarters. Approximately 200,000 vending machines bore that message in 1950.



Mark T. Maxwell recently resigned after 11 years as national sales manager, Dad's Root Beer Company, Chicago, to become general manager in charge of franchising and marketing with Dr. Enuf, a newly created food product in beverages.

Fette Resigns From Schutter

CHICAGO—W. A. Fette, vice-president, Schutter Candy Company, Chicago, announced the resignation recently of John Feinstein as sales manager. For more than 40 years he has been active in the business world.

A native St. Louisian, Feinstein first entered the candy business in 1936 when he purchased Candy Brothers Manufacturing Company. He served as advertising and sales promotion manager for Universal Match Corporation and its subsidiaries from 1940 to 1950 when he was appointed sales manager for the Schutter Candy Company.

Red Feather cups, at current prices, are available from Dixie Cup Company, Easton, Pa.; Lily-Tulip Cup Corporation, 122 East 42nd Street, New York 17, N. Y., and Maryland Cup Company, 100 South Eutaw Street, Baltimore, 30, Md.

Initial Red Feather organizer for NAMA was Aaron Goldman, G. B. Macke Corporation, Washington, D. C., now association president, who conceived the idea of using match books to promote Red Feather in the nation's capital. As 1950 public relations committee chairman, he proposed a national public relations campaign based on his local experience.

Both Goldman and Arch Riddell, 1951 public relations committee chairmen, saw their efforts result in considerable national and local publicity for automatic merchandising, such as official scrolls of commendation for the association from C. A. Wilson and H. J. Heinz, III, national Community Chest chairmen for 1950 and 1951, respectively.

What gives Popcorn Sales Appeal?

BUTTERLIKE AROMA . . . stops 'em in their tracks — makes 'em want to eat popcorn.

BUTTERLIKE APPEARANCE . . . gives your popcorn a golden hue . . . makes it look good enough to eat!

BUTTERLIKE TASTE . . . that satisfying flavor that makes 'em want to eat more popcorn!

ONLY **POPSIT PLUS** GIVES YOUR POPCORN THESE THREE FEATURES!

Plus less cost per bag, fewer "duds", easy to measure accurately, pours in all weather



Candyly Speaking

(Continued from page EP-1)

sell off-brand items, even though they may return a higher markup. Familiar brand names account for greater volume and greater profit. Small packages selling for under 50 cents have proved appealing and saleable.

A survey of candy sales and other products in theatres rates confections as habit buying by the patron. Many patrons prefer to be served by an attendant, but people won't linger to be served by a busy attendant. Your machines should display the merchandise attractively, selectively, and always under clean glass.

Selling small souvenir-type objects, such as dolls, records, albums, sheet music, pocketbook sized editions of best sellers, etc., heightens the atmosphere, and the interest of the patron will be attracted by eye-appealing displays and equipment. To get top profit and volume, you must be enterprising in merchandising and public relations. Your refreshment service should endeavor to train your attendants to the value of cleanliness, neatness, and attractiveness of merchandise served to patrons quickly, efficiently, and courteously, with a minimum of conversation and always with a smile!

IN CLOSING, if you can show me a good merchandise operation, you will have added to the fun of going to the movies.

—DAVID T. KATZ.

Made Only of PURE PEANUT OIL

popsit plus!

Made by **C. F. Simonin's Sons, Inc.** Phila. 34, Pa.

NEWS OF THE

Territory

BRANCHES

Atlanta

John Cosentino, United Artists special home office representative, was in.

Mr. and Mrs. Frank Nail, Idis, Goodwater, Ala.; R. E. Hooks, Hooks Theatres, Alabama; L. J. Duncan and Sidney Laird, West Point Amusement Company, West Point, Ga.; P. L. Taylor, Dixie, Columbus, Ga.; John Carter, Brookhaven, Brookhaven, Ga., and P. E. Greene, Glenn, Decatur, Ga., were in.

Three Atlanta members of the Georgia Air National Guard received the Bronze Star in recognition of their service in Korea. The decorations for heroism was presented by Colonel Roy LeCraw at the Paramount during the opening of "Thunderbirds."

S. E. Britton, Tampa, Fla., again has been denied the right to build a drive-in by City Council.

National Theatre Enterprises, Jacksonville, Fla., has begun construction on its 350-car Montcliff Drive-In for Negroes. . . . Janice Claxton, secretary, MGM, Jacksonville, was back after a vacation.

The Carver, Abbeville, Ala., closed. . . . Nat Hancock, Jefferson, Jefferson, Ga., and J. W. Peck, Peck, Eatonton, Ga., were in. . . . The Summer Drive-In, Gallatin, Tenn., closed for the season.

Louis Ram, theatre owner in South Carolina and brother of H. B. Ram, Patricia, Aiken, S. C., was in the hospital in Charlotte. . . . Johnnie Harrell, Martin Theatres film buyer, checked in after a trip to Chicago.

The Hyde Park Drive-In, Hallandale, Fla., owned by I. D. Rainhardt, opened. . . . R. R. Berry is the new owner, American.

Williams H. Meisel, former manager, Puerto Rico office, Westex Corporation, joined Capital City Supply. Meisel is an active member of the SMPTE, and has spent most of his 44 years in the equipment business.

C. Hannon, owner, Suburbia Drive-In, Gainesville, Fla., announced that the spot has been leased to Shafer Theatres, Inc. Robert Larmon, Gainesville, resident manager, and other members will continue under the new owner.

In Cedartown, Ga., the City Commission issued a permit to the Lam Amusement Company, Rome, Ga., to operate the theatre on Sunday. The permit will be in effect unless revoked, city officials said. The City Commission had on Aug. 5 unanimously rejected the request of the Lam Amusement Company for Sunday movies. Granting of the permit was made mandatory under the law when those favoring Sunday movies secured more than 25 per cent of the names of registered voters of the municipality on a petition.



Jack Bomar is chairman of the Arkansas State committee in the industry's national tax repeal campaign.

In visiting were: Mack Jackson, Jackson and Strand, Alexander City, Ala.; R. E. Hook, Palace, Aliceville, Ala.; Ernest Ingram, Lineville and Ashland, Lineville and Ashland, Ala.; Fred T. McLendon, McLendon Theatres, Alabama; Bill Griffin, Cullman Amusement Company, Cullman, Ala.; John Gaither, Heflin, Heflin, Ala.; Louis Hutchinson, Ritz, Austell, Ga.; J. S. Tamkersley, Georgia; R. H. Brannon, Holly, Dahlonga, Ala.; W. E. Greene, Palmetto, Palmetto, Ga., and Nat Hancock, Jefferson, Jefferson, Ga.

A visitor was Joan McKellen, in "Million Dollar Mermaid."

James Lee and Sons, carpet manufacturers, held its first television sales meeting at the Paramount, with approximately 750 dealers and spectators on hand. The transmission was fair, although at times characters could not be distinguished, and the picture on the screen was light. Voice came through well. Some salesmen were not impressed, due to the TV being in black and white, and thus missing out on the carpet coloring. The company had samples of all carpets in the lobby. Salesmen voiced the opinion that they would prefer to have meeting where they could see all colored carpet. The meeting lasted one hour.

In booking were: Carl Allen, Dan-Dee Drive-In, Columbia, Tenn., and Bill Yarbough, Hartwell, Ga.

Monteen Hewatt was added to the billing department at Monogram Southern Exchanges. . . . Plans for two more Tennessee drive-ins have been dis-

closed, one in Nashville for the Crescent Amusement Company and another, a 400-car drive-in, near Oak Ridge, to be ready by March 1.

Locke Crumley, for many years, manager, Matanzas, St. Augustine, Fla., resigned. . . . William Duggan, formerly of Gainesville, Fla., takes over. . . . Jack Fields was appointed manager, 41 Drive-In, Macon, Ga.

E. Roche, Vernon, Fla., has taken over the half-interest of R. L. Gilbert in the Starlight Drive-In, Chipley, Fla. . . . Curry Andrews has been appointed manager, Joy-Lan Drive-In, Dade City, Fla.

Martin Theatres, Columbus, Ga., is now the sole owner of the two theatres in Marianna, Fla., the Ritz and Gem, from R. A. Davis, Jr. His partner, Bill Brandon, will continue as manager. . . . The Selmer Amusement Company, Selmer, Tenn., announced plans for a 460-car drive-in, to open about the first of the year. . . . Miss Betty Landers, Monogram Southern Exchanges, awaits her boy friend, due back from Korea about Christmas Day.

J. E. Martin, Grand, Montezuma, Ga., was in. . . . Wil-Kin Theatre Supply completed installation of six Tradiovision large screen theatre television sets in the Paramount, here; Carolina, Charlotte; Ritz, Birmingham, Ala.; Florida, Jacksonville, Fla.; Paramount, Des Moines, and Paramount, Phoenix, Ariz.

Dorothy McCrome, secretary to Jimmie Harrison, Wilby Theatres, is back after an automobile accident. . . . O. C. Hand, Star, Roanoke, Ala., was in. . . . The Hud Drive-In, Monroeville, Ala., is only operating four nights per week. . . . It was happy birthday for Jackie Stample Monogram Southern Exchanges.

Two officials of the company operating the Trail Drive-In, Bradenton, Fla., were ordered to appear before a federal court in Tampa, Fla., on a charge of failing to report \$11,000 in amusement taxes. Mose L. Waller, Lenior City, Tenn., is president, and F. H. Thomas, Sarasota, Fla., is secretary-treasurer, Waller and Thomas Amusement Company. Seven counts charge the men with wilfully failing to make returns of collected taxes. The alleged failure to report such taxes goes back to September, 1949.



Attending the recent Allied-TEDA-TESMA convention in Chicago were, at left, left to right, Mrs. Doris Strange, Charlotte Theatre Supply, Charlotte; Oscar Neu; Frank Strange, Charlotte Theatre Supply, and Mrs. Edna Wirth, United Theatre Supply, Tampa, Fla., and at right, left to right, Messrs. Roy Martin, John Mauk, chief engineer; Muss, and Harrell, maintenance engineer, all of Martin Theatres, Columbus, Ga. They are seen at the Ballantyne Company party.

Charlotte

The Carolina is completing installation of large screen television equipment. Carolina will be the first theatre in the Carolinas to join the theatre television network. The new equipment will first be used on Dec. 30 at a sales meeting of the Bendix division, Avco Manufacturing Company.

Memphis

The Variety Club held its election of the board of directors. There is a general feeling that the present Chief Barker, M. H. Brandon, president, Film Transit, will be reelected. Brandon has taken on the job of raising more than \$78,000 for a convalescent home for children suffering from heart conditions, and the general feeling is that he should be given the opportunity to complete the campaign.

J. T. Hitt and wife bought the Cozy, Plaza and Park, Bentonville, Ark., from John Lowery.

Joann Todd, Monogram cashier, resigned, and Joy Wright, assistant cashier, takes over her spot.

20TH-FOX—Visiting exhibitors included Mrs. J. C. Noble, Leland, Miss.; Whyte Bedford, Hamilton, Ala.; Mr. and Mrs. U. Walker, Amery, Miss.; C. J. Collier, Shaw, Miss.; Ben Jackson, Ruleville, Miss.; Leon Rountree, Holly Springs, Miss.; W. F. Ruffin, Sr., and Jr., Covington, Tenn.; Roy Cockran, North Little Rock, Ark.; John Lowery Russellville, Ark., and Douglas Pearce, Pocahontas, Ark.

Tri-State Theatre Supply reports a new drive-in for J. C. Noble, Leland, Miss. It will be a 400-car spot, which Tri-State will equip.

In Bradford, Ark., a fire believed to have started in the attic of the Bradford, did over \$5,000 damage.

New Orleans

It was announced by Abe Berenson, Gulf States Allied president, that many national leaders would be present to address the annual meeting of Allied Theatre Owners of the Gulf States, Inc., at the Jung Hotel on Jan. 13-14. Social events are in the process of programming, and have not been announced yet. Important business matters such as the federal admission tax report of Colonel H. A. Cole and an arbitration report of National Allied general counsel Abram F. Myers will probably highlight the business sessions. While President Wilbur Snaper and others would augment the now full program, distribution's contribution would be a major talk by United Artists vice-president, Max Youngstein. This convention meeting will dove-tail and coincide with the National Annual board meeting at the Jung Hotel on Jan. 12-13. Jack Kirsch will give a report on the national convention in Chicago together with some inside dope from the film clinics in Chicago.

Herb and Sue Hargroder added 300 more speakers, bringing the total car capacity to 800 in the Beverly Drive-In, Hattiesburg, Miss. . . . Paul Wilson,



A "Movietime" troupe paused for a picture recently in front of an historic courthouse in Monroe, N. C., during the recently completed "Movietime" tour in the Carolinas. Seen, left to right, are: Douglas Morrow, writer; Kathryn Crowley, actress; Bob Fogleman, city manager, Stewart and Everett Theatres; Sally Mansfield, actress, and Bill Lundigan, actor.

20th-Fox southern division manager, visited.

Attending Gulf Allied's monthly board meeting and luncheon at the Jung Hotel were G. H. Goodwin, Bastrop, La.; Claude Darce, Morgan City, La.; Don George, Shreveport, La.; L. C. Montgomery, President Abe Berenson, Milton Guidry, and secretary Harold Bailey; vice-president F. G. Prat, Jr., Vacherie, La.; Frank DeGrauw, Abbeville, La.; J. A. Parker, Westwego; William Lighter, Jr., Pass Christian, Miss.; W. E. Limroth, Mobile, Ala.; L. E. "Jack" Downing, Brookhaven, Miss.; J. S. Beregi, Osyka, Miss., and N. L. Erdey and E. C. Beregi, Livingston, La. Main issue discussed was the forthcoming convention.

Exhibitors seen about were: L. J. Dupepe, Aeron; Ann Molzon, Royal, Labadieville, La.; Ed Thomasie, Mar-rero, La.; Mayor Lew Langlois, New Roads, La.; T. G. Solomon, McComb, Miss.; Lewis Cox, Pierre Part, La.; Rene Brunet, Imperial, and E. R. Sellers, Yam Drive-In, Opelousas, La.

Arranging bookings with Russell Callen, Associated, was O. D. Myles, Rose, Franklinton, La.

J. B. "Jack" Dumestre, president, Southeastern Theatre Equipment, returned to Atlanta after a visit. . . . Mississippi exhibitors making the rounds were: A. W. Vowell, Liberty and Lakeview Drive-In, Taylorsville; L. J.



Robert E. Bryant is chairman of the South Carolina State committee in the trade's national tax repeal campaign.

Wayne, Monroe Win Ark. Polling

LITTLE ROCK—The Independent Theatre Owners of Arkansas announced that the most popular motion picture actor and actress, in the opinion of Arkansas moviegoers, were John Wayne and Marilyn Monroe. The 15-day poll conducted by the organization in 45 towns and 102 theatres garnered 109,456 votes. Eleven animal performers were also mentioned in the poll.

Jack Bomar, ITOA president, said the poll revealed many interesting facts. Theda Bara, silent screen star, and Rin Tin Tin, dog star of silent movies, received a few votes. Tony Curtis, U-I star, surprised by running a close second to Wayne. The win by Marilyn Monroe also came as somewhat of a surprise since she has climbed to stardom only in the past year. Roy Rogers and Dale Evans, no longer making films, were both in the first 15.

Winners were notified by telephone, and invited to the Awards Presentation Dinner in January, proceeds of which will go to "The March of Dimes." Arkansas' third Movietime star tour will take place the same week, and many Hollywood personalities will probably be on hand.

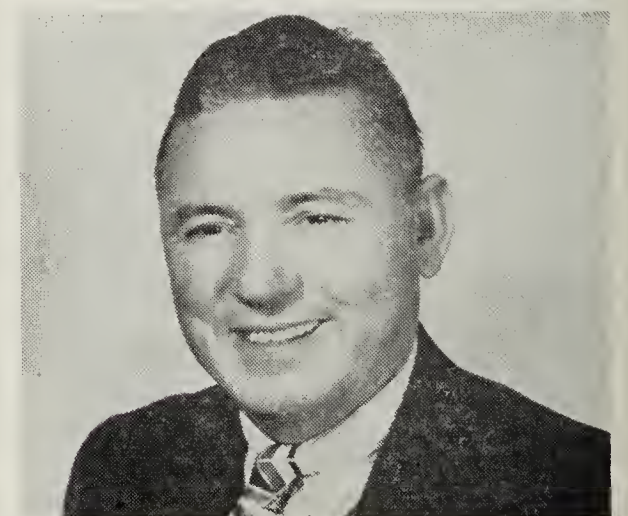
A state-wide contest among children in school grades seven through 12 is underway, and the two winners, a boy and a girl, will also be guests at the dinner.

Jack Downing, Haven, Brookhaven; E. W. Clinton, Monticello; Frank Corbitt, Dixie Drive-In, Columbia, and John Williams, Lamar and State, Jackson.

Visiting with J. G. Broggi representative, were H. Hargroder, Beverly Drive-In, Hattiesburg, Miss., and Mrs. I. Oberlin, Ritz, Natchez, Miss.

Don Kay returned from a business trip in the east. . . . Ben Sharer, Barnett Motion Picture Theatre Clocks representative, was a caller.

The Ritz, Natchez, Miss., is getting a new look, said owner Mrs. I. Oberlin. . . . In for a day were: Harold Dacy, Lockport and Raceland; Mr. and Mrs. Claude Darce, Opera House, Morgan City, La.; Mickey Versen, C-Wall, Morgan City, La.; Frank DeGrauw, F and R Enterprises, Abbeville, La.; Bill Lighter, Southeastern Theatres, Inc.;



J. H. Thompson is chairman of the Georgia State committee in the industry's national tax repeal campaign.

Cy Corolla, Arcade, Slidell, La.; S. J. Gulino, Kenner, La.; O. Gaude, Magic, Port Allen, La.; Ernest Delahaye, Gwen, Maringuoin, La., and State Representative Richard Guidry, Star, Galliano, La.

Mrs. John Jenkins, associated owner, Dallas, Memphis, and New Orleans independent film exchanges, visited with Grandpappy Bob Kelly, Dixie. . . Mr. and Mrs. Bob Lloyd were among the pleasure seekers.

The Saenger, Shreveport, La., suspended operations for several days. A blaze which presumably started in the boiler room did minor damages to the walls and roof.

J. P. Guitreau, Gonzales Drive-In continues to be on the EXHIBITOR roll. . . Mrs. Charles E. Stewart, Warrington Drive-In, Warrington, Fla., was in. . . Robert A. Kelly, Jr., flew in from Korea.

Congratulatory messages have been pouring in to Masterpiece since Milton Dureau vice-president and general manager, announced the branch was first prize winner in the national Realart-Jack Broder Employees Play Date Drive. Dureau said that all employees will share in the prize money.

We took time out to visit with friend Mrs. Julia Heine, who, for many years, held the post of secretary of the Film Board of Trade. With barely our foot on the threshold, she jubilantly shouted "Call me grandma, folks." A baby daughter was born to the William Arnold Heines in Navy Hospital, Providence, R. I., where pops is attending training school.

R. A. Conrad, Bruce, Jennings, La., visited with his buyer and booker, Russell Callen.

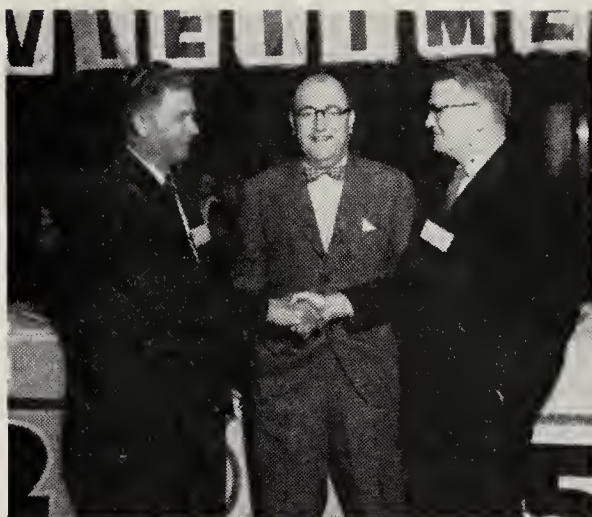
Morgan Hicks and S. L. Graham, who purchased the Lou-Miss Drive-In, Lucedale, Miss., from H. C. Cullpepper, Deer Park, Ala., owner-operator, Citronelle, Ala., Drive-In, shut down for repairs.

J. G. Broggi, buyer-booker, S. J. Campisi's Ritz, Abbeville, La., and the recently acquired Monte Sano, Baton Rouge, La., said that operations at the latter were suspended. Reopening is slated for Jan. 1.

Walter Hebert, Jr., Lee, Mermentau, La., visited with buyer-booker Russell Callen, Associated Exhibitor Service.

A big schedule of activities lies ahead for Piper Laurie and Julia Adams on their personal appearance tour in connection with "The Mississippi Gambler," Joy, on Jan. 15. Ben Hill, U-I publicity and public relations, engineered the arrangements.

Al Morgan, manager-booker, Fred T. McLendon's Theatres, was in from his headquarters in Union Springs, Ala. . . Don Wilmoth, southeastern field representative, checked in after an extended road trip. . . Mike Hogan, Warner auditor, was in.



Seen at the registration booth of the recent annual convention of the North and South Carolina Theatre Owners in Charlotte were, left to right, W. B. Fussell, Bladenboro, N. C., newly elected president of the association; Herman Levy, TOA general counsel, and Mike Simons, MGM exhibitor relations department.

Gloria Marchand, who held down the office manager's post at Kay for several years, bade adieu for other business interests. . . Ed Fessler and Mike Ripps, Do Drive-In, Mobile, Ala., is ever alert to the odd and fanciful, sharing humorous escapades with the gang at Gentilich.

Charles Levy, Ritz, Hammond, La., is back on his regular schedule after an interruption due to illness.

Robert "Pops" Molzon was recalling some interesting incidents in his long life as an exhibitor in Norco, La.

Ike Katz, president, Kay, spent a week at the exchange. . . Drive-in owners, S. E. Mortimore and Lyle Shiell, Skyvue, and Bill Shiell, Marrero Drive-In, were discussing the weather conditions.

Nick Erdey and E. Beregi were making the rounds in the interest of their Fox, Livingston, La., and J. S. Beregi was buying and booking for his Rex, Osyka, Miss.

L. E. "Jack" Downing, Haven, Brookhaven, Miss.; Ernest Clinton, Clinton Circuit, Monticello, Miss., and Ernest Delahaye, Gwen, Maringuoin, La., were giving yours truly a handshake for the nifty arrangement and editing of the New Orleans motion picture exchange area theatre directory.



Chill Wills clowning for the assembled school-children of North Wilkesboro, N. C., during the recently completed "Movietime" tour in the Carolinas.

Mayor George H. Goodwin, Bastrop, La., made the rounds before attending the Allied Gulf board meeting. . . Charles Butterfield, Rushton, La., in company with brother William Butterfield, Pascagoula, Miss., was calling on exchanges.

Claud Bourgeois, who has held the cashier's post at UA since the company reorganized, and who for the past year hoped to get a film salesman's job, was happy when manager Alex Maillho added him to his staff, replacing Ray Vrazil, who was made manager, Ed Ortte's Gulfport, Miss., theatres. Gloria Kiefer, ledger clerk, was promoted to cashier.

Seen about were general manager Arthur Schwartz and buyer-booker Arthur Barnett, United Theatres, Inc., and John and Julian Richards, Slidell Theatres Corporation.

William J. Heim, registered architect, with offices in Avon Park, Fla., visited. The grapevine has it that in a densely populated new neighborhood section of New Orleans, a first-run will be erected.

Ted Malone, World Theatre Service, Inc., checked in. . . Alex Rosenthal, Alexander, La., after visiting Joy headquarters, strolled over to the Row.

Buying and booking representatives making the rounds were: Eldon Briwa, Bri-Mont Booking Service; Joel Bluestone, Bluestone Buyer's and Booker's Service; Waddy Jones and Cecil Howard, Booking Service Company, and Sammy Wright, Max Connett's Exhibitor Service.

State Highway patrolmen were wending their way to preview a special featurette of the activities of the state's revised highway patrol system.

W. E. Limroth, general manager, Giddens and Rester Theatres, here for Gulf Allied's pre-convention meeting, remained over two days before returning to Mobile, Ala. . . Jules Sevin and E. T. Calongne, Bell, visited. J. G. Broggi handles their buying and booking. . . Max Connett motored in from Newton, Miss.

Eugene O. Hicks, New, Ferriday, La., was in. . . Herb Paul, Dixie field representative, is up and about after illness.

Garland Thornhill, who holds the reins of Mitchell Drive-In, Hammond, La., was a caller at Manley, Inc., and at J. G. Broggi's, his buying and booking representative. . . Cecil Kelly, Fox, Plain Dealings, La., and Cil, Stamps, Ark., was seen about. So were Robert Long, Rebel Drive-In, Baton Rouge, La.; Ernest Drake, Ideal, Ponchatoula, La.; Clarence Thomasie, Gay, Harvey, La., and Mr. and Mrs. Ed Thomasie, Royal, Marrero, La.

Arkansas Little Rock

The Razorback Drive-In Company, Inc., has been granted a charter of incorporation, listing authorized capital stock of \$50,000. Incorporators are

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Linwood L. Brickhouse and James S. Carbery, Little Rock, and Rowley United Theatres, Inc., Dallas.

Florida Jacksonville

Sheldon Mandell, manager, St Johns, has worked out a deal with a large Bay Street parking lot whereby persons attending his theatre can park their cars at night for 15 cents, which is 20 to 25 cents under the going price. Jack Fitzwater, Florida State Theatres city manager, engineered the first deal of this sort when he achieved the same 15-cent price for patrons of five downtown FST houses.

The local front office IATSE union held its annual election at a meeting in the George Washington Hotel. The new president is O. O. Ray, Jr., United Artists' booker, who succeeds his father, O. O. Ray, Sr. The father is at Paramount. Other officers named were Earl Turbyfill, Warners, business agent, and Mildred Eliot, Paramount, secretary. The retiring president was in Atlanta, where he attended a southeastern regional meeting of IATSE officers who met to discuss new union contracts for New Orleans, Atlanta, Charlotte, Memphis, and Jacksonville.

An official announcement said that Robert Daugherty, 40, a veteran showman with wide experience in theatre operations, would become Florida supervisor, Floyd Theatres. This state circuit operates in Tarpon Springs, Dade City, Avon Park, Sebring, Wauchula, Largo, Clewiston, and Haines City, where Daugherty will make his headquarters. He resigned as manager, Olympia, Miami, Fla.

Manager Bill Beck, Five Points, left his duties for a few days to make a hunting and fishing trip into the wild Kissimmee River region. . . . Jeanne Cavanaugh, U-I, is back from Broadway. . . . Johnny Harrell, Martin Theatres, Atlanta, visited. . . . Other visiting exhibitors on Film Row were Hugh Martin, Columbus, Ga., and J. Carscallen, Sky Way Drive-In, Tampa, Fla. . . . 20th-Fox branch manager Thomas P. Tidwell, spent several days in the Miami, Fla., area. . . . Pat Hodus, 20th-Fox stenographer, is moving to Washington, D. C. Her co-worker, Juanita Snure, was in the Naval Air Station Hospital. Another 20th-Fox steno, Helen Hunt, returned from Atlanta. . . . The new 20th-Fox office on Bay Street was the scene of a Christmas party on Dec. 19. All exhibitors were invited. . . . The Paramount staff also celebrates at a Christmas party at the offices in the Florida building. . . . The largest local Christmas affair for theatrical people will be staged by home office employees of Florida State Theatres in the Southside American Legion Hall. . . . Charlie King, Exhibitors Service, was sick. . . . Selma Standley resigned her stenographer's job at Warners. Her place was taken by Gwendolyn Y. Hulsey, a former U-I office worker in Atlanta. . . . The insurance underwriters completed inspection of the enlarged warehouse of Benton Brothers Film Express.

Bob Anding, Benton Brothers shipping clerk, passed out the cigars when he became the father of a five-pound girl. . . . M. A. Shaaber, Wil-Kin Theatre Supply, inspected the projection booths of theatres in the Tampa, Fla., area. . . . John N. Spearing, business agent, projectionists' union, made a trip to Atlanta.

As an advance promotion deal Jack Fitzwater, FST city manager, and Robert Heekin, manager, arranged for a fashion show on the opening night of "My Pal Gus." The featured model was Joan McKellan, Metro starlet, who appears in "Million Dollar Mermaid." She modelled bathing suits worn by Esther Williams. Other models, from the Patricia Stevens Modeling School, modelled garments to the organ music of Hal Stanton.

Phillip Lentz, manager, Palace, announced that the theatre had been rented to the Chevrolet Motor Company for three daily matinee periods for the unveiling of the 1953 Chevrolet models before dealers.

Instructors of the Arthur Murray Dancing School gave a demonstration of the rumba and samba dances for patrons of the Edgewood, Al Fourmet, Edgewood manager, announced.

Miami

Robert Dougherty resigned as manager, Olympia, to become district manager, Floyd Theatres Circuit, Haines City, Fla.

Louisiana Shreveport

All officers of the projectionists' union were reelected. They are H. Eaton, Don, president; Cecil Parker, Sr., Strand, vice-president; N. S. Laird, Strand, business agent; Frank Gwin, Saenger, secretary-treasurer, and Earl Laird, sergeant-at-arms. Gwin was elected a delegate to the seventh district convention to be held in Birmingham, Ala., in June, and also elected a delegate to the state federation of labor in April.

Shreveport's Saenger, built in 1911, one of the city's oldest houses, was virtually destroyed by a blaze in which three firemen were injured. Cecil Parker, projectionist, and an aide were still in the theatre at the time the fire broke out. The theatre's last showing of the evening had ended about 30 minutes earlier. The Saenger was for many years the show house of Shreveport. It was owned by the late Julian and Abe Saenger, and was managed by E. V. Richard, Jr.

Mississippi Biloxi

Frank J. Francois assumed duties as manager, Beach Drive-In. He formerly managed the Bay View.

North Carolina Wilmington

North 17 Theatre, Inc., obtained a certificate of incorporation from the Secretary of State to operate a film theatre with authorized capital stock of \$100,000. Incorporators are C. D. Holder, E. M. Lee, and Helen C. Lee.



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EXHIBITOR

NEWS OF THE

Territory

Chicago

Larry Fleming, Chicago, and Cyril Howard, Rockford, Ill., are building a drive-in near Belvidere, Ill. . . . Bob Craft, went from the Crystal to take over at the State-Lake during the illness of manager Lester Retchin.

Xavier Benavente, in the business at San Luis Potosi, Mexico, and in this country four years, was named Nortown assistant manager. . . . William Warning, Jr., Ritz owner, Cobden, Ill., and Waring's Auto, Carbondale, Ill., is to build drive-ins near Anna, Ill., and Carbondale. . . . Sid Lynch is relieving between the Biltmore and Crystal.

Of the 88 pictures, totaling 433,000 feet, viewed by the censor board in November, exactly one-fourth were foreign. Four were marked adult, and one was rejected.

That business is holding its own is shown by city tax collections. November returns were \$88,957, and a year ago for the same month, \$89,285, a difference of but \$328. The total amusement tax in November was \$148,181, and a year ago \$161,659.

The Hub Amusement Company, owner, Hub, Rochelle, Ill., will build a drive-in as soon as weather permits.

Bob Cherry resigned from the B and K managerial staff to join the Public Service Company.

Lew Ingram was named manager, Castle, Bloomington, Ill. . . . Federal Judge LaBuy decided in favor of the Essaness Theatre Corporation in the suit brought by Emil Stern and the Spiegel estate, former partners, who claimed misrepresentation in the purchase of their stock for \$1,250,000 five years ago.

Books of the Strand, plaintiff in an anti-trust suit, were being audited by the defendant majors, Essaness and B and K. . . . Mike Gonzola was named Plaza manager.

Harold Schaer, former operator, Warner, Salem, Ky., bought the Lyric, Farina, Ill., from Marvin and Preston Bank.

Dave Gould was named Mode manager. . . . Charles H. Bell bought the Fox, Blue Mound, Ill., from Byers Jordan. . . . Russell Stevenson was elevated by B and K from Times manager, Rockford, Ill., to city manager. Richard Williams, Fisher assistant manager, Danville, Ill., was promoted to the Times management.

A masked gunman entered the mezzanine office of the Palace, and forced Mrs. Lucille Ballantine, publicity director, and Mrs. Thomas Douglas, Northwestern University alumni representa-

tive, to lie on the floor while he ransacked desks. Finding no money, he fled.

Van Nomikos is operating the Embassy, closed for several months. . . . Al Teplitz, film booker, was hospitalized. . . . Bob Jackson was named Jefferson manager, Fort Wayne, Ind.

Mrs. John Dromey, wife of the Great States chief booker, is better after hospital treatment. . . . Arthur Arvison was named northern Indiana supervisor by Alliance Theatre Corporation.

James R. Grainger, Republic executive vice-president in charge of sales and distribution, was in on a stopover on a trip.

Roger Singer is dividing his time as assistant manager, Congress and Portage. . . . R. H. Hyde was named assistant to Dean Jones, Will Rogers manager.

Ralph Russ, veteran projectionist, last at the Southtown, retired on his union pension. . . . Louis Calamari, at the Chicago for nine years, is assisting Bill Studdert at the Southtown.

When Billy Jovan, 17, isn't attending college or studying, he assists his dad, James Jovan, Monroe owner.

Reminiscing at Variety Club, some of the members recalled the time that Joe Trinz and Harry Lubliner started their partnership as flower merchants. That was in the 1890's. Bob and Howard Lubliner, sons of Harry, and Bruce Trinz, grandson of Joe, are carrying on successfully with the Clark and Four Star.

Harry Tague, 71, who had been in the trade for nearly 50 years, passed on. He was part owner of the Bryn Mawr with H. and E. Balaban. He leaves two

sons, Phil and Sidney, who assisted him for several years.

Sam Levin, Uptown manager, who is a lieutenant colonel in the Reserves, is the dad of new twins, Cynthia and Patricia. . . . Balaban and Katz will hold a Christmas party at the Congress Hotel on Dec. 20 for the children and grandchildren of employees.

Sam Abrams, Twin Open Air, is on his annual sojourn with his wife at West Palm Beach, Fla., now that the outdoor is closed for the winter. . . . Rogers Glover is assisting Larry Whit-tacker, Tivoli manager.

Sam Mansfield, Southtown projectionist, is spending the winter in Arizona for his health. . . . A merchant near the B and K Uptown reserved the entire house for the morning of Dec. 20 as a Christmas gesture toward his patrons.

Dallas

Republic district manager Walter L. Titus, Jr., was in visiting the branch.

Denver

Randolph Scott will be in on Jan. 16 for "Hangman's Knot," Denver and Esquire. He will also ride in the opening grand march at the National Western stock show at the Coliseum, and will ride alongside Colorado's governor, Dan Thornton. Arrangements were made by Robert Hill, Columbia branch manager.

Ralph Batschelet, Tabor manager, and Charles Mulcahy, formerly with him as assistant, are members of a company paying \$250,000 for the Arthur M. Oberfelder theatrical booking agency, which controls most of the legitimate, concert, and ice show bookings in the area. The new company will be known



Among those present at the party thrown by Bob Hoff, The Ballyntyne Company, during the recent TESMA-TEDA convention in Chicago were, in the usual top to bottom, left to right, order: Mrs. Fred Duess, Chicago; Mrs. J. R. Hoff; Mrs. Harry Hoff; T. H. Slowthower, Wichita, Kans.; John H. Hardin, Hardin Theatre Supply, Dallas, and Jay Wooten, Kansas; Lew Harris, Alliance Theatres, Chicago, and Jack Braunagel, Commonwealth Circuit, Kansas City, and Hardin with Frank Nelson, Interstate Theatres, Dallas.

as the B and B Amusement Company, and will also produce television shows and film.

Marietta Vasconcells, publicity director, has been named manager, World, recently opened as an art theatre by Robert Patrick. . . . Joe Foegeron, 20th-Fox booker, received a B.S. degree in business administration. He studied at the University of Denver.

Recuperating at home from broken ribs, lacerated mouth, and severe bruises, Lynn Feltz, manager, Denver Shipping and Inspection Bureau, is improving nicely. He was the innocent victim in a three-car accident.

Paramount exchange booked its Christmas party for Dec. 22 at the new million-dollar American Legion building.

The directors of Allied Rocky Mountain Independent Theatres held the winter meeting at the Denver headquarters, and placed a stamp of approval on the actions taken at the national convention. Delegates to the national meeting gave reports on that meeting, and plans were put under way for the 1953 regional convention, with no date set.

The Denver Post, for the first time, ran a serialization of a motion picture for "Kansas City Confidential," Denham, with the serialization being arranged by Earl Keate, United Artists publicity representative.

Tom Bailey, Lippert franchise owner, went to Utah to visit his exchange at Salt Lake City. . . . Stan Strauss, RKO salesman, escaped injury when he fell asleep while driving, his car turning over and being wrecked.

Seen on Film Row were: Mary Lind McFarland, Rifle, Colo.; Burl Lingle, Estancia, N. M.; Dr. Frank Rider, Wauneta, Neb.; Irving Gilman, Salt Lake City, Utah; Lloyd Greve, Eagle, Colo.; Fred Hall, Akron, Colo.; Lloyd Kerby and Fred Faure, Worland, Wyo.; Dorrance Schmidt, Bridgeport, Neb.; Merle Gwinn, Benkleman, Neb.; James Peterson, Littleton, Colo.; Mrs. Marie Goodhand, Kimball, Neb.; Fred Anderson, Eaton, Colo.; Joe Novak, Pueblo, Colo.; Neil Beezley, Burlington, Colo., and Herbert Gumper, Center, Colo.

Des Moines

James Velde, United Artists' western division manager, took a swing through the midwest, visiting the company's local exchange.

Hod Engbertson, owner of the theatre at Decorah, Ia., announced plans to build a drive-in in the vicinity there. A \$50,000 corporation has been formed for the drive-in. . . . Myron Blank, president, Central States Theatre Corporation, has been elected president, Greater Des Moines committee. . . . Percy B. Long, 51, former manager, died at Webster City, Ia., following illness. He formerly operated theatres in Saint Cloud, Minn., and Watertown, Madison, and Sioux Falls, S. D., before coming to Webster City in 1932, where he became manager of the Pioneer houses. He was named secretary, Webster City

Chamber of Commerce, three years ago. . . . A special screening for "Road to Bali" was held at the Uptown, Sioux City, Ia., for exhibitors from eastern Nebraska and South Dakota and northwestern Iowa. . . . Oliver Patrick was named a salesman for U-I. . . . Charles Peterson is celebrating his 35th year as manager-owner, Windsor, Hampton, Ia.

Kansas City

Four directors were elected to four-year terms and 12 were held over at the annual meeting of the Motion Picture Association of Greater Kansas City. Elmer C. Rhoden, Sr., president, Fox Midwest, was reelected to the board. New members are William Gaddoni, MGM branch manager; R. M. Shelton, vice-president and general manager, Commonwealth Theatres, and Finton H. Jones, insurance. Arthur Cole presided at the meeting. Robert Withers, chairman, welfare committee, and Howard Burkhardt, chairman, public relations committee, made reports.

B. C. Marcus, midwest division manager, and T. L. Baldwin, branch manager, Columbia, returned from a regional meeting in Chicago. . . . Fred Eberwein purchased the Weston, Weston, Mo., from H. N. Mobley. . . . Harley Fryer, Plaza and Barco, Lamar, Mo., was a visitor. . . . Jules Serkowich, Columbia exploiteer, was in.

Bill Brooker, RKO exploiteer, left for Chicago. . . . Paul T. Stonum, manager, Elmer Bills' Theatres, Andarko, Okla., was in to attend the funeral of his brother Bruce.

December birthdays: Marcus Landau, Liberty, Horton (5); Mae Plair, Paramount (7); Irene Malone, Paramount (15); Eddie Landau, Horton (26), and Bob Carie, Allied Artists (29). . . . Johnny Scott, with Republic for 15 years, resigned, and moved to Albuquerque, N. M. He was head booker and city salesman. . . . Ed Golden, Vogue, reported that the theatre was robbed of \$500.

Stanley Durwood is making plans for the equipment and drive-in meeting at the Hotel Phillips on March 4. Durwood is chairman, Kansas Missouri Theatre Association drive-in committee. . . . Allied Independent Theatre Owners was making plans for a regional meeting. . . . Mr. and Mrs. Harry Gilham are the new owners, Madison, Huntsville, Ark. . . . Victory, Wichita, Kans., is installing new seats purchased from L. J. Kimbriel, Missouri Theatre Supply.

Helen Ward, secretary to Rus Borg, branch manager, Warners, returned from Roswell, N. M. Her son is in school there. Charles Cook, U-I salesman, is back from a vacation at home. . . . Patricia Horner is the new switchboard operator at MGM. . . . Louis Hildebrand has been promoted to secretary to branch manager Jack Langdan, U-I, replacing Adeline Rosewein, now secretary to district manager Lester Zucker.

Chick Evans, 20th Century-Fox exploiteer, returned from Minneapolis. . . . Seen were: Mr. and Mrs. Louis Sutter, Mr. and Mrs. Herman Illmer,

Bev Miller, Jack Shriner, Ralph Heft, and Dorothy Seager. Others were: Robert Robinson, Grant, Grant City, Kans.; Walter Berger, Princess, Scandia, Kans.; Homer Strowig, Plaza, Abilene, Kans.; Joe Green, Roxy, New Franklin, Mo.; Mrs. S. H. Bagny, Gem, Huntsville, Mo.; Sam Senseney, Ritz, Moran, Kans.; S. I. Marsh, Fowler, Fowler, Kans.; Mrs. Bryce Brissel, Colony, Oak Grove, Mo., and Mr. and Mrs. Bill Silvers, Silver, Cameron, Mo.

Ted Erwin, Hoisington, Kans., purchased the Electric, Larned, Kans., from John Schnack, who operated the theatre for over 50 years, and who decided to retire. His manager Marvin Bybee, is planning on operating a barber shop in Larned. . . . Mrs. Ben Marcus was a patient at Menorah Hospital.

Los Angeles

The Brea, Brea, Cal., reopened with John Mullin taking over the operation from Beryl Davis. . . . Warner assistant shipper Eddie Duran resigned to become head shipper for Paramount. . . . The latest theatre to close its doors is the Crenshaw. . . . Columbia booker Jim Merry left to join the Paramount organization in a similar capacity. . . . The Warner employees Christmas party was scheduled for Dec. 19. . . . Warner salesman George Tripp checked out for Arizona. . . . After suffering injury from a fall in her home, Violet Wallen, Columbia head inspectress, is recuperating. . . . Jack Sherriff, Realart, was off to San Diego, Cal. . . . Former Columbia salesman Jules Needleman is now in the Army Air Corps as a lieutenant stationed at Camp Stoneman, Pittsburg, Cal. . . . Wayne Bateman, U-I salesman; Mel Anderson, 20th-Fox salesman, and Eddie Ashkins, RKO salesman, attended the Colosseum convention at Atlanta. . . . Visitors were: Roy Lemucchi, Jack Feder, Joe Markowitz, and Ben Bronstein.

Milwaukee

Hugo Vogel, Theatre Equipment Supply, who recently took over the operation of the Plaza, is now the sole operator of this theatre.

John Mednikow, manager, National Screen Service, returned from a vacation cruise. . . . Booking were: Ervin Koenigsreiter, Douglas, Racine, Wis., and Ken Petterson, Gerald, Weywauwega, Wis.

The national drive-in convention and annual convention of the Allied Theatre Owners of Wisconsin and the Upper Peninsula of Michigan will be held on March 23-26. . . . Victor H. Manhardt, 76, who passed away, was well-known to the industry, having been associated with his son, Victor, Jr., handling RCA sound equipment and theatre seats and carpeting in Wisconsin.

Casey and O'Brien, furniture dealers, sponsored a contest during the recent showing of MGM's "Plymouth Adventure," Orpheum, Madison, Wis., during which 50 prizes, including a grand prize of a new home sewing machine, were given away to contestants best explaining "What the Plymouth Rock Story Means to Me."

Mrs. Marion Hvasta is the new Towne manager, the first woman ever to manage a downtown theatre, according to Andrew Spheeris, one of the Towne owners. Spheeris said that Mrs. Hvasta, treasurer of the theatre for six years, was succeeding Erwin J. Clumb, manager, who was resigning. Mrs. Hvasta has had 11 years of experience. Before working at the Towne, she held office jobs at the Riverside, Strand, Wisconsin, and Palace.

Minneapolis

Announcement of another installation of the Simplex Theatre Television System in the Gopher, was made by National Theatre Supply. The system is a direct projection type, manufactured by General Precision Laboratory. The installation work was pushed to have it in operation when Lees Carpets used the facilities of Theatre Tele-Sessions for a national dealers meeting.

Yvette Dugay, starred in "Hiawatha," arrived to participate in exploiting Allied Artists' midwest premiere at the State. Besides a personal appearance at the premiere, her agenda included press and radio interviews, guest star appearances on radio and television shows, appearances at four school assemblies, three civic and two educational club luncheons, and in the city's three leading stores. Scheduled as a highlight was a prologue, "Hiawatha Serenade."

In a bulletin, North Central Allied Independent Theatre Owners, Inc., indicated that the tax repeal campaign was progressing nicely. . . . A special meeting of the NCA board was held at the Nicollet Hotel. . . . On Dec. 8, the University of Minnesota presented to the Variety Club a plaque honoring the club for its Heart Hospital work. . . . Exhibitors are being used to support the "Crusade For Freedom" campaign.

Oklahoma City

R. Lewis Barton, Barton Theatres, reported that a disturbance at his Red-skin resulted in the arrest of one teenager and reprimands given to several others.

The Lee, Fordyce, Ark., is now open, and will continue in operation until the Dallas is rebuilt. The Dallas was destroyed in a fire.

Jack McReynolds, New Drive-In, Wilburton, Okla., closed for the season after only a week-and-a-half of operation. . . . B. L. Zimmerman, Rex, Leedy, Okla., sold his theatre to Clystia Harrel. She will assume ownership as of Dec. 8.

Visitors were: Mrs. L. H. Goerke, Grand, Canton, Okla.; Volney Hamm, Ritz, Altus, Okla.; Frederick and Mount Scott Drive-In, Lawton, Okla.; Henry Simpson, Walmur, Princess, Bristow, Okla.; Seibert Worley, Liberty and Texas, Shamrock, Tex.; Eugene Martin, Alamo and Franroy, Snyder, Okla.; Mr. and Mrs. W. T. Henderson, Mawil, Medford, Okla.; H. D. Cox, Caddo, Binger, and Nusho, Carnegie, Okla.; Cliff Lance, El Rancho, Ringling, Okla., and Palace, Canadian, Texas.

J. D. Wilbanks, Wagon Wheel Drive-In, Spearman, Tex., closed for the winter. . . . J. C. Ferrell, Fort, Fort Gibson, Okla., sold the theatre to Harold Rigney, Muskogee, Okla. It opens under new management on Dec. 2.

An added feature of the current Christmas shopping season in Henrietta, Okla., was a special "baby sitting" performance at the Blaine, arranged by Don Lassiter, manager, who announced that a free showing of comedies and cartoons was held for kids up to the age of 12. Local merchants presented the tickets for the show to parents, and their children enjoyed the show while the parents got in some quick gift shopping.

Omaha

Harold Wirthwein, Allied Artists' western sales manager, was in conferring with Sol Francis, manager.

Pat Smith, in "Million Dollar Mermaid," Orpheum, opened a nine-city midwestern tour by posing on a breezy balcony of the Blackstone Hotel, standing in a snowdrift attired in a bathing suit for benefit of news cameramen. She did go near the water, too, at a swimming pool used as a polio treatment clinic.

The industry was hard hit by the blizzard which closed roads. Film Transport trucks were among hundreds of vehicles stranded in snow drifts, and one exhibitor at Manilla, Ia., used amateur radio facilities to get in touch with distributors. Salesmen were stranded, and MGM's Rich Wilson spent the night in his car on a snow-blocked road.

J. H. Jacobs, Columbia branch manager, attended a midwestern conference in Chicago with home office representatives. . . . Metro Manager Vince Flynn was laid up with the flu.

F. A. Van Husan, Western Theatre Supply, and Mrs. Van Husan went to Richmond, Va., to spend the Christmas season with their daughter. . . . Sol Francis, Monogram branch manager, had a visitor from Los Angeles, western division sales manager Harold Wirthwein. . . . Mrs. V. N. Felps, 74, whose husband had the theatre at Shelton, Neb., nearly 25 years, died.

Mrs. E. L. Bartak was taken to St. Joseph Hospital for an operation. Her husband is the exhibitor at Greeley, Neb. Also hospitalized at St. Joseph was Mrs. Ed Kugel, wife of the Holstein, Ia., exhibitor. . . . Lucille Sorenson, secretary to Metro branch manager Flynn, went deer hunting in the Nebraska Sand Hills with her husband.

Janet Brocker is recovering from shock and bruises as the result of an accident between her car and a truck in Omaha. She is the secretary of Evelyn Cannon, MGM office manager. . . . Thieves entered the Berkley and rifled the office. . . . Movie reviewer John Koffend, who succeeded the late Jake Rachman, started a daily column in The World-Herald, "On the Town."

Portland

The majority of drive-ins closed a successful season, and plans are being made for building new ones in the coming year. G. H. Westensow, Pix, Woodburn, Ore., let a contract for a 400-car drive-in. At the same time, Tom Moyer, head, Moyer Theatres, announces that he will also open a drive-in early in the coming year near Woodburn, Ore. He will be associated with William Lloyd.

William M. Duggan, well known manager and for a number of years, manager, Portland's Auditorium, announced his resignation.

In Spokane, Wash., the Y Drive-In closed for the season.

St. Louis

In Belleville, Ill., the Bloomer Amusement Company announced plans for the construction of a second drive-in. Tom Bloomer said that two sites are under consideration for the new drive-in. The Bloomer Amusement Company operates the Skyview Drive-In and also the 700-car Starlight Drive-In, Alton, Ill., the Ritz, and the Rex.

Charles Mound, owner, Park, Valley Park, Mo., was a patient at DePaul Hospital.

W. W. "Bill" Sharpe, Paramount salesman, was unanimously reelected president, St. Louis loge, Colosseum of Motion Picture Salesmen of America, at the annual meeting. D. J. Edcle, United Artists, was elected to the vice-president's spot, and H. R. Hisey, Warners, was named secretary-treasurer. George Ware, retired former salesman for 20th-Fox, is to serve as assistant to the secretary-treasurer. Guy Pisani, RKO, was reelected sergeant-at-arms. The meeting heard reports from president Sharpe and Bob Lightfoot, Allied Artists-Monogram, delegates to the annual meeting. Elected to the executive committee of the loge were Lightfoot and Art McManus, 20th-Fox.

In Festus, Mo., Elmer L. Donze, owner, KSGM, Ste. Genevieve, Mo., former owner, Hill Top Drive-In, near Perryville, Mo., is a partner in the Donze Broadcasting Company, that has applied to the FCC for a permit to own and operate a television station on Channel 14 in Festus.

Many theatres have arranged free shows to hold Christmas shoppers in their communities. A typical program was the one arranged at Rushville, Ill., by Lloyd Pearson, Lloyd. A number of the Rushville merchants arranged to have advertisements inserted in the papers to inform persons about the plan, and that tickets could be obtained from any of the participating merchants.

In Red Bud, Ill., burglars who broke into the Red Bud obtained only seven flashlights, according to Clayton T. Dusenberre, owner.

Definite progress in the formation of the Amusement Employees Welfare Fund of St. Louis and St. Louis County was made, and indications are that the final legal steps in the incorporation of

the fund may be taken early in January. Edward L. Butler, Ticket Sellers Union, is chairman of the fund organization.

Out-of-town exhibitors seen included: Harry Blount, Potosi, Mo.; Harry Nash, California, Mo.; Judge Frank X. Reller, Wentzville, Mo.; Bill Collins, DeSoto, Mo.; B. Temborius, Breese, Ill.; A. Keuss, New Athens, Ill.; Rani Pedrucci and Johnny Giachetto, Frisina Amusement Company, Springfield, Ill.; Joe Goldfarb, Alton, Ill.; Tom Bloomer, Belleville, Ill.; Mrs. Regina Steinberg, Madison, Ill.; Charley Beninati, Carlyle, Ill., and W. H. Eichhorn, Mounds, Ill.

A. H. Boemler, former Alton, Ill., manager, has taken a position with the federal government. . . . Dave Arthur, head booker, Fanchon and Marco-St. Louis Amusement Company, is the father of another son born to his wife at the Jewish Hospital. . . . Joseph M. Keating, manager, Lindell, St. Louis Amusement Company Circuit, is a member of the new blue ribbon Circuit Court grand jury sworn in by Circuit Judge Robert J. Kirkwood.

Bill Humphreys, Warners' office manager, is on a 10-day vacation.

General reaction of some 200 retailers, merchandise buyers, carpet salesmen, and representatives of other industries to the local reception in Loew's State for the James Lees and Sons telecast of its sales conference program from New York City was okeh. Technically, there were some minor deficiencies. One brief blackout, about seven seconds in length, was scarcely noticed by the interested spectators. The sound throughout was excellent.

Salt Lake City

The Variety Club, Tent 38, held an election of officers with Sam L. Gillett, local and Toole, Utah, exhibitor, named Chief Barker. Giff Davison, RKO branch manager, was named First Assistant, and Shirl Thayne, U-I salesman, Second Assistant. Other officers are Howard Pearson, Property Man, and Ralph Thrathen, Sid Cohen, K. O. Lloyd, Jack Swanson, Dan Kostopulos, and Bob Braby, directors.

San Antonio

Maxine Doviatt, in "Million Dollar Mermaid," was in lunching with members of the San Antonio Motion Picture Exhibitors Association. . . . Clasa-Mohme film exchange has been redecorated. . . . A raid resulted in the arrest of two San Antonians and a 16-year-old youth booked for exhibiting lewd movies to some 200 soldiers and national guardsmen who had paid \$1 each to view the films.

A closed meeting was held by exhibitors and members of the San Antonio Motion Picture Advisory and Reviewing Board. . . . Arthur Landsman and Sylvan K. Barry returned from Dallas, where they attended a meeting of the board of the Texas Drive-In Theatre Owners Association. Also in attendance was Charles Albert. Landsman is head, Statewide Drive-In Theatres, Barry is with the El Capitan Drive-In, and Albert

with the San Pedro Drive-In. Landsman has been named co-chairman of the committee on insurance.

Recommendation of the city planning commission that an area near the Allena Village shopping center be rezoned from manufacturing to residential was approved by the City Council. This temporarily blocks the proposed construction of a drive-in by Statewide Drive-In Theatres, Inc.

Among the out-of-town exhibitors visiting were: M. P. Pena, Tropico, Premont, Tex.; Eddie Reyna, Frels Circuit, Victoria, Tex.; William Chesher, Ritz, Littlefield, Tex.; Benjamin Dyer, Kay, Nordheim, Tex.; Pete Stoilis, owner, and Panos Veliskos, manager, Venus, Victoria, Tex.; Mike Benitez, Benitez Circuit, Weslaco, Tex.; Jesse Fox, Palace, San Benito, Tex.; Mrs. Louis Guzman, Guzman, Saspamco, Tex., and Joe Carabaza, owner of an exchange at Laredo, Tex.

Jake Lutzer announced that plans have been completed to convert the Southside Drive-In, Fort Worth, Tex., from a single to a twin screen drive-in. . . . Louis Novy made arrangements to stage a "toy matinee" at the Queen, Austin, Tex. . . . Al Lever, city manager, Interstate Theatre Circuit, Houston, Tex., inaugurated the "Picture of the Month" plan.

The Jefferson Amusement Company, Beaumont, Tex., bought in all of the stock in the company previously held by United Paramount Theatres. Announcement of change of ownership was made by Julius Gordon, president, Jefferson Amusement Company. United Paramount and its predecessors held stock in Jefferson Amusement Company, since 1927. The stock becomes treasury stock of Jefferson. Stock in Jefferson is now held by Gordon and his sister, Mrs. Bert Horswell, Los Angeles, and East Texas Theatres, Inc., a firm partially owned by the Kurth and Henderson interests, Lufkin, Tex. The board of Jefferson includes S. L. Oakley, Robert H. Park, Julius Gordon, Ernest Kurth, J. H. Kurth, and Simon Henderson. The board of East Texas Theatres, Inc., is the same with the exception that Sam Landrum replaces Robert H. Park.

A free movie will be staged at the Center, Nederland, Tex., according to Nelson Haney, manager, on Dec. 22 for all kiddies, the second annual Christmas party to be staged by the Nederland State Bank and Trust Company. . . . Vernon Wynne has been named manager, State, Pittsburg, Tex. He replaces Buddy Gotcher, who will become manager for three Tri-State theatres, Idabel, Okla.

Mac Carnohan and H. R. Barker, Jr., owners-operators, Westerner Drive-In, Colorado City, filed suit in district court in Abilene, Tex., alleging violations of the federal anti-trust laws and asking triple damages of \$80,000. They have charged Warners and five firms with "unreasonably restrained and monopolized interstate commerce in films in violation of the law." Defendants named included Rowley United Theatres, Amusement Company, Inc., Westex Drive-In Theatre, Ross Dixon, Elliott Dixon, and Warners.

San Francisco

Loew's Warfield remodelled the candy counter to accommodate the sale of ice cream bon bons. A Cinesnax freezer is used, and the concession remodeling was done by E. and L. Emanuel Company. . . . Norman Moray, head, short subjects, Warners, was in. . . . Barney Rose, U-I district manager, was in Los Angeles. . . . Marjorie Stewart, chief inspectress, U-I, was recuperating at home following surgery. . . . Visiting auditor Luke Stegert returned to his desk at U-I, following illness. . . . Jack Tillman, Columbia branch manager, finished up a two-week inspection trip through Los Angeles, Portland, and Seattle. . . . Fox West Coast closed the 706-Marval, Valejo, Cal. . . . United-Paramount was scheduled to close the 2135-seat State, for an indefinite period. Manager Gill Small will return to his former position of assistant, St. Francis, replacing Kenneth Reeves, who resigned. . . . Arthur Unger moved his popcorn business to larger quarters at 361 Golden Gate Avenue. . . . The 300-seat Marco, Waterford, Cal., formerly owned by William Stewart, is now owned and operated by Charles Reynolds. . . . Elmer and Veda Fink, exhibitors in Patterson, Cal., were given a housewarming party by the townspeople upon completion of remodeling their home. . . . New biller at United Artists is Evelyn Zichosch, replacing Caroline Johnson, promoted to bookkeeper. . . . Charles Thall, manager, California Theatres Association, received a scroll of appreciation from the American Cancer Society for his work in getting bookings for the Cancer Society's cartoon, "Man Alive."

The report of the Variety Club, Tent 32, in Northern California, carries information to the effect that Al Grubstick's year as Chief Barker has the distinction of the fund-raising banner year because the money-raising figure exceeded \$100,000. Success of the year is credited to the theatre collections in Northern California for the Blind Babies Foundation, which totalled \$86,000. Ninety per cent of the Northern California exhibitors took part in this drive. Chief Barker Grubstick reported, in addition to cooperation from Frank Whitbeck, MGM, who produced the audience-appeal trailer; Herbert J. Yates, president, Republic, who donated 132 prints to be used throughout the territory; National Screen Service for 75 prints, and the Alexander Film Service for 50 prints. Grubstick also paid tribute to the salesmen of the San Francisco territory who contacted theatre-tremen in their effort to make the drive a success and to the trade press, which carried well in advance, the story of the appeal into every corner of the Northern Coast.

Seattle

At Richland, Wash., it was announced that the 650-car Skyline Theatre, Inc., drive-in project now being built would be ready for opening in March. The project will cost about \$80,000.

In Dayton, Wash., plans for the construction of a drive-in were disclosed by Lowell Spiess, manager, Liberty.

NEWS OF THE

Territory

**BRANCHES
Cincinnati**

Business trips were made by Edward Salzberg, Screen Classics, to Mobile, Ala.; William A. Meier, Paramount branch manager, to Springfield, O., and Milton Gurian, Allied Artists branch manager, and Frank W. Huss, president, Greater Cincinnati Independent Exhibitors Association, to Columbus, O.

Business visitors included Tom McCleaster, 20th-Fox division manager, and Alex Morrison, New York office; Harry Mullins, owner, Renfro Barn Dance, Renfro, Ky.; Marvin Samuelson, Warner Theatres' Pittsburgh office; Harold Raives, Schine Circuit, Cleveland; Dick Dickenson, new Schine booker, and Don Q. Roberts, Manley, Inc., concession supervisor.

The suburban Bond, where art films have been run during recent months under a lease arrangement, will revert to conventional films after the holidays, it was announced by Louis Wiethe, Wiethe Theatres, owner.

The downtown Lyric closed. The building will be demolished for a parking lot.

Robert H. Dunbar, Warner branch manager, was ill with a virus infection. . . . Frank Weitzel is booking and buying for the Roxy, Loveland, O. . . . Harry Elliott, manager, Fairbanks, Springfield, O., is convalescing from a heart attack.

National Screen Service staged a pleasant holiday office party. . . . Jack Elliot is a new Columbia booker. . . . Jack Quigley is a new U-I student booker. . . . Catherine Matheny, MGM contract clerk, was vacationing. . . . The MGM club presented a check to Loretta Collins on her 25th anniversary as a company employee. . . . MGM presented a 10-year pin to Mary K. Wolf, secretary to C. F. Smiley, office manager.

On Film Row were: Jack Needham, Columbus, O.; Chalmers Bach, Eaton, O.; Ray Frisz, Chakeres Circuit, Springfield, O.; Frank Allara, Matawan, W. Va.; Al and Bill Thalheimer, Logan, W. Va.; Frank Mandros, Cabin Creek, W. Va.; Harold Moore and Jack Custer, Charleston, W. Va.; Lou Shore and Sylvan Bank, Williamson, W. Va.; Julian Silberstein and G. B. Lively, Huntington, W. Va.; Lester Rosenfeld, St. Albans, W. Va.; Charles Scott, Vevay, Ind.; Guy Greathouse, Aurora, Ind.; E. T. Denton, Owingsville, Ky.; George Marshall, Danville, Ky.; R. G. Davis, Lancaster, Ky.; Charles Behlen, Lexington, Ky., and Howard Shelton, Vanceburg, Ky.

Burial services were held for Philip Bock, 87, president, Royal Theatre Company. He is survived by two sons and two daughters.



Captain Volney Phifer, who engineered most of MGM's mobile exhibition units, is seen being interviewed recently by Bob Wylie, WAKR, Akron, O., when the Mayflower replica visited that city in connection with the showing of "Plymouth Adventure" at Loew's Akron. Frank Henson, house manager, cooperated in publicizing the stopover.

Harry J. "Pop" Wessel, 80, founder of the Film Service Company in 1912, first film delivery service in the area, died following a long illness. A past Chief Barker, Variety Club, he is survived by three daughters and a son.

Cleveland

Ed Heiber, recently appointed Cleveland U-I branch manager but currently substituting in Detroit for Ben Robins, who is convalescing from injuries sustained in an automobile accident, suffered a heart attack, and is hospitalized. . . . Announcement was made of the engagement of Audrey Rich, daughter of Charles Rich, independent distributor and former Warner district manager, to Jerry Shaw, Akron, O. Both attended Western Reserve University.

Skirball Brothers' Grand, Massillon, O., temporarily adopted a weekend policy. . . . And in Lima, O., Mr. and Mrs. Adams reopened their Majestic, which has been closed for almost two years.

Jerry Shinbach, RKO Theatres district manager, was an unusual Film Row visitor accompanied by RKO Palace manager Max Mink. . . . Annette Shenker, wife of Berlo's Irwin Shenker, likes to keep busy. In addition to running her home, and looking after her husband and two children, she has a dancing school, and, in her spare time, is coach-

ing the children of Bellefaire Orphan Home in a holiday play. . . . There was a big family party in the Hollenden to celebrate the 70th birthday of Max Shenker, area Berlo head.

Bernard Rubin who sells through Imperial and books free Modern Talking industrial reels to exhibitors, will donate to the Variety Club-sponsored Cerebral Palsy Foundation School all the money he is paid for each showing of the single-reeler, "24 Hours of Progress." This is a Modern Talking Pictures subject, produced by the national oil companies. He has eight prints, all available free to exhibitors. He hopes every screen in the area will show it so that his donation to the Cerebral Palsy Foundation fund will be considerable.

Under the leadership of Chief Barker Henry Greenberger, the Variety Club instituted a new, low special dues policy for salesmen, which resulted in the addition of 17 new members. They are Bill Gross and Leonard Steffens, Columbia; Carl Scheuch and Sol Gordon, Monogram; Jack Share, United Artists; Arthur Goldsmith and Frank Belles, RKO; Jim Levitt, U-I; Dorsey Brown, Bill McGowan, and Tom Farrell, MGM; Joe Krenitz and Tom Alley, Republic; Bennett Goldstein, ex-Schine booker; George Kendis, NSS office manager, and Max Mink and Harvey Mendelson, manager, and assistant manager, RKO Palace.

Alfred G. Burger, vice-president, Tele-news Corporation, on one of his infrequent visits to look over the Hippodrome and Tower Theatres, said that all Tele-news-operated theatres will be equipped eventually with large TV screens.

Howard Reif, one of the Modern Theatre partners, who shuttles between his Cleveland office and his Miami, Fla., winter home during this season, celebrated his mother's 86th birthday. He was the absent host at her birthday party. . . . Eva Urdang, secretary to M. B. Horwitz, head, Washington Circuit, vacationed in Martinsville, Ind.

Katherine Reed, in "Million Dollar Mermaid," spent two days slightly hampered in her swimming exhibition by a touch of bronchitis. She met members of the press at a cocktail party, where she was photographed in a mermaid suit. She also modelled swim suits.



Marc J. Wolf is co-chairman of the Indiana State committee in the trade's national tax repeal campaign.



J. E. Isaac, Sr., is chairman of the Kentucky State committee in the trade's national tax repeal campaign.

Paramount's Christmas party was held in the Hollenden Hotel. . . . Judge Frank W. Wiley, Toledo, O., Municipal Court, chose newsreel censorship as the subject of his talk before the Kiwanis Club, East Toledo, O. It was he who rendered the decision that censorship of newsreels is unconstitutional in the famous Martin G. Smith case in his court last July.

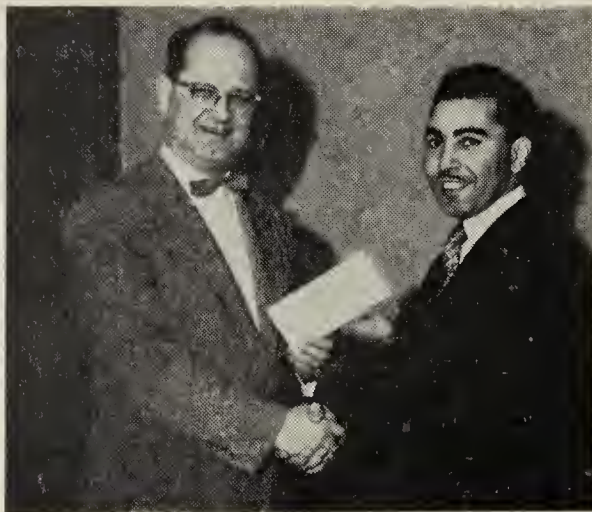
There will be no film delivery service in the northern Ohio territory on Dec. 25-26. The entire territory of the delivery companies servicing this area will be covered Dec. 24. The next delivery will be made on Dec. 27. Announcement of this uniform service plan is made by E. S. Johnson, L. C. Gross, P. L. Tanner, Larry Tuccio, and George Thomas, Ashtabula, O., Messenger.

The complete circle in the entertainment field is reached in Loew's, Akron, O., where the old community sing has been revived. Chick Herr plays the \$40,000 Wurlitzer for a 10-minute musical interlude before the showing of the feature on Thursdays, Fridays, Saturdays, and Sundays. Just like old times, slides give the words of the songs. The community sing is a holiday policy, having started on Thanksgiving Day.

George Petersen, theatre construction engineer, is building a 1200-car drive-in in Indianapolis for the Cantor Amusement Company, its second ozoner in this area. . . . Horace Shock, drive-in circuit owner, is the proud daddy of a baby boy. The Shocks also have two daughters.

A nine-point program of civic events surrounded the one-day visit of Debra Paget, enroute to New York for promotional activities surrounding the world premiere showing of her latest 20th Century-Fox production, the Technicolored "Stars and Stripes Forever." Arriving from Hollywood by plane, Miss Paget was officially greeted at the airport by a detachment of 50 Marines garbed in full dress uniforms. Two women members, specially selected for the occasion, acted as the actress' aides-de-camp. The star was hosted at a luncheon by exhibitors from Cleveland, Akron, O., Youngstown, O., and Toledo, O., who were accompanied by film reviewers and editors from their respective areas. Also present at the festive event were surviving members of John Philip Sousa's famed bands who reside in Ohio and two record collectors possessing the most complete collections of Sousa recordings. Miss Paget attended ceremonies at which over 100 men and women of the Cleveland area were inducted into the Marine Corps, with an appearance at the local Blood Bank headquarters next on her crowded itinerary.

Max Mink, RKO Palace, mapped out a big campaign on RKO's "Blackbeard The Pirate." He had two models in costume distributing candy swords for street bally, a special window display including material borrowed from the Western Reserve Historical Museum, utilization of a "pirate" treasure chest in a tieup with cooperating merchants, dealers distributing 15,000 keys that might open the treasure chest on display in the lobby, window displays in co-operating stores, co-op. newspaper ads,



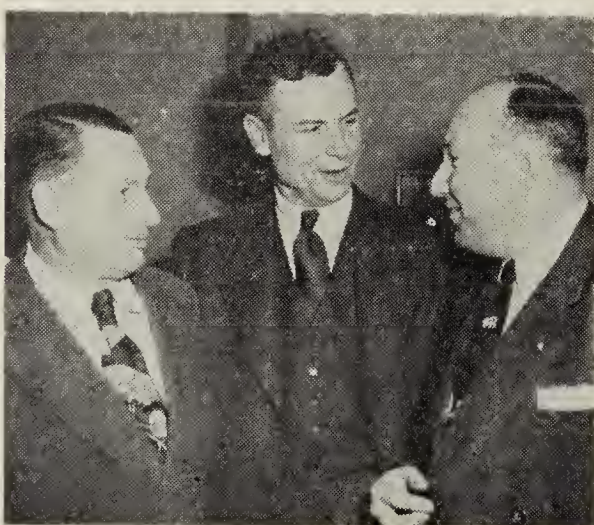
Arthur Arveson, left, ex-manager, Paramount, Anderson, Ind., and presently district supervisor for Alliance Theatres, received a \$500 check from John L. John, MGM's Indiana office, as first prize in the company's recent "Promotion Prize of the Month" contest for "Carbine Williams."

and the dressing of aides in pirate costumes a week in advance of playdate.

Radio, television, and newspapers were given a big play by Jay Silverthorne, Hippodrome, to boost Columbia's "Hangman's Knot." Silverthorne's top television plant was a western mystery sentence contest worked through four different western shows over one video station. The exhibitor promoted a western outfit and other prizes, and the Hip and the TV station cross-plugged each other with trailers. Randolph Scott, star, was used as one of the answer names, and his name was used repeatedly as a clue, with full credits. A "Hangman's Knot" limerick contest on one radio station and quiz shows on three other studio outlets provided more plugs for the film. Here again Silverthorne's only contribution was the idea and some free passes. A local daily went along for a Randolph Scott coloring contest idea from the press book. A boy and girl dressed in cowboy outfits were employed in a street ballyhoo stunt. Holders who found their numbers listed in the Hip lobby got free tickets. The cowboy also did rope tricks in front of the theatre.

Detroit

Mrs. Sam Ackerman, wife of the East Side owner, returned home from the hospital. . . . Mrs. Fred Bonnem, wife



Hugh McLachlan, purchasing and maintenance engineer, Y and W Circuit, Muncie, Ind.; "Hep" Hepberger, National Carbon Company, and M. L. Kleiman, Lake Charles, La., are seen recently at the recent combined industry trade show in Chicago while at the Ballantyne party.

of the Columbia salesman, was recuperating from an arm fracture.

The telecast of "Carmen" was presented at the Hollywood.

A theatre aide foiled an attempted holdup when she ran from her booth into the theatre. Zetha Hankins, Bijou, told police a man walked up, and said: "This is a stickup, get out a lot money." She reached for the money but when he lifted a pocket to take the money, she thought he was going to shoot, and ran from the booth into the theatre, she said. The thug escaped.

On Dec. 23, Arch Oboler's three-dimensional production, "Bwana Devil" opens at the Madison. Producer-director-writer Oboler will be here in person for three days prior to the event.

The Variety Club elected a new board at its annual meeting in the Tuller Hotel. The following were chosen: H. Brown, United Detroit Theatres; Lew Wisper, W and W Theatres; Milton Zimmerman, Columbia; Julius Lefkowitz, L and L Concessions; Jack Zide, Allied Film Exchange; William Clark, Clark Theatre Service; Dan Lewis, Co-operative Theatres of Michigan; Saul Korman, Korman Theatres; Ben Rosen, Confection Cabinet; Ernest Conlon, executive secretary, Allied Theatres of Michigan, and Ivan Clavet, National Screen Service. The new board of directors met later to elect new officers. Adolph Goldberg, Community Theatres, was elected national canvassman, and Jack Zide is alternate.

Albert Dezel consummated a distribution contract with Oliver A. Unger and Herbert Bregstein, Beverly, for the release of 16 former Film Classics features for Chicago, Indianapolis, and Detroit. Dezel will also release "Good Time Girl" and "Not Wanted."

Indianapolis

Abe Gelman, branch manager, Columbia, attended a regional sales meeting of Columbia's branch managers at the Drake Hotel. . . . Allied Artists' employees had their Christmas Party at the office. . . . "Flat-Top" Allied Artists, will be at the Indiana early in January.

Stewart Reese, Reese, Plymouth, Ind., is a patient at the Mayo Brothers' Clinic, Rochester, Minn. . . . Mr. and Mrs. Verne Gorrell, Isis, Winamac, Ind., are vacationing in Miami, Fla. . . . Dick Hand and wife, Melody Drive-In, Knox, Ind., are vacationing in Wyoming. . . . The Star, Geneva, Ind., has been reopened by Clyde Nihiser.

Joe Finneran, president, Syndicate Theatres, Franklin, Ind., and his wife were vacationing in Mexico. . . . Fletcher Brewer, State, Lafayette, Ind., was confined at home by a strep-throat condition. . . . Russell Phillips, Franklin, Greensburg, Ky., was in Louisville, Ky. . . . Morris Smith, Valley, Taylorsville, Ky., is putting in some extra time at the tobacco warehouses in Louisville, Ky. . . . The Thompson sisters, Strand, Edmonton, Ky., are engaged for the time being at the tobacco warehouses in Greensburg, Ky.

T. O. McCleaster, division manager, 20th-Fox, left for a vacation, visiting spots in Florida. . . . 20th-Fox home office representative Alex Harrison and division manager T. O. McCleaster left for Cincinnati after visiting the exchange.

Seen on Film Row were: E. E. Smith, Devon, Francesville, Ind.; Bruce Kixmiller, Indiana and Colonial, Bicknell, Ind.; Harry Van Noy, Van Noy, Middletown, Ind.; William T. Studebaker, Logan, Logansport, Ind.; Earl Payne, Switow Circuit, Louisville, Ky.; William Kalafat, York, Churubusco, Ind.; William Handley, Rembusch Circuit, Franklin, Ind., and J. Griffis, Boswell, Boswell, Ind.

The employees of 20th-Fox held their Christmas party at the Variety Club. . . . Mr. and Mrs. J. P. Griffis acquired the Kent, Kentland, Ind., from Dallas Cannon, who operated the theatre for 24 years. The Griffis also operate theatres in Fowler and Boswell, Ind.

National Theatre Supply announced the following new equipment installed in state theatres: For Settos Theatres, Cine, Linton, Hertner transverter, Peerless Magnarc lamps; Simplex XL mechanisms; Walker HI screen, and Super Snaplite lenses, and Grand, Linton, Walker Plastic high intensity screen. A Walker plastic white screen was installed in the Arcade, operated by Jerry Henlein, Gas City. J. P. Griffis installed a new Walker plastic molded screen in the Fowler, Fowler. The Ritz, Tipton, operated by James Ackron, has a new Walker Plastic screen and Kollmorgen Super Snaplite lenses.

A \$300,000 suit was filed in federal court by owners of the Zaring, against Loew's and Paramount. The suit charges that the two refused showing of certain pictures at the northside theatre on the same terms allowed theatres in two other circuits. The Zaring owners say this constitutes violation of the Sherman and Clayton anti-trust laws. A similar suit was dropped in 1949 after the two firms agreed to honor a previous agreement.

Pittsburgh

The members of the Ladies Theatrical Club, wives of members of the Variety Club, Tent 1, Pittsburgh, are busy on "Project 5." The club members have been divided into teams. Each has been given \$5, with instructions to use the money to raise funds for the club's charity fund. Several of the groups promoted merchandise and used other ideas; one group staged a spaghetti dinner in one of the member's homes with almost 100 diners attending, and several held screenings charging admission for the shows. Altogether, over \$1000 was raised.

Van Hefflin in "The Shrike," Nixon, wound up with \$21,000. The Hefflins were nightly visitors at the Variety Club. Mrs. Hefflin broke her leg the night before the show left town, and was bedded in Shadyside Hospital. Many Hollywood personalities phoned her, which gave the switchboard operator at the hospital a big kick.



Dorothy Lamour, starring in Paramount's "Road to Bali," recently arrived in New York from Hollywood for a pre-release exploitation and promotion campaign.

Bill Shirley, veteran press agent and one-time secretary to the late Harry Davis, was back to exploit "Outpost In Malaya," Loew's Penn.

The automobile industry is stealing the exploitation thunder from the business. The Pontiac dealers brought in Evelyn Joyce Schenck, "Mrs. America of 1952," to garner extra newspaper publicity co-incident with the showing of the new Pontiac.

The Harris will hold up showing Columbia's "The Four Poster" until the stage attraction plays the Nixon, figuring it will help the boxoffice of the film.

Charles Barron, former Metro exploiter, is now permanently stationed in Pittsburgh as exploiter for Columbia. . . . Max Shulgold, head, Crown, is back from a New York trip still raving about his visit to the Broadway and his experience in first viewing Cinerama.

Gene Suits, manager, Carlton House, hosted the outgoing and incoming board of directors of the Variety Club with a deluxe dinner, following which a general meeting was held at the club headquarters, and the new officers were sworn in. Carl Dozer, advertising manager, WCAE, is the new Chief Barker.

Something new has been added to the hockey games being presented at the Gardens, Pittsburgh. Stage attractions are being booked to entertain the customers during the intermissions.

U-I passed up a first-run engagement downtown, and released "Yankee Buccaneer" and "Bonzo Goes To College" to 24 neighborhood and suburban houses first-run. . . . Kathryn Reed, champion swimmer, was in to exploit MGM's "Million Dollar Mermaid." The press and radio-TV personalities were hosted at a cocktail and pool party in the Pittsburgh Athletic Association, where Miss Reed displayed her stuff in the PAA pool.

Allied Artists will have one of its pictures shown in the Stanley for the first time, "Flat Top." . . . Francis Guehl and Pete Quitter, U-I, will again be co-chairmen of the annual Variety Club Christmas party on the Sunday before the big holiday. This is when

children of members bring gifts for the Roselia Foundling Home youngsters.

Harold O'Donnell, Jim Sipe, and Luther Thompson, projectionists union executives, were in New York to get a personal glimpse of Cinerama and the mechanics of the system so far as it affects the booths of the theatres that contract to show the attraction. Incidentally, Arch Oboler's third dimensional film, "Bwana Devil," is set for a showing at the Warner in January.

Adelaide Flood resigned in the office at the MGM exchange to live in South Bend, Ind., with her husband, Dave Flood, Notre Dame football star.

Although Dick Cvetic is no longer Charles Eagle's assistant at the Stanley, his heart's still there. Her name is Dolores Hepp and she's an aide at the big first-run.

The Harris managers and office staff gave George Eby a luncheon, and presented him with a check to buy something for his new office. Eby is leaving the organization after 13 years as its comptroller to go into business for himself as an accountant and tax consultant.

Bert Stearn has been named local distributor for Kroger Babb's productions, including "Mom and Dad" and "The Prince of Peace."

Kentucky Louisville

According to the Kentucky Revenue, compiled by the Department of Finance and the Department of Revenue, tax revenue on amusements for October, 1952, was \$156,989.84, compared to \$162,293.85 for October, 1951, indicating a decrease of \$5,304.01 for October, 1952, over October, 1951. Tax revenue for July through October, 1952, was \$607,009.85, compared to \$603,777.30 for July through October, 1951, for an increase of \$3,232.55 for 1952 over the same period in 1951.

Seen were: Ted Rose, Chakeres Theatres, Springfield, O.; Bruce Aspley, Aspley Theatres, Glasgow, Ky.; Harold Faught, Shelby and Burley, Shelbyville, Ky.; R. L. Gatrost, Victory, Vine Grove, Ky.; Ralph McClanahan, Mack and Irvine, Irvine, Ky.; Bob Cox, Schine district manager, Lexington, Ky.; C. K. Arnold, Arco and Melody, Bardstown, Ky.; E. L. Ornstein, Rio, Cloverport, Ky.; Joe Isaacs, Cumberland Amusement Company, Cumberland, Ky.; W. E. Horsefield, Morgan, Morganfield, Ky., and A. N. Miles, Eminence, Eminence, Ky.

Michigan Middleville

Mrs. Vi Garey, wife of Don Garey, Arcade, is recuperating following an operation.

Ohio Columbus

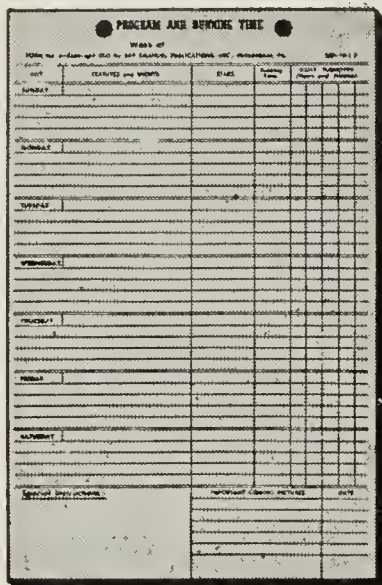
Robert Wile, secretary, Independent Theatre Owners of Ohio, is cooperating with Cincinnati exhibitors and the Cin-

cincinnati Gas and Electric Company in staging a Hollywood display in the company's main Fourth Street offices from March 16-April 9.

Martin C. Burnett, Loew's central division manager, is in San Francisco as relief manager of Loew's Warfield during the absence of manager Boyd

Schedule Forms for PROGRAM and RUNNING TIME

— a basic Weekly aid to replace the scribbled note or tissue carbon



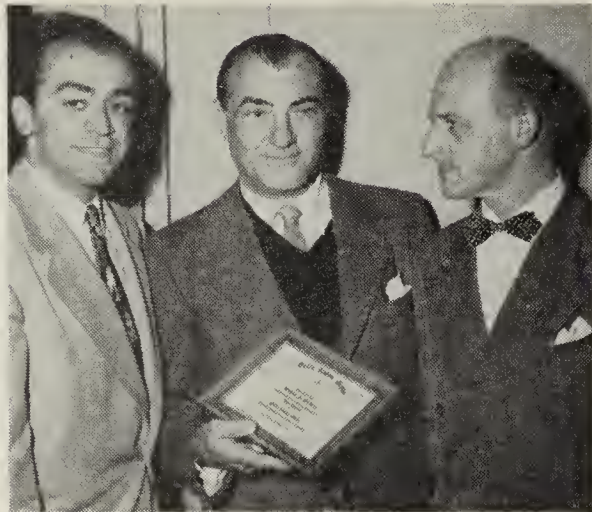
Price: 25c per 50-sheet pad (or 10 pads for \$2.30)

These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.

Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Ask for **SAMPLE SHEETS!**
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.



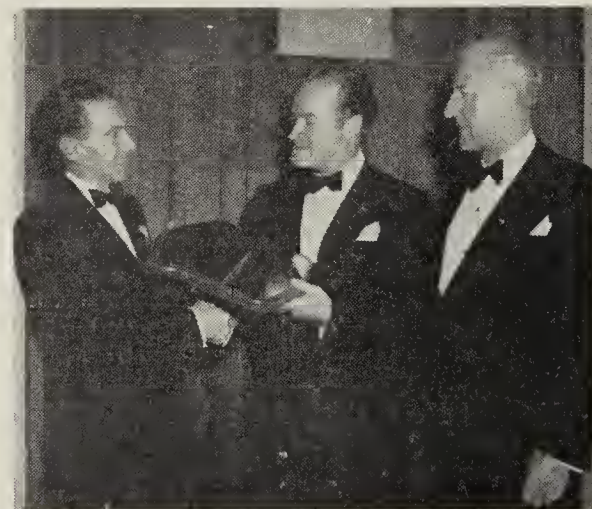
Paramount producer William Perlberg on the coast, recently received the honorary membership plaque of Delta Kappa Alpha, national honorary motion picture fraternity, from Ed Etezad, left, Iran, president, and Larry Courtney, right, vice-president. Perlberg was honored for his work in organizing lecture courses at USC and UCLA, and for his work in behalf of the publishing of a textbook on film production.

Sparrow. . . Norman Nadel, theatre editor, The Citizen, said that the theatre TV equipment now installed in RKO Keith's, Dayton, O., will be transferred to the RKO Palace when TV cable facilities for theatres are made available here.

Kathryn Reed, one of the "mermaids" in MGM's "Million Dollar Mermaid," was in town for press, radio, and TV interviews, accompanied by J. Everett Watson, exploiter for MGM in the Cincinnati exchange area.

The free admission policy instituted by the Little a month ago "apparently is legitimate," according to T. W. Kienlan, special assistant to the Under Secretary of the Treasury, Washington, D. C. Kienlan said that legal experts of the Internal Revenue Bureau told him "we have no way to compel a man to charge admission to his theatre unless he wants to do so." Kienlan speculated, however, that if the practice became widespread, the Internal Revenue Bureau would have "to work out a regulation to cover the situation."

Community television towers are in operation in five Ohio small towns, Athens, Millersburg, Murray City, New Philadelphia, and Sugarcreek. Others



Bob Hope, starring in Paramount's "Road to Bali," recently received a plaque from the British United Service Club at a dinner in Los Angeles. British Consul Sidney Faithful, left, and James Loudon, president of the club, made the presentation.

are being erected in additional Buckeye State communities.

The Ohio Supreme Court dismissed an action filed by Superior Films, Inc., New York, to compel Ohio censors to review "M." John C. Harlor, of the law firm representing the film firm, said that the mandamus action was dismissed at the request of both the company and Dr. Clyde Hisson, chief Ohio censor. The movie was reviewed after the mandamus action was filed. The film was rejected.

Galion

Gloria Grosh, Galion, will wed John William Shindledecker on Dec. 28.

Hamilton

This is the latest and largest Ohio city to repeal its three per cent municipal admissions tax.

Millersburg

Judge Hoy L. Russell, owner, Russell, and a member of the board of directors, Independent Theatre Owners of Ohio, associated with members of his family has entered the newspaper field with the purchase of The Holmes County Farmer-Hub from Ray and Cecile White. The paper's new officers are: publisher, Hoy L. Russell; editor, Wilbur D. Cox; news editor, Barbara Russell Cox, and business manager, Mrs. Helen Smith Russell. Blair Russell, the only other member of the immediate Russell family, manages the Russell.

Toledo

Martin G. Smith was the subject of a resolution passed by National Allied in its Chicago convention in recognition of his leadership in the first newsreel censorship fight which last July culminated in Judge Frank W. Wiley's decision that such censorship is unconstitutional.

Wellsville

Vogel Brothers, Vogel Building Company, signed a contract to design what is said to be the first drive-in to be built in Lima, Peru. Plans calls for 1000 cars. R. R. Houser, head, Bryant Michigan Corporation, Ann Arbor, Mich., heads the newly formed Drive-In Corporation of South America, which is undertaking this project. Jack Vogel, Vogel Brothers, is preparing the plans.

West Virginia Wheeling

Mike Simons, assistant to H. M. Richey, MGM's exhibitor relations department, started a four-city tour of speaking engagements when he addressed the Professional Social Workers. The appearance was sponsored by George Petropolis, Rex. Simons also spoke to the Rotary Club, Martins Ferry, O., this engagement having been arranged by A. A. Holler, Fenray and Elzane, Martins Ferry, through secretary Robert Wile, Independent Theatre Owners of Ohio. Simons also addressed the Kiwanis Club, Bel'aire, O., this date having also been arranged by Wile and the Ohio organization. Fourth city in the tour was Marietta, O., where the speaker appeared before the Advertising Club under the sponsorship of J. B. Steadman, Star-Lite.





At the recent opening of MGM's "Plymouth Adventure" at Plymouth, Mass., were, left to right, Floyd Fitzsimmons, MGM publicist for New England, with Dan Terrell, director of exploitation, and Helen Deutsch, Hollywood, who wrote the script for the film, looking at the guest list of persons invited to the luncheon and screening including 400 descendants of those who sailed on the Mayflower. The ship model is seen in

the background. Also seen are Paul Hachey, manager, Old Colony, with Chris Joyce, district manager, Interstate Theatres, operator of the house, and several exhibitors on deck of the model of the ship, Ernest Warren, Warren, Whitman, Mass.; David Hodgdon, president, Princess Amusement Company, and Betty Preti, manager, Middleboro, Middleboro, Mass.

NEWS OF THE

Territory

Boston Crosstown

The array of product for the holiday season should make an impressive mark. Extra newspaper space has been bought for advertising, and some theatres are taking radio and TV spot announcements. Stars, producers, and directors have visited town for press and radio interviews. The Esquire is reopening for Christmas Day with "Limelight" which will also play in a double booking with the Mayflower. Both are ATC houses. Another ATC theatre, the Pilgrim, has "Stars and Stripes Forever." "Hans Christian Andersen," Astor, comes in on Christmas Day for an extended engagement. Loew's State and Orpheum are offering "The Clown," while the Metropolitan has "Road To Bali." The Paramount and Fenway are offering "Abbott and Costello Meet Captain Kidd." The Keith Memorial has tentatively booked "Black Beard the Pirate," and the Keith Memorial has "Ruby Gentry." The Exeter Street, playing "The Promoter," will not make a Christmas change. The Beacon Hill may con-

tinue with its present bill of "High Treason" and "Last Holiday" through Christmas, opening New Year's with "The Four Poster."

Abraham A. Spitz, Providence, R. I., will celebrate his 100th birthday in May, 1953. "Uncle Abe" Spitz must be one of the oldest exhibitors alive, as he was a former theatre operator and manager many years ago. Today, he has an interest in four Providence theatres managed by the Snider Circuit.

The Wellesley National Bank took over the town's theatre, the Community Playhouse, for a Saturday morning kiddie show. The bank played host to all children in the area in an effort to stimulate its "Hopalong Cassidy" Savings Club. Owner Leslie Bendslev was in charge of arrangements for the party.

Lawrence G. Laskey, partner with E. M. Loew, is devoting his full time to the Greater Boston Bonds For Israel campaign, of which he is general chairman. On Dec. 14, 5,000 volunteer workers took part in the drive, visiting 22,000 Jewish families in the area in an effort to sell at least one bond to each family. Laskey stated that in Boston the area has accounted for \$6,000,000 worth of bonds since they went on sale in 1951. Last year, under his able chairmanship, the Boston Jewish families purchased \$1,480,000 worth of bonds, more than

were sold in any other metropolitan area in the country, according to officials of the drive.

Ben Sack, owner, Beacon Hill, engaged Sam Richmond to assist him for a temporary period. He is working with Tom Dowd, managing director. Richmond is still maintaining his own film exchange, Lux, in the offices of Independent Exhibitors, Inc.

Four Uxbridge, Mass., merchants bought out the Cameo for a children's Christmas party on the Saturday matinee before the holiday, and invited every youngster. The merchants will donate all the candy and popcorn the children can eat, and will hand out Christmas favors. The gala affair was promoted by Ned Eisner, owner-operator, Cameo.

The Scenic, Keene, N. H., has had its lobby repainted, refreshed, and modernized, and the ceiling done over, with the work handled by James J. Viette Company. Bob Zerinsky, general manager, closed the theatre for five days.

Mrs. Ann Hennan, secretary and bookkeeper for Arthur Viano and his four suburban theatres, is celebrating her 24th year with the company.

Leslie Cohen, 7, daughter of independent buyer and booker Joe Cohen,



Mrs. Gaik Swee ChewLo, Malayan girl campaigning for United Artists' "Outpost in Malaya," visited Boston during the recent showing at the Astor, and posed with Tom Duane, UA sales manager, and Ken Robinson, UA salesman.



Samuel Goldwyn held a luncheon in the Ritz Carlton for swank Boston society including industrial leaders, bankers, college presidents, and their wives during his recent visit to promote his RKO feature, "Hans Christian Andersen," Astor. Seated at the head table, left to right, are Charles P. Howard; Robert Cutler, First National Bank of Boston; Mrs. Howard; Goldwyn; Mrs. Goldwyn, and former Governor Alvin T. Fuller.

Banner Meeting Held by IE Group

BOSTON—Independent Exhibitors, Inc., again recorded one of the most successful conventions in its history last week at the Sheraton Plaza.

Exhibitors from all parts of New England and invited guests from New York City and other points were on hand.

At the afternoon film forum, two resolutions voted on at the film clinic sessions were passed.

The statement of policy set up by National Allied at the convention in Chicago was approved.

On pre-release features and advance prices, the New England membership has been asked by its officers in Independent Exhibitors, Inc., of New England to forward affidavits to headquarters whenever evidence of admission price fixing by film companies has been assembled or collected.

It was resolved that the New England unit set up a program to gather as much evidence as possible as it affects individual members to be sent to the Washington offices of National Allied for scrutiny and eventual use in court, if need be, for the prosecution of those distributors who insist on maintaining a policy of price fixing, to the ultimate end of eliminating all such tactics on the part of the distributors.

Other speakers were Leon Bamberger, who spoke on "Our Greatest Ally"; Stephan Saunders, publisher, *Prevue*, a fan magazine; Rev. Joseph Pelletier, author of "The Sun Danced At Fatima," who spoke on a theatre tie-in with his book and "The Miracle of Our Lady of Fatima," and Burton Robbins, son of Herman Robbins, both of National Screen Service, who said, "We who are identified with National Screen Service are truly proud of what we have contributed to the charities in the industry and of the services we have rendered to theatres."

Irving Isaacs summarized the master's report which was recently handed down in the suit against the Commissioner of Public Safety regarding the regulation requiring two men in a booth; Julian

was at the Beth Israel Hospital under observation for a throat ailment. . . . One of the best Christmas presents that five-year-old Janet Evans will receive is a visit to the Astor to see "Hans Christian Andersen," her first film. She will be taken there by her mother, Christine Evans, women's program director, WHDH.

Irving Isaacs, Telepix, and Mrs. Isaacs presented their debutante daughter, Diane, to Boston society at a dance at the Hampshire House. She is a freshman at Wellesley College.

Eliminations announced by the Bureau of Sunday Censorship included the following: "Mesa Of Lost Women," parts 1 to 7. (Deletions: Eliminate scene showing woman dancer sliding her hand upward on her body at start of dance, in part 3). Classics, Inc.; "Nightmare

Rifkin discussed Cinerama, and Ray Feeley, executive secretary, Independent Exhibitors, Inc., spoke on the progress the New England unit has made in seeking to eliminate the 20 per cent admission tax. He also discussed COMPO.

Henderson Richey, MGM, was the chief speaker at the banquet. His subject was public relations.

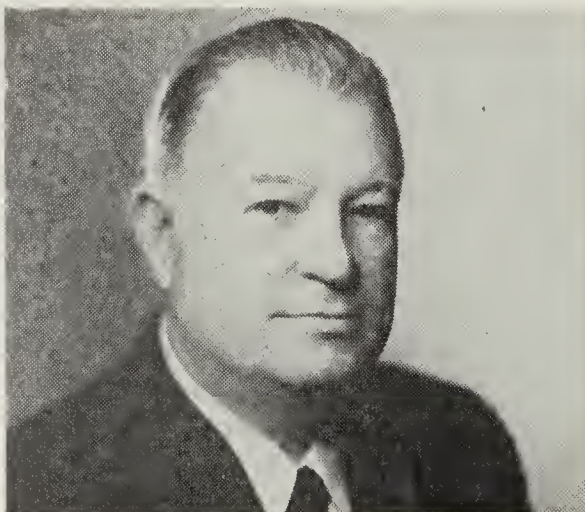
Due to the death of his brother on the west coast, Maurice Wolf was unable to handle the duties of the master of ceremonies at the banquet. His place was taken by Claude Lee, director of sales, Motion Picture Advertising Service Company.

One of the largest group of non-exhibitor concessionaires and dealers in theatrical equipment ever registered in a one-day New England Independent Exhibitors convention was on hand.

Among those mentioned above, were: James T. Moore, John G. Fitzgerald, Ralph Shaake, Jr., M. B. Camp, and J. C. Yoemans, Coca-Cola Company; Paul Hendrick and Harry B. Sitt, H. P. Hood and Sons Company; Ned Williams, Spacarb of New England; Peter Hires and Duff Clark, who came on from Philadelphia to meet with J. C. McNamara and William Sencabaugh, Hires Root Beer Company; Mr. and Mrs. McCabe, Drum Rock Specialty Company, maker of frozen clam cakes for drive-ins; James Stoneman, Jim Godsill, and Nat Ross, Relston, Inc.; Louis Kelbenov, Ben Kornfeld, Harold Rudman, and Martin Winters, ABC Vending Company; Les Wysong, Irving Saver, Glenn Faucett, Vermont; Emil Bounival, New Hampshire; Frank Keegan, New Hampshire; Sam Ruttenburg, Maine, and Harry Green, Connecticut, all of Alexander Film Company; Lee, Adolph Haas, H. P. Cummings, Ed Ladd, and Louis Sternburg, all of Motion Picture Advertising Service Company, and W. L. Sparling, Lenox, Inc., concession equipment dealers.

The equipment supply houses were also well represented, with Kenneth Douglass, Jr., and Don Falco, Capitol Theatre Supply; H. J. McKinney and Stanley Sumner, Jr., National Theatre Supply; Joe Cifre, Joe Cifre, Inc.; Eddie Hosmer, Independent Theatre Supply, and Eddie Comi, Massachusetts Theatre Equipment Company.

In Red China," parts 1 to 7. (Deletions: Eliminate scene showing soldier attacking woman, in part 3). Regal.



Martin J. Mullin is general chairman for upper New England in the industry's tax repeal campaign.

New England Bowling Theatrical Bowling League

NINTH WEEK STANDINGS

	Won	Lost
Independents	25	11
MGM	21	15
Affiliated	21	15
Harry's Snack Bar	21	15
All Stars	13	23
United Artists	12	24
Affiliated	4	Harry's Snack Bar . 3
Independents	0	MGM
All Stars	3	United Artists

High single: Serra—141. High team single: Harry's Snack Bar—500. High three single: Serra—325. High team three: Harry's Snack Bar—1419.

INDIVIDUAL AVERAGES

J. Freeman	93.8	Berlone	87.5
Bradley	93.5	Almon	87.2
Hill	92.7	J. Young	85.9
Serra	92.0	Segal	85.3
Feinstein	91.3	Owens	85.2
Jennings	91.1	Trainor	84.9
Hy Young	91.0	Glazier	84.9
Asdot	91.0	Larson	84.9
Farrington	90.9	Hochberg	81.3
Smith	90.8	L. Freeman	80.9
Gates	90.5	Cohen	77.3
Prager	89.6	Pugh	77.1
Clements	88.8	McCarthy	75.4
Field	88.8	Lynde	75.0
Kapitt	88.0	Riley	74.6
Rahilly	87.9	Rowe	74.5

The James Lees Carpet Company's TV session was a great success at the Pilgrim with more than 300 spectators, including salesmen and officials of the carpet company, present. The reception was good. The salesmen were enthusiastic about this new type of promotional exploitation. The lobby of the Pilgrim was filled with displays of the Lees carpets in a variety of colors and weaves. The "Red Carpet of Welcome" was laid down from the street door to the auditorium in the latest "circa" weave, which was later promoted over the TV program.

Head table guests at the Independent Exhibitors banquet were Leon Bamberger, Henderson Richey, Maurice Wolf, co-chairmen Norman Glassman and Leonard Goldberg, Irving Isaacs, W. Leslie Bendslev, Walter Mitchell, Edward S. Canter, Arthur Lockwood, E. M. Loew, Representative Gabriel Piemonte, president, Boston City Council, and Massachusetts Senator Charles Olson.

At a meeting of the Crew of the Variety Club of New England, Tent 23, the following officers were reelected: Chief Barker, Walter A. Brown; First Assistant Chief Barker, Max Levenson; Second Assistant Chief Barker, Philip Smith; Dough Guy, Louis W. Richmond, and Property Master, Michael Redstone.

The House of Representatives is considering a bill to raise the compulsory school age from 16 to 18. If passed, the bill would mean theatres could no longer employ 16 and 17 year-olders as candy stand girls, aides, etc.

Film District

Walter Diehl, Jr., son of the business agent, Local 182, projectionists' union, was one of the winners in the 10th annual Hearst Newspapers American History Awards competition for Greater Boston High School students, and thus became eligible to take the national finals examinations to compete

for the grand prize. In the finals, the five Greater Boston students will take part in the same written test prepared by the Social Studies Department of the United States Military Academy that will be given to 61 other finalists in 11 other major cities. The completed examinations will be sent to West Point for grading by faculty members. The names of the winners will be made known after the first of the year. Walter, Jr., is a senior at the Archbishop Williams High School, Braintree, Mass., and is an honor student.

Jack Gubbins, Paramount salesman, spent the Thanksgiving holiday with his father-in-law, Carl Richmond, in Lisbon, N. H., where he operates the Playhouse.

Walter Gould, executive vice-president, International-United Productions, Inc., was in to make a survey for the distribution of the company's product in New England.

New Haven Crosstown

Jules Livingston, Republic exchange manager, announced the birth of a son, Bernard, to Mrs. Livingston.

Morris Rosenthal, Loew's Poli, was working to get the Yale University and the Notre Dame High bands into the big band contest being held in conjunction with "Stars and Stripes Forever." He was also making contact with a local musician who was with Sousa's original band. . . . Jim Darby arranged with the New Haven Savings Bank for a sponsored Christmas kiddies' party on Dec. 24, with George Palmer, popular TV organist, as one of the features.

Bernie Gioffin, assistant manager, volunteered to cover any positions necessary at the Paramount so that his associates could spend Christmas at home while he filled in. . . . Mike Tomasino, operating the White Way, hears from his son, Angelo, in Italy frequently. The son is in the movie producing and distributing business outside of Rome. . . . Frank Perry, Roger Sherman projectionist, went to see his grandson in New York.

New officers of the Projectionists Local 273, are Maurice W. M. Moriarty, president; Anthony M. Basilicato, vice-president; Ernest V. DeGross, reelected secretary; Edwin Boppert, reelected



Dr. and Mrs. Hans Hass, producers of RKO's "Under the Red Sea," who visited Boston during the recent showing at the Keith-Boston, are shown with James "Red" King, left, manager.

treasurer; Frank Perry, reelected business representative; Mathew W. Kennedy, reelected executive member; Fred N. Frazier, and John E. C. Kelly, member finance board.

Local 306, New York, invited six members of Local 273 to see the Cinerama in New York, and among those who went down were: John E. C. Kelly, Anthony M. Basilicato, Ernest V. DeGross, Edwin Boppert, Frank Kennedy, and Mathew W. Kennedy. They all were quite impressed and arrived back in New Haven at around 5:30 a.m. after an evening and morning of enjoyment.

A discussion on the topic of film censorship, accompanied by a special showing of "The Miracle," was held in the Yale Law School Auditorium. The meeting was presented by the Yale Law School student chapter, National Lawyers Guild, and was addressed by Ephriam London, New York attorney, who represented Burstyn Enterprises, Inc., distributor of the film, before the United States Supreme Court in "The Miracle" case decided earlier this year.

Motion pictures about America, staged along the lines of the old-fashioned medicine shows, are one of the most effective propaganda techniques used throughout the world today, Mark A. May, Yale psychologist and chairman, United States Advisory Commission on Information, and director, Institute of Human Relations, Yale, who added that motion pictures have a great impact on foreign viewers because they "tend to speak a universal language." He also praised "The Voice of America" broadcasts. When asked how good is America's "propaganda" program, Professor May said, "In view of the fact that the staff is relatively new at world-wide propaganda, the overall effectiveness is quite good."

John Cipriano, state representative-elect from North Haven, was reelected president, Federation of Musicians, Local 234. Other officials elected are: Russell Spang, vice-president; Harry Benson, recording secretary, and Robert Derbacher, financial secretary. . . . The New Haven Elks benefit show at the Whitney was a success. . . . H. Cohn, Dixwell, received The Elm City Clarion's bally for his kiddies' Christmas show on Dec. 24.



Picture by The Boston Post
Charles Groves, manager, Hudson, Hudson, Mass., is shown with the model Persian theatre he designed and built in his spare time for the past 15 years.

Meadow Street

Blackstone and his revue played the State, Waterbury. The Palace, Danbury, also had the Blackstone stage show booked. . . . The Empress, Norwalk, had a talent show on stage. . . . The Plaza, Stamford, closed for alterations. Gala reopening is set for Christmas Day. . . . The State, Springdale, had toys and gifts as giveaways to youngsters at a pre-Christmas party. . . . The old Plaza, Waterbury, is planning a reopening with musical shows, starting on Dec. 29.

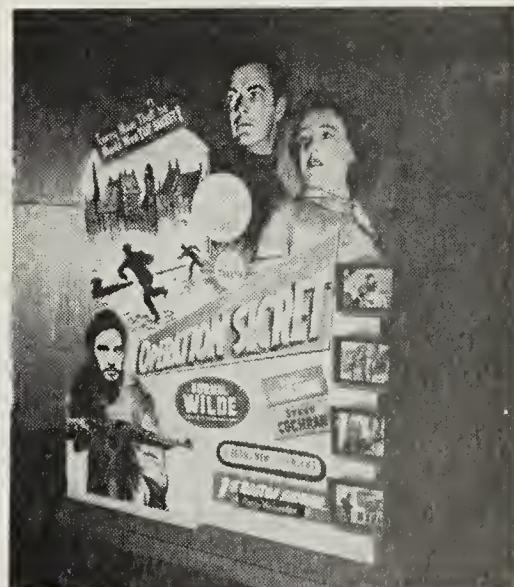
The Republic screening of "Thunderbirds" at the Allyn, Hartford, was a big success. . . . Between 75 and 100 were expected to attend the film exchange's Christmas party at The Castle. . . . Sid Cooper's branch was still battling for first place in the United Artists' "Bill Heineman Drive." . . . The screening of Monogram's "Hiawatha" and "Torpedo Alley" was well attended, and Monogram's branch manager John Pavone, was quite pleased.

Circuits Loew Poli

Julie Dorsey, daughter of Tommy Dorsey and one of the swimmers in "Million Dollar Mermaid," was in Hartford and Springfield, Mass., with division publicity director Lou Brown for radio and newspaper interviews, etc. . . . Joe Wolf, Embassy, was in. . . . Sid Zins, Columbia, was in Hartford and New Haven assisting with "Invasion,



The Astor, Boston, recently tied in with a local eatery to feature a "Happy Time" sundae during the run of Columbia's "The Happy Time."



This mammoth piece attracted attention during the recent showing of Warners' "Operation Secret" at the Pilgrim, Boston.

USA." Dave Lustig, Columbia, was in Hartford helping with the same film. . . . Tony Masella, Palace, Meriden, made a blood bank tieup with the Red Cross in conjunction with "Something for the Birds." . . . John DiBenedetto, Poli, Worcester, Mass., worked in some nice tieups for "Plymouth Adventure." . . . Division manager Harry F. Shaw is a member of the reception committee for the New Haven Advertising Club Gold Medal Award dinner.

Variety Club

Tent 31, New Haven

Robert Elliano, Colonial, Milford, Chief Barker, gave a report on the mid-winter meeting in Pittsburgh. . . . The committee for the Christmas party for the underprivileged children to be held at the club on Dec. 20 includes Raymond Wylie, Abe Mattes, Barney Pitkin, and Harold Bernstein. Contact was made with New Haven Boys' Club officials to have the deserving youngsters from this noteworthy club as guests of the tent. At the recent meeting, there was a very fine turnout of women, and enthusiasm was also expressed by the fair sex in the underprivileged youngsters affair. Mrs. Rose Mattes, wife of Abe Mattes, gave a good donation, and also received contributions from other women folk towards the Christmas party fund.

Connecticut Hartford

Lou Cohen, manager, and Norm Levinson, assistant, Loew-Poli, had a number of tieups on "The Lusty Men."

The New Parsons, legitimate playhouse, named Alan Stuart, formerly manager, Crown, New Haven, house manager and film buyer-booker. Stuart was appointed by Philip Langner, Charles Bowden, and Mrs. Nancy Stern, partners in the 1167-seat house.

Jack Harvey, veteran manager, Palace, Danbury, was rushed to a Danbury hospital. Relief manager is Earl Robinson, former manager, Regal, Hartford.

Russ Ordway, Webb, Wethersfield, Lockwood and Gordon Circuit, tied up with merchants for co-sponsorship of a pre-Christmas screening. . . . The Allyn screened "Thunderbirds" at a morning showing for the Connecticut National Guard.

Barbara Griffin, Colonial, resigned. Matilda Wilson replaces. . . . Mrs. Kate Treske, Lenox manager, returned from a vacation. George Smith, circuit office, was relief manager. . . . Bruno Weingarten, manager, Norwich-New London Drive-In, closed for the winter, left for Miami, Fla., and duty as relief manager of the E. M. Loew's Miami Drive-In.

"Help Eliminate the 20 Per Cent Tax"

New Britain

Sperie Perakos, general manager, Perakos Theatres Circuit, and Mrs. Perakos, the former Nikki Pappas, Detroit, are home from a European honeymoon trip.



The convention committee of Independent Exhibitors, Inc., and Drive-In Theatre Association of New England recently met to plan the Boston convention, and noted, left to right, are: Irving I. Isaacs, chairman, industry improvement committee; Ray Feeley, executive secretary; Norman C. Glassman, president and convention co-chairman; W. Leslie Bendslev, past president, and Leonard Goldberg, convention co-chairman.

Norwalk

John K. Hassett, for over 20 years with Paramount Theatres, is now selling investment securities.

Massachusetts Fall River

As has been the custom, Nathan Yamins' Center closed its doors, and will reopen about Christmastime.

Theatre newsreels in houses operated by Nathan Yamins here have given way to TV news showings. . . . Arrangements are being made by John McAvoy, manager, for the annual big New Year's Eve show at the Empire.

Hudson

Charles Groves, manager, Hudson, was the subject of a feature article in The Boston Sunday Post Magazine on a miniature Persian theatre he designed and built in his spare time. Almost 15 years went into the tiny model, intricately designed and decorated from illustrations out of "Arabian Nights." The model, made of pasted string, jesso, and wood, stands five feet high and six feet long. It has a double proscenium arch



Samuel Goldwyn, producer of RKO's "Hans Christian Andersen," has evidently made an amusing remark, possibly a "Goldwynism," at his recent press party in Boston publicizing the film. Seen, left to right, are: Tony LaCamera, assistant city editor, The Boston Sunday Advertiser; Dan Finn, managing director, Astor, where the picture will open on Christmas Day; Goldwyn, and Sam Bornstein, managing editor, The Advertiser.

with pillars, a stage, two balcony boxes, and an auditorium. Each seat in the auditorium has a small scimitar pasted on the back, with aisle runners painted on velveteen, and the theatre is equipped with 40 proscenium electric lights in amber, red, blue, and white. The entire miniature is covered with countless hand painted oriental designs. Groves, a native of Hudson, began his theatrical career in the same theatre he now manages for owner George Markell. As further proof of his inventive ability, Groves has rigged a mirror device which enables the cashier to see a complete show without leaving her cage.

Lynn

Blackstone, the magician, entertained for three days at the Warner, and then finished the week at Lawrence, Mass. . . . John Cafasso resigned as assistant manager, Warner, to take up another line of work, and Bill Leonard, advance agent, Hamid-Morton Shrine Circus, is on the staff for a few weeks until the circus goes on the road. . . . Eddie Flynn, former middle and welter-weight boxing champion of New England, joined the Warner staff.

The Boston University players will put on a drama with Christmas carols at the Surf, Swampscott, Mass., on Dec. 13.

Springfield

Joe Mansfield was in to set up arrangements for "The Thief." . . . The shutdown of the Court Square for December left the city with two houses dark. . . . Author Robert Fontaine and family were on hand for "The Happy Time," Bijou. Fontaine was also judge in a "happiest family" contest, set by Bob Weiner. . . . Arcade's Nathan Goldstein reports himself happy with early results of switching from second to first-run. . . . Lou Brown was in from Loew's New Haven office to huddle with George Freeman.

New Hampshire Concord

Two Catholic clergymen with a personal knowledge of the Spanish shrine were among those at a prevue of "The Miracle of Our Lady of Fatima" at the Capitol. Frank K. Eldridge, manager, Capitol, staged the prevue for local Catholic clergymen and nuns of several religious orders.

Keene

Robert Zerinsky, owner, Scenic, was a chairman of attendance for the annual convention of the Independent Theatre Owners and Drive-In Theatre Association of New England in Boston.

Newport

Peter Latchis, owner, Latchis Circuit offered to lead a fund drive for a town memorial to Sarah Hale's poem, "Mary Had a Little Lamb." The late Billy B. Van started the campaign about six years ago, and around \$500 was then collected. Latchis feels that the drive should get underway again.

Ersley Blanchard, manager, Coniston, donated the use of the theatre for a children's community Christmas party.



Crowds lined Broadway to catch a glimpse of the many celebrities who attended the recent benefit premiere of RKO's Samuel Goldwyn production, "Hans Christian Andersen," at the Criterion, which raised \$25,000 for the Will Rogers Memorial Hospital. Seen, left, are: William Randolph Hearst,



Jr.; Mrs. Helen Reid, publisher, The Herald Tribune, and Goldwyn; center, crowds on the sidewalk in front of the theatre, and right, Robert Mochrie, Samuel Goldwyn vice-president, and Mrs. Mochrie were among the many celebrities on hand.



NEWS OF THE

Territory

**New York City
Crosstown**

The Variety Club has established weekly meetings of its newly-elected Crew to accelerate program activities and dispose of problems accumulated during the past year, Edward Lachman, Chief Barker, Tent 35, announced. At its first meeting the tent decided to revitalize its copper salvage drive for the benefit of the group's Heart Fund. Lachman urged all theatres to leave the copper drippings from their arc carbons in containers, properly marked, for pick up by Film Delivery. Monroe Kaplan was named chairman of the tent's copper salvage committee. The crew meeting decided to sponsor officially the Adolph Zukor Testimonial Dinner in April, and to cooperate to make the dinner an outstanding success. Those present at the meeting were Lachman, Edward L. Fabian, First Assistant Chief Barker; Martin Levine, Second Assistant Chief Barker; Ira Meinhardt, Property Master, and the following canvassmen: Russell Downing, Nathan Furst, J. Hoffberg, Jack Levin, Charles Lewis, Harold Newman, Harold Rinzler, Burt Robbins, Morris Sanders, Bert J. Sanford, Cy Seymour, David Snaper,

**New York Exhibitor
Files Anti-Trust Suit**

NEW YORK — The Nineteen Forty-Eight Holding Corporation and Nathan Steinberg, owner, Square, Westchester Square, filed an anti-trust action in Bronx Supreme Court asking an injunction to restrain defendants from allegedly giving preference to the Interboro and the Pilgrim over the Square.

Named as defendants were Loew's; Parkchester Amusement Corporation, Loew's subsidiary; Paramount; United Artists; Nicholas and Joseph Schenck; Skouras Theatre Corporation; George Skouras; No. 26 Theatres, a Skouras subsidiary operating the Interboro and the Pilgrim; United Artists Theatre Circuit, and Metropolitan Playhouses. The Skouras Circuit has operated the Square since 1950.

The suit states that up to Sept. 15, the Square played day-and-date with the Interboro and the Pilgrim, seven days after the American, and that after that date, the Pilgrim and Interboro moved up to a par with the American, with the Square denied the right to move up. It also charged that Paramount and UA also moved up runs for the Interboro and Pilgrim, excluding the Square. The court was asked to determine damages.

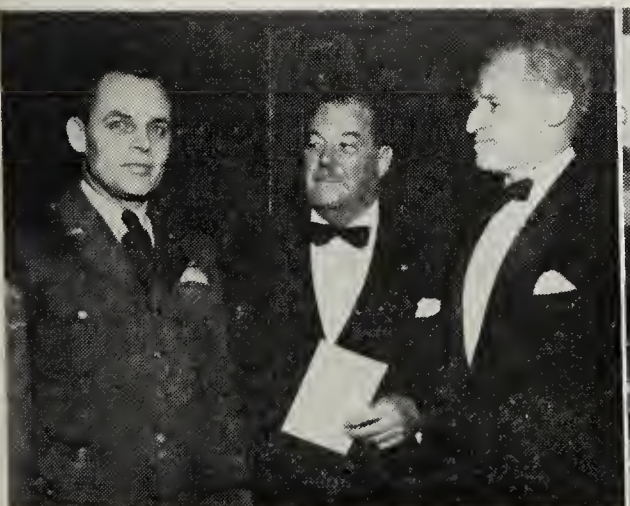
George Waldman, and Max Wolff. Al Gorson attended as guest barker.

For the first time in its 154-year history, the United States Marine Band has been granted Presidential approval to participate in the world premiere of a motion picture. The band, familiarly known as "The President's Own," will participate in the opening night ceremonies at the Roxy when 20th Century-Fox's "Stars and Stripes Forever" has its world premiere on Dec. 22.

E. A. Dickinson, commercial recording engineer, Westrex Corporation is now in Johannesburg, South Africa, supervising the installation of a Westrex type 635-A recording channel and an M-4-D re-recording and scoring console in the motion picture studios of Alexander Films (S.A.) (Proprietary) Limited.

Ed J. Cantor, popular theatre manager and press agent, was stricken with a paralytic stroke at the height of his career several years ago, will become a grandfather in February. His daughter, Mrs. Gloria Rosenblatt, former aide, Little Carnegie Playhouse, informed him of the pending event. Cantor extends thanks to the Variety Club, Tent 35, for its interest in his welfare. Other industryites wishing to get in touch with him may reach him at 1416 Stebbins Avenue, Bronx, New York 59, N. Y.

Jack Bellman assumed the post of general manager in charge of exchange operations for Favorite, joining a staff including Joe Felder, Moe Kerman, and Irving Wernick. Bellman was formerly Republic eastern division manager and Eagle Lion circuit sales manager. Wer-



Highlights of the recent American premiere of United Artists' "Breaking the Sound Barrier" at the Victoria, New York, were, left Brigadier General George F. Smith, USAF, vice-commander, Eastern Air Defense Force, with Grover Whalen, center, and Robert W. Dowling, president, City Investing



Company; center, girls in gaily colored costumes handing out 10,000 pieces of chocolate on Broadway in special envelopes plugging the picture, and right, a remote broadcast of the premiere doings including, left to right, Phil Tonkin, master of ceremonies; Rita Gam, star, "The Thief," and Dowling.



nick remains with Favorite in charge of sales.

The Daily Worker, was removed from membership in the New York Film Critics, it was announced following the group's meeting. David Platt was the last representative of The Worker in the organization. Leo Mishkin, The Morning Telegraph, was automatically advanced to the chairmanship, and Kate Cameron, The Daily News, was elected vice-chairman. Howard H. Thompson, The Times, continues as secretary. Frank Quinn, The Daily Mirror, was elected to membership, maintaining the 15 member level. The critics will meet on Dec. 29 to ballot for the year's best picture, foreign film, director, actor, and actress, and to make arrangements for the annual presentation party.

David Lewis, regional director of Continental Europe for Loew's International Corporation, who makes his headquarters in Paris, arrived for conferences with home office officials.

Paul Graetz, European producer, arrived to finalize distribution plans with his American representative, William Shelton, for his latest picture, "Roma, Ore 11."

Gertrude Suchman is the new operator of the Kent, Newark, N. J.

James Perkins, managing director of all Paramount offices in Great Britain and Northern Ireland, arrived from London for his annual home office visit.

The Paramount Pictures Club will play host to all Paramount employees at a Christmas party on Dec. 24 in the French Casino of the Paramount Hotel, it was announced by Sid Mesibov, club president.

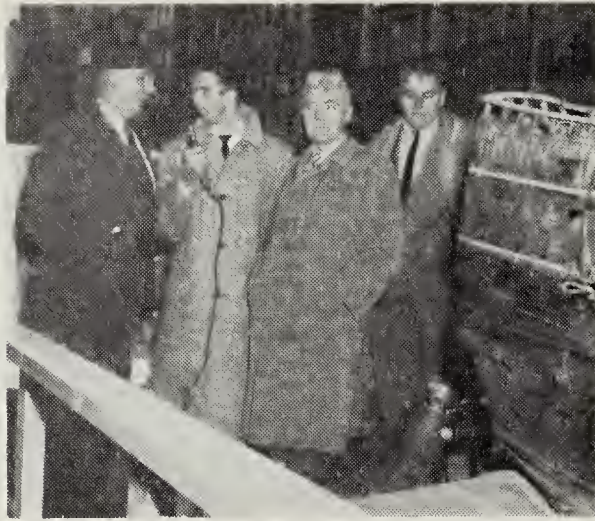
Alexander Paal, independent producer arrived from London to arrange for the world-wide distribution of two films, "The Four-Sided Triangle," starring Barbara Payton and James Hayter, and "There's No Escape," with a cast headed by Paul Henreid, Lois Maxwell, and Kieron Moore.

Boris Serratore has been appointed eastern unit manager for "Main Street To Broadway," the Lester Cowan production sponsored by the Council of the Living Theatre, which MGM will release. The film is now shooting on location at the Martin Beck with Tay Garnett directing.

RKO-Pathé's "Operation A-Bomb," the first motion picture in color of an atomic bomb explosion, was screened for top state and city civil defense officials.

Charles Einfeld, 20th Century-Fox vice-president, arrived from California by plane following a one-week trip to the studio to view new product.

On Dec. 21, Ed Sullivan programs his CBS-TV show, "Toast of The Town," from the Roxy in a special hour-long "Stars and Stripes Forever" salute. The theatre-emanating telecast, first in the history of the Sullivan presentation, will see the syndicated columnist and host introducing an impressive talent roster to a coast-to-coast audience numbering



Captain Volney Phifer, in charge of construction of MGM floats, is seen with the Mayflower replica on "Plymouth Adventure" when the float recently visited Syracuse, being interviewed by Denny Sullivan, WFBL, as Mayor Thomas J. Corcoran looks on.

millions in a gala pre-Christmas show. Also being premiered that evening will be the Roxy's Ice Colorama pageant, for which the theatre has closed several weeks to enable extensive refurbishing of stage and orchestra facilities.

A special tie-in with public and private schools and colleges established at the Baronet, providing for reduced rates for group attendance during the "Julius Caesar Fortnight," resulted in reservations for several thousand students, and caused the management to announce an extension of time.

Motion Picture Film Editors, Local 771, elected Fred Ahrens, president; Leonard Hein, vice-president; Robert Dworsky, secretary; L. F. Sherman, Jr., treasurer; Charles Wolfe, business agent, and Fred Edwards and Edward Wyant, Jr., sergeants-at-arms. Named to the executive board were Ahrens, chairman; Hein, Dworsky, Sherman, John Oxtan, James Molini, Frank Madden, Edwards, Wyant, Michael Prush, and Joseph Castilioni.

Manny Frisch, Randforce Amusement Company; Barney Balaban, Paramount, and Si H. Fabian, Fabian Theatres, were named co-chairmen of the Federation of Jewish Philanthropies' amusement division's 1952-53 fund drive. The meeting laid preliminary plans for the industry's participation in the \$20,000,000 fund-raising campaign. Frisch told the group that he thought the industry could better last year's mark of \$215,000. Present were Balaban;



Emanuel Frisch is co-chairman of the lower New York State committee in the trade's national tax repeal campaign.



Columbia's "The 5,000 Fingers of Dr. T.," Kramer Company musical Technicolor extravaganza, was hailed with this float in the annual Macy's parade in New York on Thanksgiving Day before 2,250,000 persons and a coast-to-coast TV hookup.

Harry Brandt, Brandt Theatres; William Brenner, National Screen Service; Ed and Si Fabian, Fabian Theatres; Frisch; Bill German, William J. German Company; Leon Goldberg, U-I; Arthur Israel, Jr., Paramount; Harry Mandel, RKO Theatres; Martin Newman, Century Theatres; Walter Reade, Jr., Walter Reade Circuit; Samuel Rinzler, Randforce; Samuel Rosen, Fabian Theatres; Adolph Schimel, U-I; Bernard Birnbaum, Columbia; Fred J. Schwartz, Century Circuit, and Sol Strausberg, Interboro Circuit.

Frederick Brisson, producer, "Never Wave At A WAC," and publicist Phil Gersdorf returned to Hollywood after spending a month in New York working on promotion plans.

Arthur Loew, president, Loew's International, returned from a visit to the company's Culver City, Cal., studios. . . . Prince Francesco Alliata de Villafranca, producer, "The Golden Coach," arrived, and immediately entered into negotiations with major distributors for releasing arrangements on the film. . . . Carl Dudley, founder, Dudley Pictures Corporation and Dudley Television Corporation, was in from Hollywood to complete his production plans for his new feature length Technicolor film, "Round The World Week-End."

Sonio Coletti, producer of the Italian feature "Ring Around The Clock," arrived from Rome to confer with Fortune Pope, editor and publisher, Il Progresso Italo-Americano, and Miss Rosalie Rubino, managing director, Boys' Towns in Italy, to set up a special committee for the opening night benefit performance, proceeds of which are to go to Boys' Towns in Italy. Coletti is here at the invitation of B. B. Kreisler, who initiated the benefit performance plan. IFA, headed by Kreisler, is presenting the American premiere.

A bronze plaque honoring the memory of John Philip Sousa was dedicated in the library of the Lambs Club as part of the Lambs salute to Sousa's memory. Special guest for the occasion was Clifton Webb, the Sousa of 20th-Fox's "Stars and Stripes Forever."

A quick public response in contributing cash for pledges made on the 18-hour

telethon for United Cerebral Palsy was indicated by batches of telegraphic money orders and checks. The 18-hour program, telecast over WJZ-TV, American Broadcasting Company, rolled up a total of \$553,527 in cash and pledges. Officials of United Cerebral Palsy said it set a new high for a telethon conducted for the organization in any city in the United States. Robert M. Weitman, vice-president, United Paramount Theatres, and noted stager of many benefit shows, was executive producer for the 18-hour "Celebrity Parade for Cerebral Palsy" with Charles Holden, assistant national director, television program department, and Paul Mowrey, program manager, WJZ-TV, serving as producers for the American Broadcasting Company. Ray Abel was television director.

New Jersey

Fort Lee

Installation of Simplex theatre television in the Lee has been announced by National Theatre Supply. This direct projection system, manufactured by General Precision Laboratory, had its first public showing when "Carmen" was telecast from the Metropolitan Opera House in New York. The 1,500-seat Lee, operated by B. S. Moss Company, is only one year old, and has one of the most modern television installations of any house in the nation. The Simplex projection barrel is mounted in the loge, in an area of three seats, while the power supply and control panels are installed in the regular projection room.

Newark

Bernard Silverman, manager, Branford, called attention to "Springfield Rifle" by renting a carnival wheel and placing it outside of the theatre. There was a bullseye attached to it. Passersby were invited to spin the wheel. If it stopped at the bullseye, they received passes. He also had a display of Springfield rifles as a lobby display, from the New Jersey Rifle and Pistol Club.

Mickey Demscak, manager, DeWitt, Bayonne, N. J., tied in with a plumbing company in promoting a gas range, hot water heater, and gas heater. Patrons deposited coupons in a bowl.

Fred Dressel, manager, Capitol, Newark, N. J., ran an "early bird" matinee on "Fame and the Devil," offering lower admissions as an inducement. . . . Jack Barrett will be away from the Wellmont, Montclair, N. J., due to a minor operation.

New York State

Albany

Ben Smith, film salesman for more than 30 years, returns to the field after the first of the year, when he is expected to have recovered from the effects of surgery for the removal of his right eye. He will again handle independent product. Smith had been under treatment for a glaucoma condition since 1943. He returned to his Columbia Place home after eight days' hospitalization. A plastic eye will be inserted when

drainage has ended, and the chamber has completely healed. Smith is planning to go back to the business which he loves, and in which he has been engaged in the United States and Canada most of his life. A native of Albany, he is a brother of the Metro branch manager in St. John's, New Brunswick. Smith has a host of industry friends who wish him good luck.

United Artists now has a branch to serve the exchange territory. It opened an office in space leased from National Screen Service at 443 North Pearl Street, in the rear of Film Row. The one-story structure, built by the late William W. Farley in 1946 for use as a PRC exchange for the Albany-Buffalo districts, now houses NSS, Albany Theatre Supply and United Artists in the front, and Clark Film Distributors in the rear. Bob Adler, booker and salesman for Monogram in its local exchange since 1946, has assumed the post of sales manager for UA. District manager Moe Dudleson and Buffalo branch manager Manny Brown supervised the opening. Adler is an industry veteran, well liked by exhibitors. He worked for Columbia in the midwest before coming to Albany. His place at Monogram was taken by Dale Herman, who had been associated with Smith and Howell Film Service, Inc. Jimmy Carroll, younger brother of Frank Carroll, Metro head booker, replaced Herman. Burt Toppal, ex-Metro booker here and later United Artists' salesman, resigned.

"Carmen" did not sound a siren box-office call on its telecast by the Metropolitan Opera Company into the Grand during the first 10 days of ticket sales at Fabian theatres in Albany, Schenectady, and Troy. Reasons for the slow response were searched. One widely-held theory was that the date was too near to Christmas. Another was that the opera may have been sung here "too often." The closed-circuit projection was strongly advertised in the tri-city territory. A trailer was shown in all Fabian houses. Newspaper copy supplemented this. Manager Paul Wallen arranged for the concession stand to be in operation, minus popcorn.

The Grand is among the 44 theatres which will present the Teleconference, Inc., closed circuit presentation of Bendix home appliances for an hour on Dec. 30. Paul Vadnais, The Times-Union business reporter, featured a story on the first business use here of theatre television.

Fabian's Grand will be among the 44 theatres presenting the closed circuit display of Bendix appliances on the morning of Dec. 30, Henzel-Powers, Inc., wholesale electrical appliances firm, announced that area dealers, salesmen, and guests had been invited to attend the one-hour show.

The Fabian, Palace, Grand, and Leland arranged a Plymouth car giveaway for Dec. 17. Presence in one of them was necessary for eligibility. The automobile, displayed in the giant inner lobby of the Palace, attracted favorable attention.

Jack Goldberg, MGM manager, visited Sid Kallet at Kallet Theatres' offices in Oneida, as did Leo Greenfield, U-I manager. Kallet is chief buyer for the circuit. . . . Warner Theatres' zone manager Charles A. Smakwitz, as president, Albany County Heart Association, announced the appointment of Dwight H. Carter, New Rochelle, to the executive directorship. Carter, who will direct the annual collection campaign in February, was welcomed to the city by Smakwitz and Dr. Harold C. Wiggers, Albany Medical College, vice-president, Heart Association.

Bernard G. Kranze, new UA general sales manager, served Albany as RKO branch manager 15 years ago. . . . Louis Leiser, Lippert distributor, was a visitor from Buffalo. He broke bread with the Variety Club at the weekly dinner in Keeler's Restaurant. The dinner, which preceded the formal installation of the new officers of Tent 9, was attended by: Harry Lamont, Lew Sumberg, Sylvan Leff, Leo Greenfield, Jack Goldberg, Raymond Smith, Arthur Horn, Ralph Ripps, Frank Carroll, Gene Lowe, Joe Saperstein, Bob Adler, Rudolph Bach, Nate Winig, Aaron Winig, David Marks, George Schenck, Al Marchetti, and others.

Word was received that the Family, Utica, had changed hands. Nicholas Pocci bought the building from its Syracuse owner, and assumed operation of the theatre, which Benjamin Weiner had conducted for several months.

Buffalo

Ben Joel, Jr., head booker, Loew Theatres, New York, was in to visit Vincent R. McFaul, Shea's general manager.

Al Pierce, Shea's Bellevue, Niagara Falls, manager, is busy planning his "Santa's Frolic" children's Christmas show on Dec. 20.

Max Miller, United Artists' exploiteer, was in working with Bill Brereton, Basil's Lafayette, on "Kansas City Confidential," and with Ed Meade, Shea's publicity director, on "Outpost In Malaya."

Abe Berinstein, MGM exploiteer, and Arthur Canton, MGM eastern division publicity representative, were in with Miss Julie Dorsey, daughter of Jimmy Dorsey, to help exploit "Million Dollar Mermaid," Shea's Buffalo, in cooperation with Ed Meade and Bill Carroll.

Felicitations go to Francis White, United Artists, who celebrated a birthday. . . . Mike and Mame Kallet, Kallet Circuit, Oneida, were off to their home in Miami Beach, Fla., for the balance of the winter.

Elmer Lux, vice-president, Elmart Theatres, Capitol, Oswego, and Rialto, Massena, and president, City Council, was recuperating from a heavy cold.

The 153 Corporation reopened the Regent, Elmira. . . . Paul M. Kocak, Sun, Binghamton, changed his policy. . . . Jack H. Boyd closed his State, Caledonia.

The Hayman-Harmon families issued unique invitations, in the form of a prison, with Bob and Dick Hayman and Joe Harmon behind bars announcing "Yep! . . . Serving Time Again," to exhibitors and distributors for the annual Christmas party in the Norton Room, Park Lane.

Congratulations go to Wesley and Ruby Tresch on the birth of their first child, a seven-pound, five-ounce baby girl, Elizabeth Ann. Mother was formerly a stenographer at Eagle Lion.

Ed Smith, RKO shipper, left for a vacation in New York City. . . . Russ Tripi is now assistant shipper at RKO. He was former shipper at National Screen Service. . . . Al Teschemacher, National Screen Service shipper for the past 15 years, resigned. Jim Lavorato succeeds.

Harry Berinstein, Berinstein Circuit, Syracuse, returned from New York.

Michael Frascella joined the sales staff of United Artists to cover the Rochester-Syracuse territory. He was formerly with Columbia.

The exchanges were getting set for their holiday parties, with plans being completed as this column was being written.

Moe Dudelson, United Artists district manager, was in from Detroit. He and Manny Brown, branch manager, spent a day at the Kallet office in Oneida. UA has taken over serving the Albany territory, formerly serviced out of New York City.

The Capitol, Oswego, changed its corporation name to Elmart Theatres, Inc., Elmer Lux, vice-president. The theatre is still closed.

Charles Mancuso, assistant booker, 20th-Fox, was expected back after a leave of absence due to a shoulder operation.

Dave Miller, U-I branch manager, and his entire staff were to have their annual Christmas party in the form of a dinner at the Black Smith Shop, and an exchange of gifts at the branch.

—M. G.

Rochester

Lester Pollock, manager, Loew's, in exploiting "Plymouth Adventure" had the model of the Mayflower on the truck parked in front of the theatre prior to opening. Two attractive girls dressed as Pilgrims distributed pamphlets about the picture, and answered questions about the boat and the picture. A saturation campaign of newspapers, radio, and TV was conducted with the Brewster Family, actors from a local professional stock company, and said to be descendants from people of that name of the Mayflower complement, attired in proper costumes, visiting all of these media. "Father" Brewster carried a large leatherette covered book wearing the title "Plymouth Adventure," and he presented a large, beautifully wrapped "gift" of fruit with an appropriate expression of holiday sentiment. They travelled from place to place in an open car.

EYEING THE

Exchanges

NEW YORK—The shouting is over, and the Film Exchange Employees Union, Local B-51, has a new slate of officers. William Lytle will be sitting in the president's chair while Selig Epstein, will assist as the new vice-president. Jerry Tomasetti was easily reelected business agent, and MGM's Gerard Lee is back again as recording and corresponding secretary. Popular shipper Johnny Hogan, Bonded, did not have trouble in his race for financial secretary-treasurer to which he was reelected, and Barney Mannion got the nod for sergeant-at-arms. The executive board will include: Betty Shea, Reuben Sigman, Faye Reiss, Hyman Berger, Larry Brier, Morris Vogel, Irving Edelhertz, and Michael DiPippa. The new board of trustees includes: Albert Tomkins, Maurice Van Praag, and Alice Duke. The new officers will be installed on Jan. 5 at the Hotel Claridge.

REALART—A special sales drive from Dec. 15 to Feb. 14 was inaugurated to honor branch manager Dave Burkan. Head booker, Ben Levine is plugging hard, hoping that his exhibitor friends remember him with a few extra dates. . . . Branch manager Dave Burkan was a year older. . . . In for a visit were Max Cohen, Minerva, Washington, D. C., and Joseph Levine, Embassy, Boston, a Realart franchise.

UNITED ARTISTS — Assistant cashier Hilda Frischman had a party in her cabin on the S. S. Nassau before sailing on her Caribbean cruise. . . . Fred Frankie, formerly with Eagle Lion, is now auditing at the home office. . . .

UA and the trade was shocked and grieved by the news of booker Norman Latarde's sudden death. Latarde, who was 25, was driving back to New York City after spending a few weeks in Miami, Fla., honeymooning with his wife, Clara, 23. A blowout caused him to lose control of the car, and it overturned outside of Daytona Beach, Fla. His wife is in the hospital seriously injured. The deceased had worked eight years in the industry, starting in Bonded's shipping room, and rising to feature booker for United Artists.

District sales manager Fred Meyers was back from his trip. . . . Betty Miranda, booker's secretary, was ill. . . . Janet Moses was recovering from illness.

MGM — Salesman Bob Ellsworth became a proud grandfather when his daughter, Irene Mason, gave birth to a daughter. . . . Laura Karlitz, secretary

Syracuse

PROMOTION—A contest was held to find the "Because of You" girl, as a tieup with "Because of You," Schine's Paramount. Local sponsors of the contest were Schine's Paramount, Flah and Company, and WSYR-TV. . . . For

to the district manager, left on her vacation. . . . Salesman Bob Kraus will be hearing wedding bells. . . . The new contract clerk, Margaret McGregor, is from the Virgin Islands. . . . Typist Doris Weisner and payroll clerk Gertie Vilman resigned. . . . Out ill was booker's clerk Betty Hoffman. . . . A trio of birthday wishes go to: Helen Cohen, secretary to the office manager; Fay Reiss, inspectress, and Philip Vogel, film room.

RKO—Frank Drum, who worked with RKO some years ago, is back again as the new office manager, replacing Milton Yeoman, resigned. . . . Jack DeWall was in auditing. . . . The film room's Nora Harkness was out taking care of her grandchildren. . . . Biller Norman Lareau was out on a leave of absence. . . . Birthday celebrations included head cashier James Montana, sales manager Charles Penser, and biller Norman Lareau.

PARAMOUNT—All office and exchange personnel will celebrate at a Christmas party on Dec. 24 at the French Casino. . . . Booker Kitty Flynn was ill. . . . Essie Epstein took up her new duties as assistant cashier. . . . Pearl Affissio was ill. . . . Marylin Haas, head booker's secretary, received oodles of loot at her engagement party.

20TH-FOX—Exchange employees will join the folks from the home office at a gala Christmas fete at the City Center Ballroom.

MONOGRAM — Hank Feinstein, former booker, was home on leave from the navy. . . . Any handsome young fellow is courting danger if he comes near biller Rita Salgado. . . . "Hiawatha" is getting ready for its bow in at the Bijou.

U-INTERNATIONAL — Biller Judeth Dallek had a dual celebration of her birthday and engagement. . . . Jimmy Davidson's typist, Hilda Muniz, is leaving for Puerto Rico, where she will be married.

RAMBLIN' 'ROUND — Film Exchange Employees Union, Local B-51, in negotiating a new contract, forwarded demands to the distributors. . . . Irving Dreehen, Columbia salesman, was in. . . . Blanch Schiff, Columbia's book-keeping department, was recovering from illness. . . . Some of the guys and dolls from Columbia's office got together to organize a little party. . . . Republic head salesman Anthony Ricci and his wife will be spending their December vacation at Fort Pierce, Fla., and a few days in Canada. . . . The Bonded shipping room was turning green since the painting crew got started. . . . Hoffberg's double horror show, "Strangler's Morgue" and "Horror Maniacs," is being prepared.

—J. A. D.

"Plymouth Adventure," Loew's State, Rusterholtz and Rossell, Plymouth dealers, made possible a parade of new Plymouths, led by a 24-sheet truck. Beechnut gum was also distributed by a girl in the costume of Priscilla making the rounds.

**Blanc, Pries Honored
At Jan. 5 VC Affair**

PHILADELPHIA — A testimonial dinner in honor of retiring Chief Barker Victor H. Blanc and incoming Chief Barker Ralph Pries is scheduled to be held by Variety Club Tent 13 at the Bellevue-Stratford on Jan. 5.

The 18th annual affair of the tent will have an outstanding American personality as the principal speaker. Many industry and Variety Clubs International big wigs will be on hand.

The affair promises to be one of the most outstanding events ever held by the tent.

Announcement of the winners of the awards to benefit the tent's camp for underprivileged children will also be made.

NEWS OF THE

Territory

**Philadelphia
Crosstown**

The S-W Colonial, Germantown, was reported sold for commercial properties.

Harry S. Jacobs, Wynne, has given the use of his house for the Heart Fund of Tent 13, Variety Club, so the 1600-seat house will be thrown open to the public on Dec. 22, with Jacobs offering a preview and several variety acts. No admission will be charged. A jug will be placed in the lobby for contributions, and patrons may contribute as much, or as little, as they wish. Jacobs has authorized his manager, David Rubin, to go all out in publicizing the event. Regular patrons of this theatre will be reminded via tape recording of the date, and numerous radio and television personalities in the city have promised to plug the event. Jacobs will not deduct expense or rental money for the evening.

Final results of the 1953 United Fund campaign given at a recent final report luncheon showed that the producers and distributors division, headed by Republic



Jerry Baker, Keith's, Washington, plugged the recent showing of U-I's "It Grows on Trees" by enlisting the aid of two lovely models in a money-guessing contest.



New

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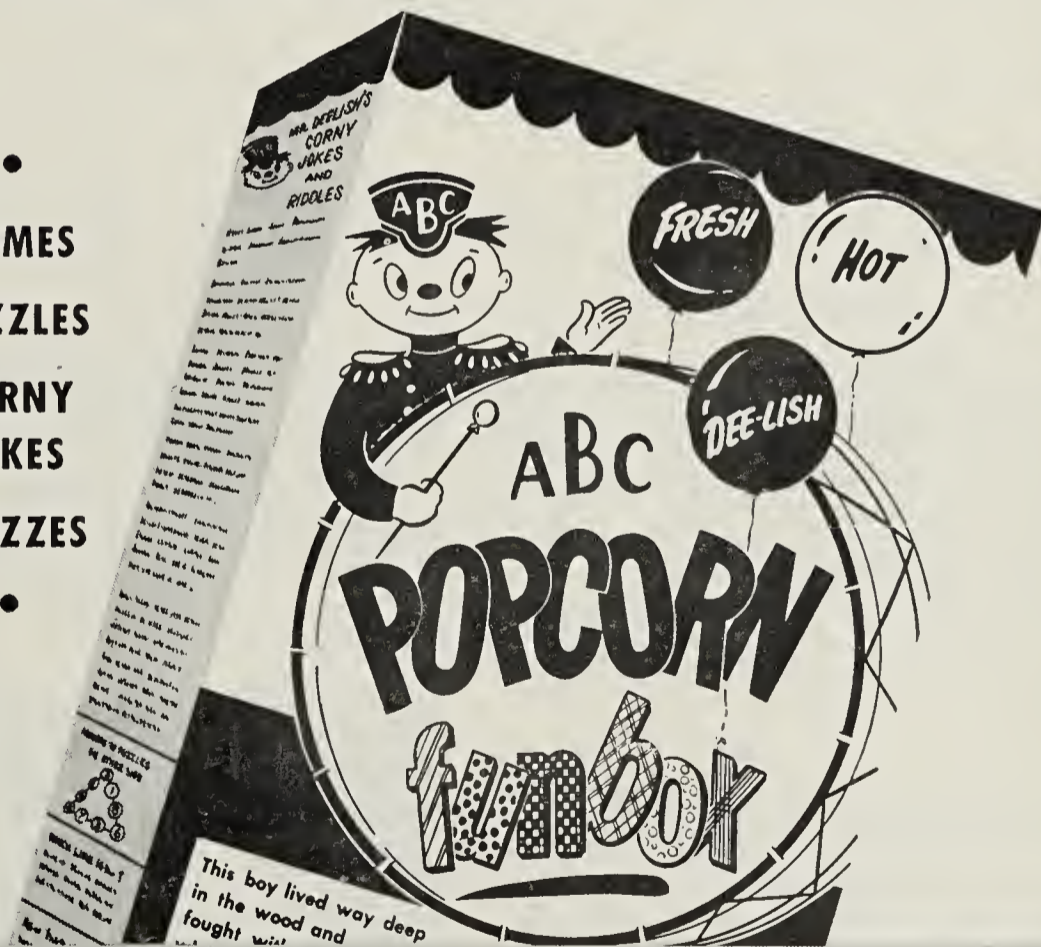
★ HERE'S THE PROVEN PACKAGE TECHNIQUE THAT SOLD HUNDREDS OF THOUSANDS OF CEREAL BOXES!



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 **BERLO** 

VENDING COMPANY

333 S. BROAD STREET, PHILADELPHIA 7, PA.

branch manager Norman Silverman, had reached 102.9 per cent of quota; independent theatres, headed by Paul Kleinman, Pearl, 94.6 per cent, and Stanley-Warner Theatres, headed by Ted Schlanger, 79.8 per cent. The theatres division, headed by Jacob Beresin, reached 87.8 per cent of total.

Frank Fogel, well known to the local film fraternity, is pleased because his son, Herbert, following in his dad's footsteps as a lawyer, was admitted to practice. The son has been a law clerk in Court of Common Pleas No. 2 so the judges admitted him at special ceremonies.

When Stanley-Warner vacates its quarters in the Earle building, it will take office space in the Frankel building, southwest corner, 13th and Arch Streets, about five minutes walk from the Vine Street area. It is probable that two floors may be taken over when the shift is made in the spring.

Vine Street

A theatre manager, with 14 years experience, is available for a post. He can handle a projection machine, and knows all types of maintenance work. Married, and conscientious, he can go anywhere.

Nat Levy, eastern division manager, RKO, was in for a sales meeting.

Main topics of the week were the Fabian takeover of Warner Theatres and the progress of the Harrison anti-trust trial. . . . Plans are going ahead for Christmas parties with Columbia setting its date as Dec. 19. . . . Jules Lapidus, division manager, was in at the Warner exchange.

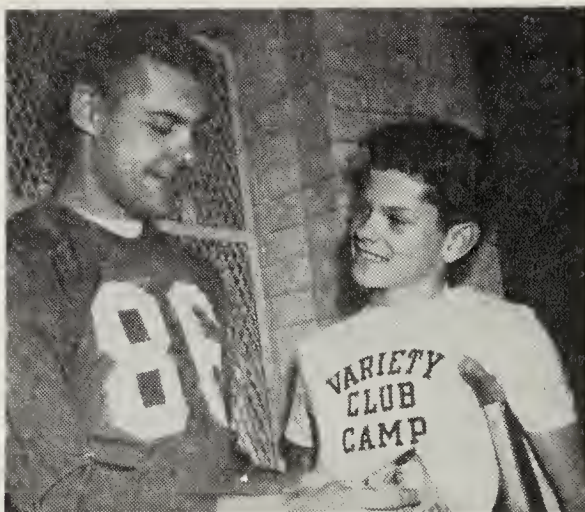
Mrs. Reta Kelmar, Monogram-Allied Artists' bookers' assistant, is resigning to await the arrival of a child in April. . . . Sam Diamond, branch manager, 20th-Fox, announced that the week of Jan. 11-17 will be known as "Bill Gehring Week," marking his 35th anniversary with the company. Diamond is out to make this week the greatest that the company has ever enjoyed, and asks help from all exhibitors.

A. M. Ellis purchased the auction building at 1223 Vine Street.

Condolences are extended to Jean Fox, secretary to RKO office manager Joseph Farrow, upon the death of her sister, Nancy.

Everyone was glad to see Herb Gillis, Paramount sales manager, back after his recent illness. . . . With the holiday vacation period on, many of the salesmen were heading toward warmer climes, as they will be off the road for the fortnight.

THE NEW TELEVISION INSTALLATIONS
AT THE
STANLEY THEATRE. PHILADELPHIA
STANLEY THEATRE. CAMDEN
AND STANLEY THEATRE. CHESTER
WERE CONTRACTS HANDLED BY
PROGRESSIVE ELECTRIC CONSTRUCTION CO., Inc.
240 N. 13th Street Philadelphia 7, Pa.



Star end Harry "Bud" Grant, Philadelphia Eagles, recently offered encouragement to 15-year-old Johnny Lee, team mascot and a product of the Variety Club Tent 13, Camp for Handicapped Children. Lee, stricken with polio several years ago, has already discarded one crutch, and will soon discard the other. Grant also had polio as a youth, but became one of the nation's best all-around athletes.

The S-W Colney was reported sold for commercial purposes.

**Circuits
Stanley-Warner**

Mari Kenny, dubbed Miss "Montana Belle," was in as part of a national tour in advance of "Montana Belle," Stanley. The winner of a studio contest held to find the girl who most resembled Jane Russell, star of the film, she was selected by photograph, and, in spite of her unusual height, six feet, four inches, won first place. She was born in Butte, Mont., 23 years ago, and taken to New York when she was four. A graduate of Hunter College, she has been a Conover model. Accompanied by S-W publicists, she spent two days visiting the press, and making radio and TV appearances.

**District of Columbia
Washington**

Richard Condon, director of advertising, publicity, and exploitation, RKO, and Frederick Brisson, producer, "Never Wave At A WAC," discussed plans for the capitol world premiere with Assistant Secretary of Defense Mrs. Anna Rosenberg and others.

The Allen's safe was looted of \$115, and the manager's office set on fire. Manager of the theatre is Mrs. Katherine Fowler.

(Continued on page NT-4)

**Industry Makes
Plea For "No Tax"**

PHILADELPHIA—More than 150 representatives of the motion picture and other amusement industries attended a meeting of the mayor's finance committee to discuss Councilman Victor Blanc's proposal to repeal the 10 per cent city amusement tax, and levy in its stead a tax of five cents per square foot on revenue producing open lots.

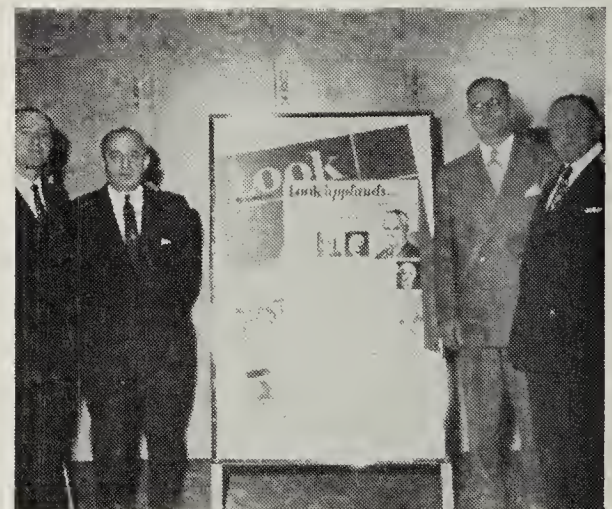
Arguing in favor of the measure were Blanc, Sidney Samuelson, acting president, Philadelphia Theatres Association; Harry Abbott, president, Local 307; Albert M. Cohen, counsel and partner in the Ellis Circuit; Lester Krieger, secretary, Philadelphia Theatres Association, and S-W assistant zone manager; Jack Solis Cohen, realtor, representing independent motion picture interests, and representatives of local sports and other amusement enterprises.

The proponents of Blanc's bill claimed that the amusement tax has produced decreasing revenue in the last six years, and has contributed to the closing of 64 houses, most of them now vacant, resulting in an appreciable loss to the city of revenue from other existing taxes. It was emphasized that the closing of a theatre adversely affects all business in the area and lowers real estate values.

Since 1947, the federal government's receipts from the amusement tax have declined 11.8 per cent. In the same period, Pennsylvania's amusement tax receipts have declined 17.3 per cent, due primarily to the additional burden of the city tax in Philadelphia.

Industry representatives also pointed out that the city tax makes it difficult to bring top entertainment attractions to the city, since the tax makes necessarily high admission charges prohibitive. The annual Army-Navy football game, held by the city without payment of the amusement tax, was cited as unfair competition with private business. The conclusion of industry representatives was that if the city grants relief by repealing the tax, increased revenue from concessions, wage, gross receipts, and other existing taxes will take up much of the slack.

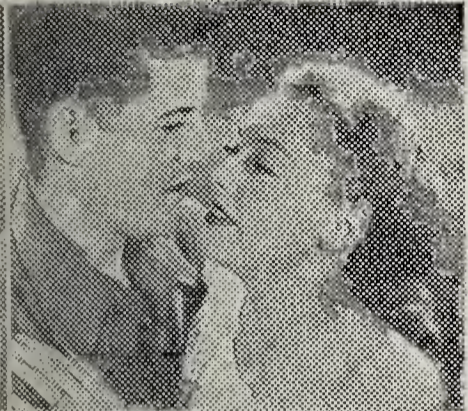
The impression after the hearing was that the spokesmen for the industry had made an excellent case for themselves.



Seen at the recent Motion Picture Pioneers dinner in New York City, are left, Harry Waxmann and Mel Koff, with Danny Kaye, star of RKO's Samuel Goldwyn production, "Hans Christian Andersen," and right, Waxmann, Norman Lewis, Al Cohen, and Myer Adleman.

PASSED IN PA.!

YOU'D HATE ME IF YOU KNEW!
MY SECRET CAN'T BE TOLD!"



YOU'RE MY GOING-AWAY
PRESENT TO A PAL!"



"I HAD NEVER SEEN THE
GIRL BEFORE!"



AN ALL STAR HOLLYWOOD
CAST BRINGS YOU THE
ASTOUNDING FACTS OF THE
WORLD'S BEST KEPT SECRET!

Brand New ROADSHOW

• • • • •
**Stark Naked VD Facts
Revealed**

• • • • •
**BABIES BORN BEFORE
YOUR EYES***

• • • • •
Segregated AUDIENCES

*You'll Gasp-You'll Wince-You'll Shudder-
BUT YOU WON'T TAKE YOUR EYES OFF THE SCREEN!*

BECAUSE OF EVE

...The Story of Life!

The **FIRST** of many **BIG** ones from your **EXPLOITATION CO.**

jack h. harris productions

1333 vine street • philadelphia 7, pa. • market 7-7326

*caesarian and natural births **BOTH** shown in their entirety



Post Office Department officials and newspapermen recently attended a preview in Washington of RKO's "Screenliner," "Johnny Gets His Route," honoring the newsboy, who was also honored with a commemorative stamp. Seen, left to right, are: Douglas Wolf, Post Office Department; Joseph Brecheen, RKO Washington branch manager; Harry Gladstein, The Washington Post circulation manager; Ray Mack, The Washington Daily News circulation manager; V. T. Curtis, The Washington Times Herald assistant circulation manager, and E. J. DeVore, The Washington Star circulation manager.

District of Columbia

(Continued from page NT-2)

At Sidney Lust's Vieriss Mill, a special benefit was held for the widow of a policeman killed in the line of duty. Paramount's "Somebody Loves Me" was the screen fare.

One of the drama critics reports that Cinerama was looking over the city for a suitable house in which to install equipment. . . . George Murphy was in to give the press a looksee in the plans for the entertainment in connection with the Presidential inauguration on Jan. 20. Murphy has been designated director of entertainment. There will be three entertainment events, a concert at Constitution Hall, an inaugural festival at Uline Arena, and a ball at the Armory. The festival will be in the nature of a variety show. Robert Montgomery will be master of ceremonies for the concert, and the festival will feature stars from Hollywood, Metropolitan Opera, stage, radio, and TV. Murphy is currently checking the availability of artists to donate their services, but their expenses are paid by the inaugural committee.

Lillian Lee, Paramount, reported Anna Bernd on a vacation. . . . Paramount's Helen Schultze, booker's clerk, and Fred Von Langen celebrated their birthdays. . . . Ida Green and Jeanne Dixon, Paramount, celebrated their birthdays.



To plug the recent showing of RKO's "Blackbeard the Pirate," Jerry Baker and Tom Camarda, Keith's, Washington, arranged a contest display in the theatre lobby, and decorated it with some lovelies to attract attention.

UA's Doris Chown was in the hospital after an appendix operation. . . . AA was readying plans for the office Christmas party on Dec. 22.

Christmas spirit and plans were the keynote of Republic, and joining the festivities was June Fauver, inspectress, back after illness. . . . Joe DiMaio, Kay, was in Martinsville, Va., for a week.

Cliff Reed, booker, Warners, is walking around with a bandaged finger. . . . The WB Christmas party consisted of a luncheon and stuff. . . . Condolences go to WB contract clerk Dorothy Booth, who lost her grandmother.

Bertha Levy, Sandy, reports that her daughter had her tonsils removed. . . . Loew's Capitol's Orville Crouch is the coordinator with George Murphy for the inaugural festivities, as to the show, ball, and symphony. Allan Zee, producer, and Jack Foxe will work with him.

The Variety Club, Tent 11, presented an ambulance to Emergency Hospital, made by Jerry Adams, Chief Barker, and Rudolph Berger, chairman, welfare committee. Dr. Warwick T. Brown, administrator, Emergency Hospital, accepted the gift.

A general membership meeting was held in the Variety Club. . . . Birthdays were celebrated by George Gill, Ben Wilbur, H. S. Young, Arthur Brown, George S. Wheeler, William Lichtenberg,



This special display in the lobby of the Maryland, Hagerstown, Md, for Warners' "The Iron Mistress," helped advertise the Thanksgiving Eve show, at which manager Arnold Leopard gave away turkeys.

Dr. Herman J. Kossow, Sia Zins, Dr. E. A. Cafritz, and Myron Mills.

A memorial wreath was placed at the Carter Barron Amphitheater by the Variety Club.

—RICK LAFALCE

Delaware Milton

Fire damaged the balcony of the new Milton shortly after the show ended. The blaze broke out at 11:30 p.m., and spread into the office of E. M. Scott, Jr., owner-operator, before it could be brought under control. The office was not seriously damaged. Damage was estimated at about \$5,000. The theatre will have to be closed for six weeks for repairs, according to firemen. The projection booth, although filled with smoke, suffered considerable damage. The blaze was attributed by the Milton Fire Company to cigarettes or matches in the balcony, although smoking is prohibited. Scott was treated for shock at the scene by Dr. Thomas J. Tobin, who also treated Mundy Siebert, a Milton fireman, who was almost overcome by smoke. The brick theatre was built in 1939 after fire destroyed the town theatre, located at the same site, on the second floor of a frame building, which also housed town fire apparatus and a restaurant.

Wilmington

Mrs. Helen Bourne, at the Ace for the past 11 years, resigned in anticipation of a blessed event. A going-away party was held at the home of Ben Shindler, manager, Ace, and Mrs. Bourne received gifts from him and from the employees.

Arthur Hughes, brother of Albert Hughes, projectionist, S-W Towne, died suddenly. . . . William Feher, Carmen DiCriscio, George Gilmore Coburn, Bernice Ann Chomen, and Joan Wachowski joined the Rialto. . . . Ruby Pryor and Betty Hill, Rialto, resigned. . . . Earle G. Finney, manager, S-W Ritz, was lauded in Jack Saylor's "Thinking It Over" column in The Labor Herald, describing Finney as "genial, capable, and cordial."

—HENRY L. SHOLLY

Maryland Baltimore

The Variety Guild, consisting of wives and sweethearts of the local tent, Variety Club members, elected the following officers: Mrs. Lou Becker, president; Mrs. Rodney Collier, vice-president; Mrs. Sam Elvin, secretary, and Miss Alice Garman, daughter of Lauritz Garman, treasurer. The new board members are Mrs. Eddie Perotka, Mrs. Fred Sapperstein, Mrs. Sam Tabor, Mrs. Barry Goldman, Mrs. William Brizidine, Mrs. Leonard Smeltzer, Mrs. Jack London, Mrs. Joseph Garfink, and Mrs. Mac Green.

The trade mourned the death of Sam Ward, 48, manager, Royal, following a heart attack. He is survived by a son, Michael D., with burial in Philadelphia.

J. L. Schanberger, Keith's, plans to operate his theatre all night New Year's

Eve at advanced prices for "The Stooge."
 . . . Adam Lowman, Little assistant,
 returned to duty following illness.

C. Elmer Nolte, Jr., Durkee Enterprises' general manager, has been visiting an ear doctor ever since his plane trip to Chicago. . . . Jack Whittle is closing his Avenue temporarily for re-decorating, and plans to reopen on Christmas Day. . . . Oscar B. Coblentz, Jr., owner, Alpha, and Mrs. Coblentz attended the opening of Margaret O'Brien's "The Intruder." So did Morris Mechanic, New owner, and Mrs. Mechanic. . . . Isador M. Rappaport, Town owner, was in New York.

—G. B.

Leonardtown

The Park, Lexington Park, Md., plans a large Christmas party on Dec. 20 in cooperation with merchants and civic organizations, with the promotion by manager Ray Trumbule calling for Santa Claus' arrival from the Patuxent River Naval Air Station by helicopter, distribution of stockings to needy children, and a free cartoon show after Santa's arrival. The Volunteer Fire Department is assisting in filling the stockings. . . . Shirley Ickes is new at the Plaza, Lexington Park, Md., and Beverly Smith is new at the concession counter. . . . Former projectionist Paul Hampton, just back from service with the army in Korea, is now working at the Plaza. He first started at the Park, and later served at the New, Leonardtown, and his many friends are welcoming him back.



Perry Como, left, chosen as Variety Club of Washington's "Personality of the Year," recently received his plaque from F. Joseph Donahue, right, District Commissioner, at the club's 17th annual dinner dance. In the center is Jerry Adams, Chief Barker, Washington tent.

**Pennsylvania
 Gettysburg**

Sydney J. Poppay, Majestic, arranged a Christmas party for the kids by renting the house to 11 cooperating dealers for a morning show on Dec. 20. Limited to children under 14, 11 new car dealers, who distributed the tickets, numbering, 1,124, the house capacity, the show comprised a feature film and a comedy, a half-hour WGET radio broadcast from the stage, Santa Claus in person, chewing gum for every youngster, plus a chance to win many prizes topped by a \$50 bicycle. There were over 90 prizes.

Hazleton

Don Greenwood, master mentalist, started a tour of Penn-Paramount houses, opening at the Capitol.

Reading

A legal issue involving use of the name, "Daniel Boone," held for years by the hotel portion of the Park building, was resolved temporarily when John C. Clemens, owner of a small hotel and a restaurant on Centre Avenue, two miles from the Park, agreed to discontinue temporarily the use of the Boone name, pending a final decision in the Berks County courts. The court proceedings were brought by the Daniel Boone Realty Company, Philadelphia, and the Leighton Hotel Operating Company, Reading, to bar use of the hotel's name by the Centre Avenue hotel and restaurant man. Witnesses included Sol Leighton, president, Leighton Company; Frank L. McNamee, Philadelphia, president, Boone Realty Company, who, with Jay Emanuel, Philadelphia, purchased the theatre and hotel property in 1942; several librarians, testifying that the theatre property has used the name Daniel Boone exclusively, for its hotel section, ever since 1926, and hotel and realty men, all testifying on behalf of the complainants.

Because of the serious illness of Fred Cardin, director, Reading High School band, the ceremonies in the Astor at which the Schad Theatres, Inc., presents silver trophies to the high school's outstanding football players of 1952 were postponed.

Reporting Progress . . .

2886 NEW ACCOUNTS IN 2½ YEARS
EXCHANGE FINANCE CO.

NAT ABELOVE, *Mgr.*
 1313 Vine St., Phila.
 MArket 7-6886

CY BERGER, *Asst. Mgr.*
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 RIttenhouse 6-8664

HOURS: Daily 9 to 5 P.M. — Sat. 9 to 1 P.M.

Open Friday Evening 'til 8 P. M.

We extend to you a cordial invitation to inspect our second modern office at 1901 Market St. where we are equipped to render fast, friendly, courteous and confidential service.

PERSONAL LOANS: \$30.00 TO \$300.00.

JACK G. ENGEL, *Pres.*

LICENSED BY PENNSYLVANIA STATE BANKING DEPARTMENT

Manager J. Lester Stallman, manager, Astor, is receiving gifts of toys for Christmas distribution by the Reading Marine Corps reserves, active organization of war veterans. The toys, placed in a large container in the lobby, will be given to needy children.

Managers are watching closely the conferences in progress at City Hall to determine the 1953 real estate tax rate. Last year, the rate was kept at 14 mills on the dollar, although a year previous the public had been promised a 13-mill rate, and the 1952 budget was prepared, in December, 1951, on a 13-mill basis. The incoming city administration in 1952, reversed this, making the rate 14 mills again, but promised a cut for 1953. Now, with practically all business property realty assessments increased through 1952 revisions, city officials again claim the increased revenues will be insufficient, and a 15½ mill rate was proposed. Many owners and groups have protested so vigorously, however, that the increase may be kept to a mark below 15½. Theatre men, hoping for a cut in 1953, are now facing higher operating costs from two angles, higher assessments and a higher millage rate.

Peter Yonavick, Berks County treasurer, handed out a surprise to folks who engineer sports and other entertainment events, whether in theatres or elsewhere, in the shape of license notices. All persons who sell tickets for such events at what are called "premium prices" must take out a county license. This law was passed in 1948 at Harrisburg.

Lewis G. Yost, projectionist, Astor, was reelected a member of the board of trustees of the Council of Social Agencies. . . . C. G. Keeney, theatre manager and executive, and James Mantis, restaurant official, studied the possibilities in bringing topflight stage attractions to the Rajah now open only for concerts and other special events. They abandoned the project.

The Democrats in the State Senate, will have a manager as party whip in the legislative session starting in January at Harrisburg, Pa. The Rev. Frank W. Ruth is not only a State Senator and the pastor of five Reformed Churches in and near his home town, Bernville, Pa., but also, manager, Community, Bernville.

The Plaza was used for a week, outside of its usual Saturday burlesque show, for "Mom and Dad."

Scranton

Comerford theatres in Wilkes-Barre, Pa., and here will present special stage shows for Christmas and New Year's weeks with added attractions for the kiddies.

Virginia Front Royal

The 17-foot replica of the "Mayflower" was seen in the pre-Christmas parade. The float advertising "Plymouth Adventure," brought here by MGM through the courtesy of Pitt's Theatres, was on display in front of the Park following the parade. The effort was rewarded with a photograph on page one of The Warren Sentinel.

Philly Anti-Trust Case Reaches Jury

PHILADELPHIA—The anti-trust case of Fanny Harrison, Bryn Mawr, Bryn Mawr, Pa., vs. Paramount Pictures et al and the late Harry Fried continued all last week before a jury in U. S. District Court, Judge W. H. Kirkpatrick presiding.

Witnesses heard were Ted Schlaner, Stanley-Warner, who was later recalled; Lester Krieger, S-W; Lyle Trenchard, William Goldman Theatres; Salem Applegate, former branch manager, MGM, who was recalled as a witness; Nat Levy, RKO eastern division manager; George M. Josephs, Columbia, assistant to A. Montague, vice-president and general sales manager; Joseph Cairns, Jr., real estate operator, Ardmore, Pa.; George Schwartz, former U-I branch manager; Fred Myers, former U-I eastern sales manager; Jack Byrne, MGM eastern sales manager; John Turner, UA branch manager, and Mort Magill, UA salesman.

Richmond

The Virginia Motion Picture Theatre Association passed a resolution favoring arbitration that is favorable to exhibition, distribution, and production, and also voted unanimously to have a more expanded grievance-conciliation program to assist all members on local and statewide problems. The summer convention will be held at Old Point Comfort, Va., from May 4-6.

Bob Coulter is all set for the annual Christmas tree atop the Byrd marquee. . . . Lee Moore, Bellevue service staff, took his wife to the hospital for a check-up. . . . Mr. and Mrs. Peter Lichtman returned from a family reunion in New York. He is associated with District Theatres. . . . George Clark, city manager, District Theatres, reports that the Hippodrome is putting on stage shows every other week. . . . Mrs. Stewart Tucker, wife, State manager, was confined to the hospital with a bad strep throat.

Clyde Childress, manager, Sunset Drive-In, is back after a trip to the hospital. . . . Al Bernstein reports that the Bellwood Drive-In will be open only on Friday, Saturday, and Sunday for the rest of the season. . . . When Grover Finch retired as projectionist, Fabian's National, Gilbert Martin was transferred from the East End to replace him, William Browning going to the East End. . . . Sam Moore, Byrd, was sick, Charlie Hahn relieving. . . . Harry Jarvis, Colonial, went hunting on his vacation, and shot nice fat rabbits.

Frank Morgan, Venus manager, and a certain vending man went on a hunting trip, and came back with a mess of fish. . . . Woody Campbell came down from Albany, and relieved "Curly" Mills on the Allied Beverage truck. Mills went off on vacation to the backwoods. . . . Johnny Clark, Byrd staff, and Leroy Ford, Byrd, vacationed. . . . Abner Long, Westhampton, was sick, "Shag" Saunders substituting. . . . Tripple Caldwell, Colonial, has been out sick. . . . Carl

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 North 13th) Dec. 17, 2:30, "The Man Behind The Gun" (Randolph Scott, Patrice Wymore, Philip Carey) (Technicolor).

MGM—(1233 Summer) Dec. 22, 2, "The Clown" (Red Skelton, Jane Greer).

Booth, National, was married to Miss Margaret Boyle.

Layton Ives is back at the Park after a visit to the hospital. . . . Gertrude Peace, assistant manager, Venus, vacationed. . . . Lou Golding, Herman Nowitsky, and Henry Schlitenhart, Fabian officials, were in. . . . Charlie Jackson, veteran State employee, took a vacation, Albert Esposito subbing. . . . Roy Mathews returned as assistant manager, Colonial. . . . Bob Westerman, assistant manager, Loew's, sent a post card from Plymouth, Mass. . . . Stewart Tucker, State manager, handled the reserved seat sale for the "Carmen" TV show at the Byrd. . . . Frank Frasier, retired police officer, is now on the State service staff.

—S. T.

Roanoke

City Council is going to give drive-in operators an opportunity to rectify conditions about which complaints, particularly of misconduct involving juveniles, have been made before resorting to legislation. City Attorney R. G. Whittle told Council that under its police powers it has the authority to place a midnight curfew on drive-ins provided it is also applied to all other entertainment and theatricals after such hours. B. A. Meadows, manager, Shenandoah Drive-In, one of two drive-ins in the city, promised Council wholehearted effort to do what he can to break up the causes of the complaints, and said he would personally contact operators of other drive-ins to enlist their aid. He declared it is practically impossible for juveniles to get into the outdoor theatres because they are required to be accompanied by their parents. Meadows admitted that his theatre had staged one all-night show, but this had flopped, and no more are planned. He added that the midnight shows are operated at the request of "shift" workers in business and industry. Practically the same people show up for each of these performances, he said. When questioned further about juvenile attendance, Meadows said attendance is restricted to groups in automobiles, with some exceptions, and it is assumed that those who drive cars are old enough to have driving permits. Further, he added, he can not deny any group admission so long as they are not disorderly. And, besides, there are police to keep a watch on cars. He said there has been evidence of misbehavior at early shows just as much as at late shows, and declared that if drive-ins depended upon youngsters, this type of theatre would close up.

Variety Club

Tent 13, Philadelphia

"Angel Face" was screened through the courtesy of RKO.

COLUMBIA

Invasion, U. S. A. (513)

MELODRAMA
74M.

ESTIMATE: For the duallers.

CAST: Gerald Mohr, Peggie Castle, Dan O'Herlihy, Robert Bice, Tom Kennedy, Wade Crosby, Erik Blythe, Phyllis Coates, Aram Katcher. Produced by Albert Zugsmith and Robert Smith; directed by Alfred E. Green.

STORY: When television reporter Gerald Mohr interviews a number of people at a bar on whether the United States should have a universal draft, manpower, factories, equipment, etc., he gets a variety of answers. Robert Bice, a tractor manufacturer, relates how he refused to turn over his factory to making tank parts for the government. Erik Blythe, a rancher, is not enthused about it, and Congressman Wade Crosby is against high taxes. Another frequenter of the bar is Dan O'Herlihy, who calls himself a forecaster. As he starts to give his opinion, word is flashed that Alaska has been attacked. Mohr returns to his post at the studio after getting friendly with Peggie Castle. There are attacks from the enemy as the west coast is atom bombed and cities are captured. Bice tries to get back home to his plant, and is killed resisting the invaders. Blythe gets back to his family only to be drowned when the Boulder Dam is A-bombed. Mohr and Castle become engaged, and eventually the invasion reaches Washington, where Crosby is slain. New York is A-bombed, and Mohr and Castle are killed trying to escape the invaders. At this point, the group in the bar awaken, and realize they have been hypnotized by O'Herlihy. They feel that they should do all they can to prevent invasion from becoming a reality.

X-RAY: With good special effects as well as a multitude of newsreel clips which tie the story threads together in adequate fashion, this presents an interesting lower half entry. There are also some exploitable angles. The story, acting, and direction are okeh, and the pace is suitable. The screen play is by Robert Smith, based on a story by Smith and Franz Spencer.

TIP ON BIDDING: Lowest bracket.

AD LINES: "It Could Happen Here"; "The Enemy Hits Hard At Home"; "Can This Happen Here? Wake Up America."

Target—Hong Kong (519)

MELODRAMA
66M.

ESTIMATE: Routine melodrama for the lower half.

CAST: Richard Denning, Nancy Gates, Richard Loo, Soo Yong, Ben Astar, Michael Pate, Phillip Ahn, Henry Kulky, Victor Sen Yung, Weaver Levy, Kam Tong, Robert W. Lee. Produced by Wallace MacDonald; directed by Fred F. Sears.

STORY: Red agents are duping Soo Yong, owner of a gambling salon and queen of the pirates, to aid in a plot to conquer Hong Kong for the Chinese Communists. Yong, a loyalist, unwittingly gives her aid thinking that she is diverting forces so that the Nationalists can invade the mainland. Richard Denning an American soldier of fortune, falls in love with American Nancy Gates, adopted daughter of Yong. Denning joins the Nationalist underground, and his first duty is to watch Yong's gambling house, suspected to be the hangout for Communist spies. When he sees Yong take money from chief communist Richard Lee, his suspicions are strengthened. When Yong's pirates balk at

EXHIBITOR SERVISECTION

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The original *Pink Section* evaluation of features, short subjects.

SECTION TWO
Vol. 49, No. 7

DECEMBER 17, 1952

the proposed operation, the Reds attack their home town in order to arouse their ire against the Commies so that they carry out the plans with real conviction. Meanwhile, back at Hong Kong, the Reds have captured two of the Nationalists, but Denning rescues them. The rescued pair tell of the plot, and Denning rushes to overtake Yong, who is preparing to attack in secret underground tunnels. When they meet, there is a furious gun battle but Yong reveals the whereabouts of the floating bomb destined to destroy Hong Kong. Denning manages to release the safety mechanism in time to save the city.

X-RAY: Following the usual pattern, this is timely, and will fit into the lower half. Performances, direction, and production are adequate, and the action fans should be satisfied. The story was written by Herbert Purdum.

TIP ON BIDDING: Lower bracket.

AD LINES: "A Conspiracy In Hong Kong"; "Deception That Only The Reds Could Perpetrate"; "Action And Thrills As American Daredevil Richard Denning Foils A Terrifying Plot."

LIPPERT

Gambler And The Lady (5204)

MELODRAMA
72M.

(English-made)

ESTIMATE: Gangster meller will fit into the bottom half.

CAST: Dane Clark, Kathleen Byron, Naomi Chance, Meredith Edwards, Anthony Forwood, Eric Pholmann, Enzo Coticchia, Julian Somers, Anthony Ireland, Thomas Gallagher, Max Bacon, Mona Washburn, Jane Griffith, Richard Shaw, George Pastell, Martin Benson. Produced by Anthony Hines; directed by Patrick Jenkins and Sam Newfield.

STORY: Dane Clark, American who has served a sentence for manslaughter, becomes London's gambling king, although his ambition is to be accepted socially. He breaks off an affair with Kathleen Byron, dancer, and falls for Naomi Chance, a Lady, who is fascinated by his gambling, racing, and boxing interests, and abides his manners. Clark puts all his money into a stock promotion with Chance's brother, Anthony Forwood, and his friends, Eric Pholmann and Enzo Coticchia, and is swindled. When he learns he is financially ruined, Clark then tells off Chance, and goes on a binge. He then goes after his supposed friend, George Pastell,

really an informer to the police, and also Pohlmann and Coticchia, who have taken over all of Clark's possessions. Wounded, Clark is run down by Byron's car as she is in a jealous rage. Chance picks him up from the gutter, but he dies.

X-RAY: This English import will find itself on the lower half although it has fair action and suspense, but the story is complex and involved, and the direction shoddy in spots. It is really an imitation of the American gangster films, but with authenticity of English backgrounds for interest.

AD LINES: "Win Or Lose—The Game He Played Was Deadly"; "Their Wheel Of Fortune Was Spun By The Cold Steel Of An Automatic"; "You've Got A Double Date With Danger!"

MGM

The Hoaxters

DOCUMENTARY
37M.

ESTIMATE: High rating expose of Communist danger has lots of selling angles.

CREDITS: Produced by Dore Schary; written by Herman Hoffman, associate producer, from material compiled and arranged by Victor Lasky and William Hebert; film editors, Laurie Vejar and Harry Komer, ACE; musical direction by Rudolph Kopp; narration by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon, Dore Schary, Barry Sullivan, Robert Taylor, and James Whitmore.

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STORY: This indictment of Communism and totalitarianism uses the actual words and deeds of dictators to expose the fallacies of their doctrines. Likening exponents of super-nationalism to the medicine man and his cure-all elixirs, the film ties together scenes filmed while history was in the making to punctuate the big lies of Hitler, Mussolini, Stalin, Tojo, and all demagogues who can offer only death and destruction to their followers. Stalin and Communism then become synonymous for persecution, slavery, and death in the film documentation of Red deeds and words. A point stressed is the showing how Soviet leaders have seven times switched attitudes towards the United States as expedients to either save their own necks or further plans for world rule. Clearly shown is that their words and actions have only one aid and end. Uttering the big truths to offset the big lies are such figures as Roosevelt, Truman, Eisenhower, Stevenson, J. Edgar Hoover, and others. The film further documents the American record for peace since 1945 and before, starting with UNRRA, the United Nations, the Marshall Plan, NATO, SHAEF, "The Voice Of America", the Berlin airlift, and the atom bomb. A warning is expressed against home grown tyrants who use slander, gossip, hate, and innuendo to prejudice and crucify individuals, races, or creeds. It is pointed out that these tactics, even when used to allegedly fight Communism, are as Un-American as Communism.

X-RAY: A vast research chore is indicated in this hard-hitting expose of the Communist danger to the free world, and the film hits home on many points. Narrated by MGM top stars, the production and editing is slick and engrossing, and an effective musical score adds excitement. This should be a "must" in every American theatre and in every "still free" country. It is an excellent all-around job.

AD LINES: "Communism Exposed!"; "One Of The Screen's Greatest Documentaries"; "Dictators And Communism Shown For What They Are In A Truly Great American Film."

MONOGRAM

Bomba And The Jungle Girl (5208)

ADVENTURE
DRAMA
70M.

ESTIMATE: An okeh series entry for the duallers.

CAST: Johnny Sheffield, Karen Sharpe, Suzette Harbin, Martin Wilkins, Morris Buchanan, Leonard Mudie, Walter Sande, Amanda Randolph, Don Blackman, Bruce Caruther, Roy Glenn, Jack Clisby. Produced by Walter Mirisch; directed by Ford Beebe.

STORY: Karen Sharpe, daughter of government agent Walter Sande, is in the jungle with her father inspecting native villages. While swimming in a nearby river, she is attacked by a crocodile, but is saved by Johnny "Bomba" Sheffield, passing by. He takes her back to the village, where her father is staying, and pursues his inquiry about an old native woman, Amanda Randolph, whom he thinks has knowledge of the whereabouts of his parents. The native chief, Martin Wilkins, and his daughter, Suzette Harbin, unfriendly, tell him that Randolph is dead. Sheffield learns otherwise from a friendly native, Morris Buchanan, who tells him where he can find the old woman. Randolph reveals that his parents are buried in a nearby cave along with an important diary. Randolph is killed by a poison dart shot by Harbin's men. Sande and his party

are persuaded to go to the cave to find the diary. While on their way, they are attacked by Harbin's men but escape. Sheffield and Sharpe find the diary with enough evidence in it to depose Wilkins as chief, and set up Buchanan as the new leader. However, the jungle is a blazing fury set afire by Harbin. Sheffield and Sharpe manage to escape, but Harbin is killed. With Buchanan as the new chief, Sheffield goes back to his jungle friends.

X-RAY: This routine series jungle yarn incorporates all the expected thrills, action, and jungle shots. The screen play was written by Ford Beebe.

AD LINES: "Bomba In Another Exciting Jungle Adventure"; "Action And Thrills To Leave You Breathless"; "What Strange Story Was Hidden In The Caves?"

Hiawatha (5202)

MELODRAMA
79M.

(Cinecolor)

ESTIMATE: Well-made entry should please younger crowd and family trade.

CAST: Vincent Edwards, Yvette Dugay, Keith Larsen, Gene Iglesias, Armando Silvestre, Michael Tolan, Richard Bertlett, Ian MacDonald, Michael Granger, Robert Bice, Katherine Emery, Morris Ankrum, Stephen Chase, Stuart Randall, Gene Patterson, Henry Corden. Produced by Walter Mirisch; directed by Kurt Neumann.

STORY: While on a hunting trip Vincent "Hiawatha" Edwards and other braves of the Ojibways, including hot-headed Keith Larsen, who secretly desires that there be a war between tribes so he can gain honor in battle, comes across a party of Illinois Indians. Larsen starts a fight by "accidentally" killing one of the Illinois tribe. When they return, the Ojibway chiefs are determined to find out if their neighbors want war, and send Larsen and several others to scout the Illinois territory. Edwards and a party go to look over the territory of the Dacotahs. They separate, and Edwards is mauled by a bear and rescued by Stephen Chase, an arrow maker in the Dacotahs, and nursed by his daughter, Yvette "Minnehaha" Dugay. The pair fall in love, and, when he departs, Edwards pledges to return for her. He takes back as peace offerings several Dacotah arrows. In the meantime, Larsen has attacked several more Illinois Indians, and the tribe seeks revenge with a large war party which creeps up on Ojibways. Edwards spots the war party, and warns his tribe before the attack, which is then beaten off. Edwards is proclaimed a chief. He asks permission to marry, which is granted, and he returns with Dugay. As winter approaches the tribe sees a hard season ahead, the corn crop having failed, and there being little meat left. Larsen urges an attack upon the Dacotahs, who have plenty of food. Dugay and Edwards feel sure they can get the food without fighting, and a messenger is dispatched. Later, word comes that the messenger has supposedly been killed by the Dacotahs. Enraged, the Ojibways start on the war path, and Edwards goes along determined to kill the chief, Stuart Randall, who, he has learned, is his father. He goes ahead, and battles with Randall, but can not kill him, and learns that he couldn't get back to his mother. Randall assures him of food, and that the messenger left safely. As the tribes are about to meet, Edwards proves that Larsen killed the messenger, and disposes of him. The Ojibways return home with peace a reality and plenty of food.

X-RAY: Based on the work by Henry Wadsworth Longfellow, this is a natural for youngsters and good entertainment for adults as well. The film is well made, and adheres pretty much to the original, which means that educational tieups

should be forthcoming. The story is interesting and informative, with a good deal of action, Indian customs, and romance included. The use of color, the performances by the cast, and better direction and production help, and viewers should be pleased. The screen play is by Arthur Strawn and Dan Ullman.

AD LINES: "Hiawatha Reaches The Screen In All Its Glory And In Color"; "Entertainment For Young And Old"; "Action, Adventure, And Romance Among The Indians As Henry Wadsworth Longfellow's Classic Reaches The Screen."

PARAMOUNT

Come Back, Little Sheba (5213)

DRAMA
99M.

ESTIMATE: Well-made adult drama.

CAST: Burt Lancaster, Shirley Booth, Terry Moore, Richard Jaeckel, Philip Ober, Liza Golm, Walter Kelley. Produced by Hal B. Wallis; directed by Daniel Mann.

STORY: Terry Moore, college student, rents a room from middle-aged Shirley Booth despite the sloppiness of both the house and Booth, because of its closeness to the university. Burt Lancaster, man of the house, at first refuses to let Booth rent the room, but he is impressed with Moore's beauty and charm, and agrees. A chiropractor, Lancaster is battling alcoholism, and is honored by Alcoholics Anonymous for having stayed away from liquor. Booth, lazy, dreams back to the days when she was pretty, and also likes to talk about "Little Sheba," a white puppy that disappeared and which she is always expecting to return. Recalled, too, is how Lancaster attended medical school, and he met Booth. Infatuation led to her eventual pregnancy, with the result that he left school, married her, and became a chiropractor. Their child died at birth and he took to drinking. Lancaster thinks that Moore shouldn't make a similar mistake, and resents student Richard Jaeckel visiting her in her room. Lancaster thinks that Jaeckel spent one night with her, although it is not true, and he goes off on a drunk. When Lancaster returns, Booth phones for help from the AA, but until they come, Lancaster accuses her of being sloppy, and of tricking him into marriage. He is taken to the hospital for treatment, leaving a stunned Booth. She thinks of leaving him, but remains, and takes heed of his drunken rambling with the result that when he returns, the house is clean and spotless, she is attractively dressed, breakfast is waiting, and the future looks bright. He is humble, and seemingly hopeful of the future. They are informed by wire that Moore and her fiance have been married.

X-RAY: An absorbing tale that offers dramatic entertainment for adult audiences, this plays on the screen as on the stage, Sex, pre-marital love-making, etc., as discussed between characters, plays an important part in the story thus limiting attendance primarily to adults. Performances are of high calibre, with Booth, Lancaster, and Moore standouts. The job done by Booth is such as to merit her consideration for all kinds of awards. This adds up to a show that should be appreciated where adult films and stage plays click, with an added assist from word-of-mouth, extensive promotion campaign, etc. The screen play is written by Ketti Fringe, based on the original play by William Inge. Direction and production are also in the high calibre class. Legion of Decency: "B."

TIP ON BIDDING: Better rates, depending on the individual situation.

AD LINES: "A Hit Play Comes To The Screen In Its Adult Form"; "A Drama That Will Shock And Thrill As Few Have Before"; "They'll Talk About This Film For A Long Time."

Tropic Zone (5211) MELODRAMA

94M.

(Color by Technicolor)

ESTIMATE: Okeh program melodrama.

CAST: Ronald Reagan, Rhonda Fleming, Estelita, Noah Beery, Jr., Grant Withers, John Wengraf, Argentina Brunetti, Rico Alanes, Maurice Jara, Pilar Del Rey. A Pine-Thomas Production. Directed by Lewis R. Foster.

STORY: Banana growers at Puerto Barancas bow to the whims of grower John Wengraf, who owns the only ship which can take the fruit to the United States for sale. Wengraf is desirous of acquiring all the banana plantations in the area, especially that of Rhonda Fleming, who inherited the land from her father. Wengraf is aided by her foreman, Grant Withers, who is slowly ruining her plantation. Ronald Reagan arrives after being smuggled in by pilot Noah Beery, Jr., with the assistance of Estelita, night club entertainer. Reagan has been gotten out of a neighboring country, where he is in political disfavor. Since he has banana experience, Fleming persuades him to take over Withers job and fires the latter. Wengraf learns of Reagan's background and insists that he work for him or be arrested. Reagan pretends to go along. Wengraf tries to ruin Fleming, and Reagan brings about important changes in her plantation. He sends Beery to a friend in a fruit company with a plea for a boat to stop for the bananas, and Beery returns with news that a boat will be waiting off the island, and that Reagan is no longer a wanted man. The planters and crew pitch in to supply the necessary amount of fruit. Despite obstacles by Wengraf, they succeed in getting the shipment to the boat in time. Fleming and Reagan are in love, and everybody but Wengraf and Withers are happy.

X-RAY: With an interesting story, okeh performances, and suitable direction and production, as well as offering information on banana growing, this moves at an okeh pace with occasional musical number thrown in by Estelita. It should make an adequate programmer. Songs heard include "I'll Always Love You", "Handkerchief Dance", "The Magic Of You, and "Cali Conga." The screen play was written by Lewis R. Foster, based on the novel by Tom Gill.

TIP ON BIDDING: Fair program price.

AD LINES: "Action And Adventure In The Tropics"; "Thrills In The Tropics With Rhonda Fleming and Ronald Reagan"; "He Wanted To Be King Of The Bananas But Wound Up With No A-peel."

RKO

Angel Face (312) MELODRAMA

91M.

ESTIMATE: Name draw should help slowly paced melodrama.

CAST: Robert Mitchum, Jean Simmons, Mona Freeman, Herbert Marshall, Leon Ames, Barbara O'Neil, Kenneth Tobey, Raymond Greenleaf, Griff Barnett, Robert Gist, Morgan Farley, Jim Backus. Produced and directed by Otto Preminger.

STORY: Robert Mitchum, ambulance driver, goes on an emergency call to a swank mansion, where wealthy Barbara O'Neil has been mysteriously overcome by gas. Her husband, Herbert Marshall, saves her life. Mitchum meets Marshall's daughter, Jean Simmons, a friendless girl, who becomes fascinated by him. She follows him, and Mitchum breaks a date with Mona Freeman to spend the evening with

her. Simmons reveals her attachment for her father and her hatred of her stepmother, and learns from Mitchum his hopes of operating a garage for sport cars. Mitchum, intrigued by Simmons and her car, sees her regularly. She gets him a job as chauffeur at her house where, he points out he may be able to influence her stepmother to invest in his garage. Mitchum gets fed up with the strange behavior of Simmons and family, and decides to leave. Next day, O'Neil and Marshall are killed when the faulty car they are driving goes full speed in reverse gear over a cliff. Simmons and Mitchum, arrested for murder, are defended by Leon Ames, who induces them to marry as the only way to escape the gas chamber. The verdict of not guilty is returned by the jury, as Simmons and Mitchum drive home. Mitchum tells her that he is going to Mexico for a divorce. She begs him to stay with her. Simmons tells her attorney that she was responsible for her parents' death but nothing can be done about it now that the trial is over. Back at the house, she offers to drive Mitchum to the station. Starting the motor, she throws the gears in reverse, and the car plunges over the cliff killing both.

X-RAY: Slowly paced, and with an ending that comes somewhat as a surprise, this will get its best returns through concentration on the name values. Simmons is good as the brooding stepdaughter; Mitchum walks through in his usual stone-faced style, and Ames, as the defending attorney; Marshall, as the weak husband of O'Neil, and Freeman haven't too much to do. The story was written by Frank Nugent and Oscar Millard.

TIP ON BIDDING: Above usual program price.

AD LINES: "An Innocent Bystander Tried For A Murder He Did Not Commit"; "A Perfect Crime Ends In Disaster"; "The Inimitable Robert Mitchum And Jean Simmons in . . . 'Angel Face'."

The Bachelor And The Bobby Soxer (385) COMEDY

94M.

ESTIMATE: Reissue has the names to help.

CAST: Cary Grant, Myrna Loy, Shirley Temple, Rudy Vallee, Ray Collins, Harry Davenport, Johnny Sands, Don Beddoe, Lillian Randolph, Veda Ann Borg, Dan Tobin, Ransom Sherman, William Bakewell, Irving Bacon, Ian Bernard, Carol Hughes, William Hall, Gregory Gaye. Produced by Dore Schary; directed by Irving Reis.

STORY: Teen-ager Shirley Temple lives with her sister, Judge Myrna Loy, who has a reputation for severity. Artist Cary Grant comes up before Loy after a night club brawl, but she lets him off easy. Later, Grant gives a lecture at Temple's high school, and Temple develops a crush. The result sees Temple going to Grant's apartment without his permission or knowledge, with Loy and Rudy Vallee, assistant district attorney, thinking the worst. Grant's plight is explained. He is made to escort Temple to student affairs. Gradually, Loy falls for him, and Vallee senses this. Eventually, Temple is pushed out of the picture, but Grant and Loy quarrel. This, however, is patched up by Ray Collins, Loy's uncle.

X-RAY: When first reviewed in THE SERVICESECTION of September, 1947, it was said: "Engaging, packed with plenty of humorous situations, this will be the reason for happy days at the boxoffices. It has name draw backed by capable feature players, and the theme is one that should appeal in any situation. The word-of-

mouth should be of importance." This was written by I. Sidney Sheldon.

TIP ON BIDDING: Usual reissue price.

AD LINES: "He Was Her Knight In Shining Armor—Until He Had To Take Her To The School Picnic"; "A Riot Of Laughable Romantics"; "Brought Back For Your Reenjoyment With A Cast Of Stars."

Bachelor Mother (386) COMEDY DRAMA

82M.

ESTIMATE: Names should help reissue.

CAST: Ginger Rogers, David Niven, Charles Coburn, Frank Albertson, E. E. Clive, Elbert Copen, Paul Stanton, Gerald Oliver-Smith, Leona Roberts, Ferike Boros, Ernest Truex, Leonard Penn, Dennie Moore, June Wilkins, Frank M. Thomas, Edna Holland, Donald Duck. Produced by B. G. De Sylva; directed by Garson Kanin.

STORY: Shopgirl Ginger Rogers finds a discarded baby, and her boss, David Niven, thinking the baby is hers, takes an interest in her. Frank Albertson tells Niven's father, Charles Coburn, that the child is his grandson, setting off a chain of events culminating in a Rogers-Niven marriage.

X-RAY: When first reviewed in THE SERVICESECTION of July, 1939, it was said: "It's a dead sure cinch the audience will send up gales of laughter while sitting through Garson Kanin's successful invasion of the big-time directorial field. Niven and Rogers are superb in comedy roles, but there's no one in the cast, minor as his role may be, who has to take a back seat when the thespic citations are made." This was written by Norman Krasna.

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Mother, But Not a Bride"; "Another Funfest Brought Back For Your Reenjoyment"; "She Was A 'Bachelor Mother', But Marriage Was In Her Eyes."

No Time For Flowers (313) COMEDY DRAMA

82M.

(Made in Austria)

ESTIMATE: Entertaining import will fit into the duallers.

CAST: Viveca Lindfors, Paul Christian, Ludwig Stossel, Adrienne Gessner, Peter Preses, Manfred Inger, Peter Caeyke, Frederick Berger, Oscar Wegrostek, Helmut Janatsch, Karl Bachmann, Hilde Jafer, Pipi Glockner-Kramer, Reinhold Seigert, Willi Schumann, Ilka Windisch, Toni Mitterwurzer. Produced by Mort Briskin; directed by Don Siegel.

STORY: In Prague, Viveca Lindfors, an ardent pro-Communist Czech, becomes secretary to Paul Christian, who has just returned from the United States with the Czech Embassy, and is horrified when Christian praises America, its women, lipstick, etc. She reports this to political police chief Peter Preses, who tells her to play along with Christian. Actually, Lindfors is being tested for a post in America with the ambassador, with Christian, an actor, hired to place temptation before her. She keeps reporting to Preses, but love blossoms between her and Christian. When Christian tells her to flee the country with him and her family, another part of the test, it is too much, and she fails to tell Preses, who starts to suspect both Christian and Lindfors. However, Lindfors shows up in time to report to Preses. Christian then learns that Frederick Berger, who had been given the job of getting a worker for the American job, had tipped off Lindfors so that his assignment would be ended. However, both Lindfors and Berger are taken away by secret agents along with her father, mother, and brother. Over the border, it turns out that Christian had bribed the agents, and everyone is free. Christian clinches with Lindfors, and the day is saved.

X-RAY: Interesting all the way, and studded with laughs, this may get more attention in the art spots but it should adequately serve as dual bill material. Made in Austria with the cooperation of the army authorities, it contains both humorous and melodramatic elements, with audiences certain to enjoy both. However, the Lindfors name is about the only thing for the marquee, although Christian is good and the other players above average. The story is by Laslo Vadnay and Hans Wilhelm.

TIP ON BIDDING: Program price.

AD LINES: "It Was 'No Time For Flowers' . . . Only For Nylons And Bubble Baths"; "She Was An Ardent Party Worker Until She Had A Chance To Take An American Bubble Bath"; "The Gayest Comedy Of The Year."

UNITED ARTISTS

Babes In Bagdad COMEDY MELODRAMA
79M.

(Danziger)
(Exotic Color)
(Filmed in Spain)

ESTIMATE: Programmer will fit into the duallers.

CAST: Paulette Goddard, Gypsy Rose Lee, Richard Ney, John Boles, Thomas Gallagher, Sebastian Cabot, Macdonald Parke, Natalie Benesh, Hugh Dempster, Peter Bathurst. Produced by Edward J. and Harry Lee Danziger; directed by Edgar G. Ulmer.

STORY: John Boles, Kadi of Bagdad, with 12 beautiful females in his harem, pays attention only to Gypsy Rose Lee until new addition, Paulette Goddard, is introduced. She persuades Lee to petition Caliph Macdonald Parke for justice, and he is upset. His godson, Richard Ney, believes women are the equal of men, and that he would rather settle down with one. Parke agrees if Ney can outwit Boles while investigating irregularities in tax collection on the part of Thomas Gallagher, Boles' collector of taxes. Ney meets Goddard and Lee, and they work out a plan to outwit Boles, who gives Ney the use of a villa on the palace grounds. After some humiliating experiences, Boles, who had lost his office by conspiracy, once again regains it with the help of Lee, who loves him. Boles is angered when he finds out he has been tricked, and almost has Ney killed until Parke and his men arrive, and explain. Gallagher is proven guilty of embezzlement, and Ney and Goddard clinch.

X-RAY: This has names plus some other angles, including sex, which should assist in the selling, but, on the whole, it is a weak programmer. Acting, direction, and production are fair, with the use of color an asset. The story is sufficient, and the film should make an okeh addition to the duallers. The screen play is by Felix Feist and Joe Anson.

TIP ON BIDDING: Low bracket.

AD LINES: "1001 Adventures; 1001 Delights!"; "The Arabian Nights Never Saw Sights Like This"; "See The Beautiful Love Captives Sold Into Slavery; See The Spectacular Bath Of The Harem Queens."

U-International

The Lawless Breed WESTERN
(306) 83M.

(Color by Technicolor)

ESTIMATE: Better than average western.

CAST: Rock Hudson, Julia Adams, Mary Castle, John McIntire, Hugh O'Brien, William Pullen, Glenn Strange, Lee Van

Cleef, Michael Ansara, Dennis Weaver, Bobbie Hoy, Richard Garland, Race Gentry, Forrest Lewis, Bob Anderson, Stephen Chase. Produced by William Alland; directed by Raoul Walsh.

STORY: Rock Hudson, frequently punished by his stern father, John McIntire, for carrying a gun and playing cards, decides to seek his fortune, and then return for his sweetheart, Mary Castle. In a card game, he kills a crooked gambler in self-defense. One of the saloon girls, Julia Adams, helps him escape. The dead man's brothers vow vengeance, and Hudson goes to join his uncle, also played by McIntire, as he and his sons set out on their cattle drive. The brothers catch up with Hudson, and he again kills in self-defense. He returns to marry Castle, but his father persuades him to stand trial. The sheriff, paid by one of the other brothers, forces a fight, wounding Hudson, and is himself killed. A posse goes after Hudson, and wounds him, and their bullets also kill Castle. Adams cares for Hudson until he is well, and they travel around together, gambling and trying to settle down with The Texas Rangers on their trail. Finally, they marry and settle down. The Rangers catch up with Hudson, and he is sentenced to 25 years in prison. He is pardoned after 16, and returns to find Adams and his son waiting for him on the ranch. He prevents the boy from starting out looking for trouble, and all three look to a bright future.

X-RAY: Some good action sequences, an interesting story well-told and well-paced, good performances, an assist by Technicolor, and the up and coming popularity of Hudson should help this. The direction and production are also in the better class. The screen play is by Bernard Gordon, based on a story by William Alland.

TIP ON BIDDING: Better than average western price.

AD LINES: "He Stood Aside For No Man"; "There Were Two Women And Plenty Of Action In His Life"; "Action . . . Adventure . . . Romance Follow The Man From Texas."

Meet Me At The Fair COMEDY DRAMA
(307) WITH MUSIC 87M.

(Color by Technicolor)

ESTIMATE: Pleasing musical.

CAST: Dan Dailey, Diana Lynn, Hugh O'Brien, Carole Mathews, "Scat Man" Crothers, Rhys Williams, Russell Simpson, Thomas E. Jackson, George Chandler, Doris Packer, and introducing Chet Allen. Produced by Albert J. Cohen; directed by Douglas Sirk.

STORY: Medicine showman Dan Dailey and assistant, "Scat Man" Crothers, find orphan Chet Allen fleeing from an institution which had been run by politicians who had used appropriations for other purposes. Diana Lynn, placed on the board of the orphanage by her fiance, weakling district attorney Hugh O'Brien, is determined to find Allen, and remedy conditions. However, Dailey enlists the aid of show girl Carole Mathews, who hides Allen, but, eventually, O'Brien finds the orphan. Dailey thinks Lynn had double crossed him, but she proves otherwise, and, in the finale, the politicians are outwitted, the orphanage is to be rebuilt, and Dailey and Lynn clinch, with a happy future for Allen.

X-RAY: This is a generally engaging comedy drama with music, with its biggest asset Allen, a member of the Columbus Boys Choir who made a big hit on TV. The newcomer makes a strong impression, and, although he sings a few songs, could have been used more. Dailey is his usual affable self, with assists from Crothers, Lynn, Mathews, and others. The

film appears to be strongest for the family trade although it has music and atmosphere that anyone can enjoy. Songs include: "Meet Me At The Fair", "I Was There", "Remember The Time", "Ave Maria", "Ezekiel Saw Da Wheel", "I Got The Shiniest Mouth In Town", "Bill Bailey Won't You Please Come Home?", "Oh, Suzanna", "All God's Chillun Got Wings", and "Sweet Genevieve." The story is by Gene Markey.

TIP ON BIDDING: Better than average price.

AD LINES: "A Gay, Enjoyable Story Of A Man Who Loved Children"; "What Happens When A Medicine Man Gives Politicians A Taste Of Their Own Medicine"; "Meet Chet Allen . . . A New Star."

WARNERS

Stop, You're Killing Me COMEDY
(210) WITH MUSIC 86M.

(Color by WarnerColor)

ESTIMATE: Amusing comedy.

CAST: Broderick Crawford, Claire Trevor, Virginia Gibson, Bill Hayes, Charles Cantor, Sheldon Leonard, Joe Vitale, Howard St. John, Henry Morgan, Margaret Dumont, Stephen Chase, Don Beddoe, Henry Slate, Jack Pepper, Louis Lettieri, Ned Glass. Produced by Louis F. Edelman; directed by Roy Del Ruth.

STORY: When Prohibition ends, most people celebrate but not Broderick Crawford, racketeering beer baron, who is almost broke. His three right hand men, Charles Cantor, Sheldon Leonard, and Joe Vitale, are determined to stick through thick and thin with him. Crawford's wife, Claire Trevor, is happy that he can go into something legitimate, and persuades him to make beer legally. Crawford tries, but the beer doesn't sell, and several bankers start pressing him for payment of a half million dollar loan. Daughter Virginia Gibson returns from school as they are about to leave for the racing season, and says she is avoiding Bill Hayes, son of a wealthy family, who is in love with her. They arrive in Saratoga for the races with the three muggs as servants, accompanied by Louis Lettieri, an orphan to whom Crawford decided to give a vacation. Before arriving, a half-million dollar holdup has taken place and the crooks hide in Crawford's house. Henry Morgan doublecrosses the other four, and kills them, but he can't get away with the money. Lettieri gets the money, and has fun avoiding Morgan. Meanwhile, Hayes has become a state trooper, and comes to call on Gibson, much to Crawford's annoyance. From that point on things move rapidly. They try to dispose of the bodies until they hear there's a reward, and then bring them back, the bankers appear, Hayes mother appears to break things up, a big party gets under way. Matters wind up with Crawford making Hayes a hero by having him shoot the dead men again, and Morgan, too, is accidentally shot and confesses. Crawford gets a renewal on his loan, and Hayes and Gibson look set for a future together, with Hayes collecting a large reward.

X-RAY: Played strictly for laughs, this seems to accomplish its objective, with the film bearing a similarity to "A Slight Case Of Murder", made years before. The whole thing is gay, light, and filled with plenty of comedy, the cast includes able players, and the direction and production are in the better class. Among the songs heard are: "Stop, You're Killing Me", "You're My Ever-Lovin'", "Ain't She Sweet", "Let The Rest Of The World Go

By", and "Baby Face". James O'Hanlon did the screen play, based on a play by Damon Runyon and Howard Lindsay.

TIP ON BIDDING: Better than average price.

AD LINES: "Body, Body Who's Got The Body"? "This'll Kill You With Its Fun And Gags"; "Wanna Have Some Fun? Tell You What We'll Do. We'll Go See 'Stop, You're Killing Me'."

MISCELLANEOUS

Bwana Devil

ADVENTURE DRAMA
91M.

(Natural Vision)
(Anso Color)
(Partly made in Africa)

ESTIMATE: Novelty third-dimensional film can be exploited to the hilt.

CAST: Robert Stack, Barbara Britton, Nigel Bruce, Ramsay Hill, Paul McVey, Hope Miller, John Dodsworth, Pat O'Moore, Pat Aherne, Bhogwan Singh, Bhupesh Guha, Bal Seirgaakar, Salu K. Sonkur, Miles Clark, Jr. Produced and directed by Arch Oboler; Natural Vision supervision, M. L. Gunzburg.

STORY: Britishers are engaged in building a railroad across a wild section of Africa. Two man-eating lions continue to terrorize the native laborers, and Robert Stack, in charge of the workers, finds it increasingly difficult to keep the workers from quitting. Stack is visited by his wife, Barbara Britton, and her father. There is no love lost between Stack and his father-in-law. Emotionally mixed up in his marital situation, Stack has taken the African job to "find himself", and the sudden appearance of his wife unnerves him. The hunt for the lions goes on, and a sneak attack by the beasts makes victims of the father-in-law and his two male companions. Feverishly, when the natives quit camp, Stack takes to the jungle to track down the beasts, and Britton goes into the jungle seeking a child who has strayed. Together, they find themselves face to face with the beasts. Stack's gun jams, but he manages to rid the jungle of the killers.

X-RAY: Principal asset, of course, is the third dimensional feature, with the patrons wearing Polaroid glasses. The film itself doesn't have very much, with the name values exceedingly lightweight, and the direction, script, and acting average. This, naturally, will be marketed on the merits of the third dimensional novelty, with the wearing of the glasses probably getting a mixed reaction. Arch. Oboler also did the screen play.

AD LINES: "At Last—Third Dimension Comes To The Screen"; "A New Thrill In Movie Entertainment—Third Dimension"; "The Screen's First Third Dimensional Feature."

Julius Caesar

DRAMA
90M.

(Brandon)

(Available on 16mm. and 35mm.)

ESTIMATE: Amateur-made production may be attractive to some art spots.

CAST: Harold Tasker, Robert Holt, Charlton Heston, Theodore Cloak, David Bradley, Grosvenor Glenn, William Russell, Frederick Roscoe, Arthur Sus, Cornelius Peeples, Alfred Edyvean, John O'Leary, Homer Dietmeier, Don Walker, Russell Gruebner, George Gilbert, George Hinners, Sam Needham, Helen Ross, Mary Darr. Produced and directed by David Bradley.

STORY: This follows closely the text of the Shakespeare play.

X-RAY: A unique production, this was produced a few years ago by students at Northwestern University, Chicago. With

the exception of Heston, the cast is made up of amateurs. Heston is effective at times as Anthony. The photography is often blurred, the photographic effects are melodramatic, the camera shots not always properly staged, and the editing is choppy. Likewise, the musical score is sharp and discordant, the lighting below average, and the direction does not always make the most of opportunities. On the other hand, this is a novelty for the art spots which install the 16mm. equipment needed to show it. The budget was \$15,000 for the entire production, which will give some idea of the scale on which it was made, and the backgrounds are those of Chicago's landmarks, as needed. An intermission of five minutes is set between the two halves of the show, "The Death Of Caesar" and "The Revenge Of Caesar". This should be sold for what it is, and the art patrons may go for it. (Since the above was written, the distributor has announced that the picture will also be available on 35mm. film.—Ed.)

AD LINES: "William Shakespeare's Famous Tragedy . . . 'Julius Caesar'"; "A Film Version Of 'Julius Caesar' Should Be Seen By All Thinking People"; "A Marvelous Intellectual Achievement."

FOREIGN

Castle In The Air

COMEDY
90M.

(Stratford)

(English-made)

ESTIMATE: Okeh import for the art and specialty spots.

CAST: David Tomlinson, Helen Cherry, Margaret Rutherford, Barbara Kelly, A. E. Matthews, Patricia Dainton, Ewan Roberts, Brian Oulton, Clive Morton, Gordon Jackson. Produced by Edward Dryhurst; directed by Henry Cass.

STORY: David Tomlinson, a Scottish earl with a huge castle to maintain, has no money. His creditors are pressing for payment, and his boarders are leaving the place, but still faithful are his secretary, Helen Cherry, who loves him; a butler, and Margaret Rutherford, an eccentric who believes Tomlinson the direct heir to the throne of Scotland. Brian Oulton, a member of a government board, arrives to inspect the place with an eye toward taking it over as a vacation spot for miners. He refuses to be shaken. Also arriving is Barbara Kelly, a wealthy American with a yen to buy the castle. Tomlinson tries to convince her it is a worthwhile property. Cherry thinks that Tomlinson is getting too friendly with Kelly, and decides to leave, whereupon he realizes he has loved her all along. Kelly decides to buy the place, but holds off until Oulton is persuaded not to requisition the place for the miners, and instead to come to work for Kelly. She buys, Tomlinson proposes to Cherry, and everybody is happy except Rutherford, who finds out that Tomlinson is not heir to the throne.

X-RAY: British and Scottish accents are widely scattered throughout this import which has an amusing enough story, adequate performances, and suitable direction and production. It should hold interest for some art and specialty bookings. One song is heard, "There Goes Your Heart And You're In Love." The screen play is by Alan Melville and Edward Dryhurst.

AD LINES: "A Comedy With A Scotch Flavor", "She Thought He Was The Heir To The Throne Of Scotland—How Stupid Can A Woman Be?"; "Love, Misunderstandings, In Merry Old Scotland."

House of Darkness

MELODRAMA
66M.

(Realart)

(English-made)

ESTIMATE: Minor import for the duallers.

CAST: Lesley Brook, Lawrence Harvey, John Stuart, George Melachrino, Lesley Osmond, Henry Oscar, Alexander Archdale, John Teed, Grace Arnold, Pauline Winter, Sydney Monkton, Charles Paton. Produced by Harry Reynolds; directed by Oswald Mitchell.

STORY: Composer George Melachrino, investigating a haunted house in England, believes he hears melancholy snatches of music from a violin and piano. While trying to set the notes on paper, he becomes fascinated with the subject. He learns that at the turn of the century pianist Lawrence Harvey and his wife, Lesley Osmond, lived there with Harvey's step-brothers, John Teed and Alexander Archdale. Harvey, feeling that his mother should have left him sole heir, quarrels with Teed and Archdale, with Osmond caught between the crossfires. Harvey kills Archdale and then removes Teed by convincing him that Archdale's spirit has returned to haunt the house, making Teed a nervous wreck. Osmond learns the truth of Archdale's death, and escapes from the house. Harvey, now mad, and imagining he is haunted both by the "ghost" of Archdale and the "noises and phenomena" he created to scare off Teed, wrecks the furniture in the house. Mad with fear, he goes to the piano, and plays the opening chords of the music, which later prove to be Melachrino's "First Rhapsody". He slumps over the keyboard dead as the "spirit" of Archdale and the notes of his violin fade away. Melachrino conducts a final rehearsal of his rhapsody as Osmond listens.

X-RAY: Given a production which authentically represents the period, this horror entry, which delves into the supernatural and psychological torment as well as murder, is too high class and lacking in action for the duallers where it will land due to the scenery chewing acting of Harvey and the nature of the subject matter, which will keep it out of the art spots. Some shoddy editing has further spoiled the effort. The background music by Melachrino's "First Rhapsody", is excellent.

AD LINES: "Love And Hate Under One Roof"; "Eerie, Sinister, Forbidding"; "The Surging Story Of A Doomed House."

Life Begins Tomorrow

FANTASY
86M.

(Mayer-Kingsley)

(French-made) (English titles)

ESTIMATE: Interesting film for the art and class spots.

CAST: Jean-Pierre Aumont, Andre Labarthe, Jean-Paul Sartre, Daniel Lagache, Jean Rostand, Le Corbusier, Picasso, Andre Gide, Dominique. Directed by Nicole Vedres.

STORY: Jean-Pierre Aumont, from the country, is trying to get a lift to Paris when Andre Labarthe, a journalist, lands in his helicopter, and picks him up. Aumont is going to Paris to see the museums, the Mint, and Catacombs, etc., but Labarthe convinces him that these things are sights of the past, and that he should have his eye on tomorrow. Under the direction of Labarthe, Aumont goes to see the existentialist, Jean-Paul Sartre, who sums up his philosophy by saying, "Society made you, but you give it back. From the moment you accept that you are only what society made you, it is you who make society". Impressed, Aumont goes to see psychiatrist Daniel Lagache, who explains his thesis that

criminality in the future might be reduced by understanding mental and physical factors which in early life compile resentments, and lead to misdeeds. The next stop is the laboratory of noted biologist Jean Rostand, who tells of the scientific future. Aumont sees the architecture of the future in the work of Le Corbusier and the art of the future in the works of Picasso. He delivers one of Picasso's plates to Andre Gide, the writer. Back in Paris, Labarthe takes his protege to a meeting of UNESCO, where atomic science and atomic war are being discussed. In Versailles, Aumont takes leave of his friend, and, with a new feeling of responsibility, goes home in the helicopter.

X-RAY: This film defies convention, and provides little in the way of plot or action serving merely as an introduction to outstanding men and their work. At any rate, its innovation in technique and the introduction to the men of the future, may prove interesting to art house audiences. It was conceived and written by Nicole Vedres, Jacques Nahum, Jacques Bost, and Oscar Zilber.

AD LINES: "Meet Andre Gide, Picasso, Jean-Paul Sartre, Daniel Lagache, Jean Rostand, and Le Corbusier In . . . 'Life Begins Tomorrow'"; "A Fantasy Of The Man Of The Present Meeting The Men Of The Future"; "An Interesting Innovation."

The Whale Hunt

DOCUMENTARY
55M.

(Artkino)
(Magnicolor)

(Russian-made) (English narration)

ESTIMATE: Overly long, repetitious import.

CREDITS: Photographed by members of the crew and the Central Documentary Studios.

STORY: This is a full length account of Soviet whaling expeditions in the Antarctic and Arctic regions. Shown is the adventurous cruise among the icebergs of the southern polar region where whales are plentiful. The captain of the ship, a hero of Socialist Labor, directs his ship into position, and the harpooners get into action, killing one whale after another. The large sea mammals are then brought on board ship, and processed. On the way back to the Black Sea and Odessa, the men pick up some samples of flora and fauna. As the ship comes into port a roaring crowd is at the dock.

X-RAY: This is really material for a short subject that has been expanded and padded into a feature. It is often repetitious.

AD LINES: "In Glorious Magnicolor"; "See The Soviet Whalers In Action"; "Dodge The Icebergs With The Blubber Chasers."

The Woman's Angle

COMEDY DRAMA
WITH MUSIC
85M.

(English-made)
(Stratford)

ESTIMATE: Moderate British import.

CAST: Edward Underdown, Cathy O'Donnell, Lois Maxwell, Claude Farrell, Ernest Thesiger, Peter Reynolds, Anthony Nicholls, John Bentley, Marjorie Fielding, Isabel Dean, Olaf Pooley, Miles Malleon, Fres Griffiths, Wensley Pithey. Produced by Walter Mycroft; directed by Leslie Arliss.

STORY: Edward Underdown, member of a talented British musical family, is also accomplished in the arts but instead acts as business manager for the group, including a conductor, violinist, and pianist. He meets nurse Lois Maxwell, who had been with Underdown's brother, a genius in the family, in Greece, when he died.

Underdown and Maxwell marry, and go on their honeymoon to an island in Greece where the dead brother lived. While there, Underdown gets the urge to write music based on old Greek folk songs, but Maxwell squashes the idea. The relationship between the two becomes strained, and Underdown takes up with Claude Farrell, a famous ballet dancer. While in the Bavarian Alps with her, he meets American Cathy O'Donnell, a free lance journalist. Later, he sees O'Donnell again, and hires her as his secretary. They travel with the family to America, where the family performance is a success, thanks to Underdown's management. However, Maxwell, who has brought suit for divorce, names O'Donnell as co-respondent. The divorce is granted, and Underdown clinches with O'Donnell.

X-RAY: Told in flashback form, this represents three episodes in the life of Underdown. While each is interesting, the film has no particular high spots. The music, however, is an asset, including "The Mansell Concerto" and "That's How Love Should Be." Underdown is able as the central character, while Farrell is beautiful and sexy as the ballerina. Other performances by Maxwell, Downs, and British actors are adequate. Though pleasant throughout, this is not on a par with top imports. The story is by Ruth Feiner.

AD LINES: "Three Smart Girls With One Single Thought"; "They All Had An Angle . . . Because They Were Women"; "He Spent A Weekend In Bavaria . . . And What A Weekend."

World Festival of Song and Dance

MUSICAL
78M.

(Artkino)
(Magnicolor)

(Russian-made) (English narration)

ESTIMATE: Overlong package of folk song and dance may appeal to some art spots.

CREDITS: Directed by Ivan Piriev; produced by Mosfilm studios and the Moscow and Deutsche Film Studios.

PROGRAM: Tibetan folk dance; "Through Suchey There Flows A River", Czech folk song; "Hotta", Spanish folk dance; "Song From Vietnam"; "Derbed", Mongolian folk dance; "The Meadow Bird", Argentine folk melodies; "Semyera", Russian folk dance; "Damyant Leads The Dance", Bulgarian song; "The Hait", Uzbek dance; "Kebel", "Kriegel Unt Zeepp", Swiss folk song; "Kili Benu", Nigerian harvest song; Armenian folk melodies; square dance, Canada; "Lyano", Moldavian song and dance; "Chardash", Hungarian dance; "Uverghesh", Hungarian folk dance; "Auashulyui" dance, Romanian; "Rancho Grande", Mexican song; "Botsha Shonyet", Hindu national dance; "Grandzya", Ukrainian song; fisherman's dance, Karelian-Finnish; drum dance, Korean; "The Makumba", Brazilian folk dance; "Cheryemukha", Russian folk song; the ribbon dance, Chinese; "Oberek", Polish folk dance; Ural dance, from the USSR.

X-RAY: A film version of the entertainment put on at the World Youth Festival in Berlin, 1951, this has music and dance from many countries, and should please audiences of Eastern European descent. However, the veil of propaganda drops down every once in a while with plugs for Joe Stalin and company.

AD LINES: "Folk Music Of Many Countries"; "The Folk Music Entertainment At The Recent World Festival Of Youth"; "A Gala Package Of Rustic Dances And Songs From Many Countries."

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The Shorts Parade

THREE REEL

Sociology

TEEN-AGE MENACE. Broadway Angels, Inc. 26½m. This is the graphically illustrated story of what happens to a teenager who gets into the dope habit while looking for a thrill, and anxious to be one of the gang. Mark Rydell is persuaded by companions Martin Newman and Jeanie Free to take up smoking doped cigarettes even after his girl friend, Jill Kraft, refuses. From this, he graduates to regular dope intake, and steals, borrows, and conives until he can get enough to buy his daily ration of the stuff. He leaves school and home, and takes to just living from one injection to another until he can no longer buy the stuff, and its lack of it and proper attention kills him. There is much that can be exploited here, and the players perform well, and the direction and production also are above average. **GOOD.**

TWO REEL

Color Documentary

OPERATION A-BOMB. RKO—Technicolor Specials. 16m. The 28th A-bomb explosion at the testing grounds near Las Vegas, Nev., is seen as photographed by U. S. Marine Corps cameramen in Eastman Color. The breath-taking detail of the nuclear explosion is seen at a closer range than ever before, while the combatmen in their foxholes undergo the simulated conditions of atomic warfare. Test dummies and equipment in the wake of the bomb are seen before and after, illustrating the gigantic power of the bomb. Guided by a skillful narration by Bob Considine, the film is an interesting experience. **EXCELLENT.** (33001).

Comedy

HIS WEDDING SCARE. Columbia—Favorite Re-releases. 16½m. When first reviewed in *THE SERVISSECTION* of January, 1943, it was said: "El Brendel marries a good looking blonde, and they start on their honeymoon. However, they are never alone, since she keeps meeting former husbands. Brendell gives up after taking her to a desert island, only to have two former mates pop up in a submarine. **FAIR.**" (5433).

THREE DARK HORSES. Columbia—The Three Stooges. 16m. Some crooked politicians are looking for three fools to send to the Presidential convention and vote the way they are told. The Three Stooges fit the part perfectly. While at the convention, they find that they are working for crooks, and decide to change their votes at the last minute, thus breaking a tie and nominating a candidate. The crooks come after them but The Stooges emerge triumphant. **FAIR.** (5402).

Novelty

ARE ANIMALS ACTORS? Warners—Classics of the Screen. 20m. When first reviewed in *THE SERVISSECTION* of March, 1945, it was said: "This opens in Hollywood, where Rennie Renfro's famous kennels are located, and shown in action are Daisy, the terrier, and her family. Others of his group also go through their tricks for the camera. Following in rapid succession are a dancing troupe of Doberman Pinschers, performing bears, dancing stallions, seals, monkeys, lions, and tigers. A glimpse of Rin Tin Tin and Tom Mix, and his horse, Tony, are also seen. **EXCELLENT.**" (9103).

Science

MEN OF SCIENCE. RKO—Pathe Specials. 16m. Surveyed are the vast resources for scientific study available at the Massachusetts Institute of Technology. The freshmen and graduate students who will be the leaders of tomorrow carry on their research with the help of the vast amount of scientific equipment available. Seen, too, are the extra curricula activities of the MIT students. **GOOD.** (33104).

Color Travel

THE WHITE CONTINENT. British Information Service. 20m. In color, this is an account of an exploratory expedition to Queen Maudland in Antarctica. The expedition, under the joint sponsorship of Great Britain, Norway, and Sweden, is equipped with planes and tractors to conquer the vast plains of ice to map the unknown continent and to gather material on weather conditions. Some beautiful color shots of the icy wilderness should prove interesting. **GOOD.**

ONE REEL

Color Art

BIRTH OF VENUS. 20th-Fox—Art Films. 9m. A teacher at Columbia University, New York City, while watching girls rehearse some Greek games, thinks back to the Renaissance, recalling the wonders of Greece. The camera goes into the Vatican, where the creation of Raphael, a beautiful mural, is seen. Then, at the Uffizi gallery in Florence, Italy, Sandro Botticelli's "The Birth Of Venus" is under scrutiny. This is an excellent subject for spots where art shorts are appreciated. **EXCELLENT.**

Art

ART SURVIVES THE TIMES. AF Films. 10m. Here is a picture of a new Paris digging out of the rubble of war. The museums, closed during the war, are again exhibiting the works of Matisse, Picasso, Ronault, and others, and the buildings are going up decorated by the spirit of the new generation of artists absorbed in the traditions of the masters, but contributing their own part to tradition. This will make a good addition to the art theatres. **GOOD.**

Color Cartoons

DINKY IN WISE QUACKS. 20th Century-Fox—Terrytoons. 7m. Dinky, studying the book, "How To Sing", can produce only quacks. A fairy godmother appears, which enables him to sing. He croons a love song, and attracts the girls, but the wolf abducts him, takes him to the city, and puts him in the circus and Kornygee Hall. With Dinky sad, the fairy godmother reappears, removes his ability to sing, and restores his quacks. The Kornygee Hall crowd then turns against the impressario, the wolf. Dinky escapes, and happily returns to his beloved countryside. The moral pointed up is "Be Yourself". **GOOD.** (5304).

FOOL COVERAGE. Warners—Looney Tunes. 7m. Daffy Duck, trying to sell an accident policy to Porky Pig, is the victim of a lot of accidents, with Porky finally buying a policy. Hidden clauses, such as

elephants stampeding through the house at a certain time on July 4, then come to life to pay off Porky. **GOOD.** (9706).

GERALD McBOING BOING'S SYMPHONY. Columbia—Jolly Frolics. 7½m. Gerald McBoing Boing, star of the bong bong radio station, is given the job of subbing for a symphony orchestra at the last moment when the members fail to show up. Imitating all 120 pieces without having had a chance to study the score, is a task, but Boing does well until he mixes up the score with the script of a dramatic show, resulting in his being fired. When the station is flooded with messages of approval, he is welcomed back. The technique and imaginativeness make this a fine short. **EXCELLENT.** (5503).

HARE LIFT. Warners—Bugs Bunny Specials. 7m. Bugs Bunny, examining a giant air liner, is made to run the plane by his hillbilly friend, who has just held up a bank. Bugs not only forces the hillbilly to jump into the arms of the law via parachute, but he lands the plane safely via air brakes. **GOOD.** (9725).

MOUSE IN MANHATTAN. MGM—Gold Medal Reprint Cartoons. 8m. When first reviewed in *THE SERVICSECTION* of May, 1945, it was said: "Tom, fed up with country life, leaves a note for Jerry that he is leaving for the big city, hops the rods, and arrives at Grand Central Station, where he has some slippery adventures on the marble floor. Going to Wall Street, he gets dizzy looking up at the tall buildings. Walking along a street, he flops into the subway, is chased by a train, arrives at the Gay White Way, is dazzled by the neons, and finally lands in a swank hotel, where his adventures land him in the ladies' powder room. Then, after being chased all over the place, he is glad to get back to his country home. Tiptoeing up to Jerry, who has been asleep all the time, he tears up the note, and scuttles into his own hole. **FAIR.**"

Novelty

CANDID MICROPHONE No. 2. Columbia. 10½m. Allan Funt takes his roving camera to an electrical fix-it shop, where he encounters a woman seeking a spare part for a juice extractor and a man having trouble with a leaky steam iron. The camera then goes into a tourist guide office, where a man describes his home town in words that require censorship. **FAIR.** (5552).

COLLEGE CIRCUS. RKO—Screenliners. 8m. A full fledged circus on the campus as part of the physical education curriculum is the boast of Florida State University, Tallahassee, Fla. A regular course in acrobatics or clowning may be taken for a semester of credit under the direction of coach Jack Haskin. Every spring, the college circus performs at nearby towns. With nets and safety lines, there have never been any serious accidents. **GOOD.** (34207).

I LOVE CHILDREN, BUT— MGM—Pete Smith Specialties. 9m. A father, captive of the new child psychology, and a child who takes advantage of this are the subjects. Papa, tied down with junior for the evening, brings him along to a

friend's house, puts him to sleep, and sits down to his poker game. Junior gets into all sorts of trouble, but his pop always keeps his patience and his faith in child psychology. **GOOD.**

JOHNNY GETS HIS ROUTE. RKO—Screenliners. 9m. The government has honored the American newspaper boy through a special commemorative stamp, and this is the story of the typical newsboy whose picture appears on the stamp. With his school and his mother consenting, Johnny joins the ranks of newsboys, becoming a service to the community and an independent business man. **FAIR.** (34208).

TOO MUCH SPEED. Warners-Vitaphone Novelties. 10m. From the library someone has come up with a fast, often shocking, collection of film showing bicycle, motorcycle, and auto races, with the accent on death and destruction. The shots will bring gasps from the audiences, and action addicts should get plenty of kick out of it. **EXCELLENT.** (9604).

WAY BACK WHEN. RKO—Screenliners. 8m. A sprightly and pungent narration by Harry Von Zell makes this retrospective view of old time flickers a delightful experience. Seen is a typically sentimental silent picture, "The Drunkard's Reformation", complete with all its theatrical and exaggerated gestures that are easy targets for Von Zell's quips. **GOOD.** (34209).

Sports

BOBBY SHANTZ. RKO—Sportscope. This is the story of the little man, pitcher for the Philadelphia Athletics, who rose from the sandlots, to minor league, to the majors, and, finally, to the honor of most valuable player. His topnotch pitching skill has placed him in the ranks of up and coming greats of the grand old game. **FAIR.** (34308).

KING OF CLUBS. RKO—Sportsopes. 8m. Golfing is the theme, and champion South African golfer Bobby Locke gives a few pointers on technique. Locke illustrates the proper grip for the club, the right stance, and swinging motion characteristic of his championship style. He then goes on to show the marvelous drives and putts that are the result of his technique. **GOOD.** (34307).

RASSLIN' MAT-ADORS. Columbia—World Of Sports. 10m. "Mr. America", Gene Stanley, and Big Ben Morgan play the hero and villain, respectively, in this wrestling match complete with sound effects. Big Ben gives Stanley a thorough beating, but "Mr. America" comes out of it to win the match. The running commentary by Bill Stern is full of puns and jabs at the ham actors. **FAIR.** (5803).

Travel

THE LEGEND OF THE PALLAMID MOUNTAINS. Italian Tourist Bureau. 10m. Seen is a mountain climbing expedition on the almost inaccessible Pallamid mountains in Italy. The daring climbers scale an almost perpendicular ridge slowly and carefully. When the peak is reached, the men secure a rope there, and, keeping hold of the rope, jump down the side of the mountain. **FAIR.**

ALPHABETICAL GUIDE To 191 Features Reviewed Since The Aug. 27 Issue

(This index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A	
ABBOTT AND COSTELLO MEET CAPTAIN KIDD—70m.—Warners	3423
ABOVE AND BEYOND—122m.—MGM	3413
AFFAIR IN TRINIDAD—98m.—Columbia	3365
AGAINST ALL FLAGS—84m.—U-I	3423
ALLEGHENY UPRISING—81m.—RKO	3369
AMAZING MONSIEUR FABRE, THE—89m.—Futur	3383
ANDROCLES AND THE LION—98m.—RKO	3407
ANGEL FACE—91m.—RKO	3431
ANGEL STREET—80m.—Commercial	3416
ANGELO IN THE CROWD—82m.—Continental	3400
ANNIE OAKLEY—91m.—RKO	3370
APACHE WAR SMOKE—67m.—MGM	3381
APRIL IN PARIS—101m.—Warners	3416
ARMY BOUND—61m.—Monogram	3368
ASSIGNMENT—PARIS—85m.—Columbia	3365
B	
BABES IN BAGDAD—79m.—UA	3432
BACHELOR AND THE BOBBY SOXER, THE—94m.—RKO	3431
BACHELOR MOTHER—82m.—RKO	3431
BAD AND THE BEAUTIFUL, THE—117m.—MGM	3421
BATTLE ZONE—82m.—Allied Artists	3413
BATTLES OF CHIEF PONTIAC—72m.—Realart	3417
BEAUTY AND THE DEVIL—95m.—Dovis	3373
BECAUSE OF YOU—95m.—U-I	3391
BECAUSE YOU'RE MINE—103m.—MGM	3367
BELA LUGOSI MEETS A BROOKLYN GORILLA—74m.—Realart	3386
BERLINER, THE—80m.—Burstyn	3409
BEWARE MY LOVELY—77m.—RKO	3370
BIG JIM McLAIN—90m.—Warners	3372
BIG SKY, THE—122m.—RKO	3370
BLACKBEARD, THE PIRATE—99m.—RKO	3422
BLACK CASTLE, THE—81m.—U-I	3399
BLAZING FOREST, THE—90m.—Paramount	3389
BLOODHOUNDS OF BROADWAY—91m.—20th-Fox	3408
BOMBA AND THE JUNGLE GIRL—70m.—Monogram	3430
BONZO GOES TO COLLEGE—79½m.—U-I	3372
BLUE CANADIAN ROCKIES—58m.—Columbia	3413
BRANDY FOR THE PARSON—75m.—Mayer-Kingsley	3383
BRAVE DON'T CRY, THE—90m.—Mayer-Kingsley	3423
BREAKING THROUGH THE SOUND BARRIER—109m.—UA	3415
BWANA DEVIL—79m.—Naturol Visian	3433
C	
CADETS OF GUASCOGNA, THE—103m.—Continental	3400
CANYON AMBUSH—53m.—Monogram	3398
CAPTAIN BLACK JACK—90m.—Classic	3373
CAPTAIN PIRATE—85m.—Columbia	3365
CAPTIVE WOMEN—65m.—RKO	3390
CARIBBEAN—97m.—Paramount	3369
CASQUE D'OR, THE STORY OF A BLONDE—95m.—Discna	3384
CASTLE IN THE AIR—90m.—Stratford	3433
CATTLE TOWN—71m.—Warners	3423
CLOUDED YELLOW, THE—89m.—Columbia	3366
COME BACK, LITTLE SHEBA—99m.—Paramount	3430
CRIMSON PIRATE, THE—104m.—Warners	3373
CURTAIN UP—93m.—Rank	3384
D	
DANCE HALL GIRLS—67m.—Bell	3384
DANGEROUS ASSIGNMENT—67m.—Famous	3374
DEATH OF AN ANGEL—65m.—Famous	3384
DERBY DAY—84m.—Wilcox-Neagle	3424

DESPERADOES' OUTPOST—54m.—Republic	3398
DESPERATE SEARCH—71m.—MGM	3421
DEVIL MAKES THREE, THE—89m.—MGM	3367

E	
EIGHT IRON MEN—80m.—Columbia	3397
EVERYTHING I HAVE IS YOURS—91m.—MGM	3389

F	
FACE TO FACE—89m.—RKO	3414
FAITHFUL CITY—86m.—RKO	3370
FARGO—69m.—Monogram	3381
FATHER'S DILEMMA—80m.—Davis	3409
FEUDIN' FOOLS—63m.—Monogram	3368
FLAT TOP—85m.—Monogram	3406
FLOWERS OF ST. FRANCIS—80m.—Burstyn	3401
FORCE OF DESTINY, THE—100m.—Screen Arts Sales	3409
FOUR POSTER, THE—103m.—Columbia	3397
FOUR STEPS, THE—110m.—Metoxas	3416
FRENCH WAY, THE—74m.—Monor	3384

G	
GAMBLER AND THE LADY—72m.—Lippert	3429
GODS OF BALI, THE—61m.—Classic	3409
GOLDEN HAWK, THE—83m.—Columbia	3366
GRAND CONCERT, THE—100m.—Artkino	3385
GUEST WIFE—87m.—UA	3372
GUNFIGHTER, THE—84m.—20th-Fox	3422

H	
HANGMAN'S KNOT—81m.—Columbia	3405
HANS CHRISTIAN ANDERSEN—111m.—RKO	3422
HAPPY TIME, THE—94m.—Columbia	3366
HIAWATHA—79m.—Monogram	3430
HOAXTERS, THE—37m.—MGM	3429
HORIZONS WEST—81m.—U-I	3383
HOUR OF 13, THE—78m.—MGM	3389
HOUSE OF DARKNESS—66m.—Realart	3433
HURRICANE SMITH—90m.—Paramount	3381

I	
I BELIEVE IN YOU—96m.—Rank	3385
INVASION U. S. A.—74m.—Columbia	3429
IRON MISTRESS, THE—110m.—Warners	3400
IT GROWS ON TREES—84m.—U-I	3408
IT'S IN THE BAG—87m.—UA	3372

J	
JULIUS CAESAR—90m.—Brandan	3433
JUST FOR YOU—104m.—Paramount	3369

K	
KANSAS CITY CONFIDENTIAL—98m.—UA	3415

L	
LADIES OF THE CHORUS—61m.—Columbia	3397
LADY GODIVA RIDES AGAIN—98m.—London	3385
LADY VANISHES, THE—95m.—UA	3372
LAST MISSION, THE—81m.—Finos	3401
LAST TRAIN FROM BOMBAY—72m.—Columbia	3366
LAWLESS BREED, THE—83m.—U-I	3432
LEONARDO DA VINCI—70m.—Pictura	3424
LIFE BEGINS TOMORROW—86m.—Mayer-Kingsley	3433
LIMELIGHT—141m.—United Artists	3399
LOOK WHO'S LAUGHING—79m.—RKO	3370
LUSTY MEN, THE—113m.—RKO	3390

M	
MAGIC BOX, THE—103m.—Mayer-Kingsley	3401
MAGIC SWORD, THE—90m.—Ellis	3401
MERRY WIDOW, THE—105m.—MGM	3367
MERRY WIVES OF WINDSOR, THE—92m.—Central Cinema	3402
MEET ME AT THE FAIR—87m.—U-I	3432
MILLION DOLLAR MERMAID—114m.—MGM	3414
MINE WITH THE IRON DOOR, THE—66m.—Columbia	3366
MIRACLE OF OUR LADY OF FATIMA, THE—102m.—WB	3373
MONKEY BUSINESS—97m.—20th-Fox	3371
MONTANA BELLE—81m.—RKO	3407
MONTANA INCIDENT—54m.—Monogram	3368
MR. DENNING DRIVES NORTH—93m.—London	3385
MY MAN AND I—99m.—MGM	3368
MY PAL GUS—83m.—20th-Fox	3408
MY WIFE'S BEST FRIEND—87m.—20th-Fox	3391

N	
NEW CHINA, THE—103m.—Artkino	3402
NIGHT WITHOUT SLEEP—77m.—20th-Fox	3391
NIGHTMARE IN RED CHINA—63m.—Friedgen	3417

NO HOLDS BARRED—66m.—Monogram	3406
NO TIME FOR FLOWERS—82m.—RKO	3431

O	
ONE MINUTE TO ZERO—105m.—RKO	3371
OPERATION SECRET—108m.—Warners	3400
ORIENTAL EVIL—65m.—Classic	3386
OUTPOST IN MALAYA—86m.—UA	3416

P	
PIRATE SUBMARINE—69m.—Lippert	3367
PLYMOUTH ADVENTURE—104m.—MGM	3406
PONY SOLDIER—83m.—20th-Fox	3408
PRISONER OF ZENDA, THE—101 MGM	3397
PROMOTER, THE—88m.—U-I	3385

R	
RAIDERS, THE—80m.—U-I	3399
RAINBOW 'ROUND MY SHOULDER—78m.—Columbia	3366
RIDE THE MAN DOWN—90m.—Republic	3407
ROAD TO BALI—90m.—Paromaunt	3421
ROBINSON CRUSOELAND—82m.—Fronco-London	3386

S	
SAVAGE, THE—95m.—Paramount	3382
SAVAGE TRIANGLE—112m.—Burstyn	3402
SCOTLAND YARD INSPECTOR—79m.—Lippert	3405
SEEDS OF DESTRUCTION—83m.—Astor	3374
SKY FULL OF MOON—73m.—Metra	3406
SNOWS OF KILIMANJARO, THE—114m.—20th-Fox	3382
SOMEBODY LOVES ME—97m.—Paramount	3369
SOMETHING FOR THE BIRDS—82m.—20th-Fox	3399
SOUTH PACIFIC TRAIL—60m.—Republic	3414
SPRINGFIELD RIFLE—93m.—Warners	3392
STARS AND STRIPES FOREVER—89m.—20th-Fox	3415
STEEL TRAP, THE—87m.—20th-Fox	3399
STOOGE, THE—100m.—Paramount	3398
STOP, YOU'RE KILLING ME—86m.—Warners	3432
STORY OF MANDY, THE—93m.—U-I	3423
STORY OF ROBIN HOOD, THE—83m.—RKO	3371
STRANGE FASCINATION—80m.—Columbia	3389
STRANGE ONES, THE—98m.—Kingsley-Mayer	3374
STREETS OF SORROW—75m.—Union	3424
SUDDEN FEAR—110m.—RKO	3371

T	
TARAS SHEVCHENKO—102m.—Artkina	3386
TARGET—HONG KONG—66m.—Columbia	3429
THIEF OF VENICE, THE—91m.—20th-Fox	3415
THIEF, THE—85m.—UA	3382
THIRST OF MEN, THE—83m.—Union	3417
THUNDER IN THE EAST—98m.—Paramount	3406
THUNDERBIRDS—99m.—Republic	3414
TOO MANY GIRLS—85m.—RKO	3371
TOPAZE—114m.—Discna	3417
TORPEDO ALLEY—84m.—Allied Artists	3413
TOUGHEST MAN IN ARIZONA—90m.—Republic	3398
TRIP TO AMERICA—75m.—Lewis	3409
TROMBA, THE TIGER MAN—63m.—Lippert	3405
TROPIC ZONE—94m.—Paramount	3431
TROPICAL HEAT WAVE—74m.—Republic	3390
TURNING POINT, THE—85m.—Paramount	3382

U	
UNDER THE RED SEA—67m.—RKO	3390

V	
VENETIAN BIRD—95m.—Rank	3424
VOODOO TIGER—67m.—Columbia	3405

W	
WAC FROM WALLA WALLA, THE—83m.—Republic	3407
WAGON TEAM—61m.—Columbia	3381
WAY OF A GAUCHO—91m.—20th-Fox	3391
WHALE HUNT, THE—55m.—Artkina	3434
WILLIE AND JOE IN BACK AT THE FRONT—87m.—U-I	3383
WOMAN'S ANGLE, THE—85m.—Stroiford	3434
WORLD FESTIVAL OF SONG AND DANCE—78m.—Artkina	3434
WYOMING ROUNDUP—53m.—Monogram	3421

Y	
YANKEE BUCCANEER—86m.—U-I	3383
YELLOW SKY—98m.—20th-Fox	3422
YUKON GOLD—62m.—Monogram	3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
NOVEMBER Hangman's Knot R. Scott, D. Reed, C. Jarman, Jr. (Technicolor) Voodoo Tiger J. Weismuller, J. Burkhardt, J. Dean Blue Canadian Rockies G. Autry, G. Davis, P. Buttram Ladies Of The Chorus M. Monroe, A. Jergens, R. Brooks (Reissue)	NOVEMBER Tromba, The Tiger Man Krone Circus (Foreign-made) Mr. Walkie Talkie W. Tracy, J. Sawyer	NOVEMBER Plymouth Adventure S. Tracy, G. Tierney, V. Johnson (Technicolor) The Prisoner Of Zenda S. Granger, D. Kerr, J. Mason (Technicolor) The Hour Of 13 P. Lawford, D. Addams (Made In England)	NOVEMBER Flat Top S. Hayden, R. Carlson, P. Coates (Cinecolor) Wyoming Roundup, W W. Wilson, P. Coates, T. Farrell No Holds Barred Bowery Boys	NOVEMBER The Savage C. Heston, P. Hanson, J. Taylor, S. Morrow (Technicolor) The Turning Point W. Holden, A. Smith, E. O'Brien	NOVEMBER Face To Face J. Mason, M. Steele, G. Lockhart, R. Preston Montana Belle J. Russell, G. Brent, S. Brady (Trucolor)	NOVEMBER Thunderbirds J. Derek, J. Barrymore, Jr., M. Freeman, G. Evans	NOVEMBER Night Without Sleep L. Darnell, G. Merrill, H. Neff The Steel Trap J. Cotton, T. Wright Bloodhounds Of Broadway M. Gaynor, S. Brady, M. Chapman (Technicolor) Pony Soldier T. Power, C. Mitchell, P. Edwards, T. Gomez (Technicolor)	NOVEMBER Outpost In Malaya C. Colbert, J. Hawkins (Stafford) (Made in Malaya) and in England) Breaking The Sound Barrier R. Richardson, A. Todd, N. Patrick (Lean) (English-made)	NOVEMBER Because Of You L. Young, J. Chandler, A. Nicol It Grows On Trees I. Dunne, D. Jagger, J. Evans The Raiders R. Conte, V. Lindfors, B. Britton (Technicolor)	NOVEMBER Operation Secret C. Wilde, S. Cochran, P. Thaxter The Iron Mistress A. Ladd, V. Mayo, J. Calleia (Technicolor)
DECEMBER Eight Iron Men M. Castle, D. McMahon, B. Calleano Strange Fascination C. Moore, H. Haas, M. Barrie The Happy Time C. Boyer, L. Jourdan, M. Hunt, B. Driscoll Invasion, U.S.A. P. Castle, G. Mohr, E. Blythe	DECEMBER Gambler and The Lady D. Clark, N. Chance (English-made)	DECEMBER Million Dollar Mermaid E. Williams, V. Mature, W. Pidgeon (Technicolor) Sky Full Of Moon J. Sterling, C. Carpenter, K. Wynn	DECEMBER Hiawatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Bomba And The Jungle Girl J. Sheffield, K. Sharpe Kansas Pacific S. Hayden, E. Miller, B. McLene (Cinecolor) (AA)	DECEMBER The Blazing Forest J. Payne, A. Moorehead, S. Morrow (Technicolor) Cleopatra C. Colbert, W. William, H. Wilcoxon (Reissue)	DECEMBER Blackbeard The Pirate R. Newton, L. Darnell, K. Andes, W. Bendix (Technicolor) Mans Christian Anderson D. Kaye, Jeanmarie, F. Granger (Technicolor) (Goldwyn) Captive Women R. Clarke, M. Field, G. Saunders The Bachelor And The Bobby Soxer Bachelor Mother (Re-releases)	DECEMBER Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates	DECEMBER My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Toffer Stars And Stripes Forever C. Webb, R. Hussey, D. Payer, R. Wagner (Technicolor)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) Monsoon U. Thiess, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Babe In Bagdad P. Goddard, G. R. Lee, R. Ney (Danziger) (Made in Spain)	DECEMBER The Black Castle S. McNally, P. Corday, R. Green B. Karloff, L. Chaney Against All Flags E. Flynn, M. O'Hara, A. Quinn (Technicolor) Abbott and Costello Meet Captain Kidd B. Abbot, L. Costello, C. Laughton, H. Brooke (SuperCinecolor)	DECEMBER Cattle Town D. Morgan, R. Moreno, P. Carey Abbott and Costello Meet Captain Kidd B. Abbot, L. Costello, C. Laughton, H. Brooke (SuperCinecolor)
JANUARY The Four Poster R. Harrison, L. Palmer The Pathfinder G. Montgomery, H. Carter, E. Verdugo (Technicolor) Winning Of The West G. Autry, S. Burnette, G. Davis	JANUARY I'll Get You G. Raft, S. Gray The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan The Clown R. Skelton, J. Greer	JANUARY Torpedo Alley M. Stevens, D. Malone, B. Williams (AA) Timber Wolf K. Grant, I. Borg, Chinook (AA) The Star Of Texas W. Morris, R. L. Brice, S. Jolley (AA)	JANUARY Road To Bali B. Crosby, B. Hope, D. Lamour (Technicolor) Thunder In The East A. Ladd, D. Kerr, C. Boyer, C. Calvet Tropic Zone R. Reagan, R. Fleming, Estelita (Technicolor) No Time For Flowers V. Lindfors, P. Christian (Made in Austria)	JANUARY Androcles And The Lion J. Simmons, A. Young, V. Mature, R. Newton Never Wave At A WAC R. Russell, M. Wilson, P. Douglas The Bachelor Mother (Re-releases)	JANUARY Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Trucolor)	JANUARY The Thief Of Venice M. Montez, P. Christian (Made in Europe) My Cousin Rachel O. DeHavilland, R. Burton The I Don't Care Girl M. Gaynor, D. Wayne, O. Levant (Technicolor) Ruby Gentry J. Jones, C. Heston, K. Malden The Gunfighter Yellow Sky (Re-releases)	JANUARY Guerilla Girl H. Dantine, Marianna (Foreign-made) (Christian) Luxury Girls S. Stephen, A. M. Ferrero, R. Podesta (Italian-made) (Riviera) Meet Me At The Fair D. Dailey, D. Lynn, C. Allen (Technicolor)	JANUARY The Lawless Breed R. Hudson, J. Adams, M. Castle (Technicolor) The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicolor) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicolor)	JANUARY April In Paris D. Day, R. Bolger, C. Dauphin (Technicolor) Stop, You're Killing Me B. Crawford, C. Trevor (WarnerColor) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicolor)	

OBSERVANCES

Dec. 25—Christmas Day
Jan. 1—New Year's Day

REALART

November—Flame and The Devil—M. Auer, M. Bueford (Foreign-made)
December—Inside Job—A. Curtis, A. Rutherford (Reissue)
Mug Town—Dead End Kids (Reissue)
My Death Is A Mockery—D. Huston, K. Byron
(English-made)

YOUR LAST CHANCE

... to get your 1953 Booking Calendar

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For the 24th consecutive season, EXHIBITOR greeted the new year with a neat, sparkling CALENDAR designed for BOOKING. A big 18 x 24 inches, its 14 months, all on one sheet, can be read clearly and legibly at a distance.

1953 BOOKING CALENDAR

ANOTHER "Theatre Wise" Service From the Theatremen's Best Trade Paper

JANUARY

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
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JULY

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JANUARY 1954

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27	28	29	30	31		

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34th ANNIVERSARY

1918-1952

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HAPPENED
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SITTING PRETTY and
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Number 8
To Sections: Section One
DECEMBER 24, 1952

PRINTED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

Featuring **STUDIO SURVEY**

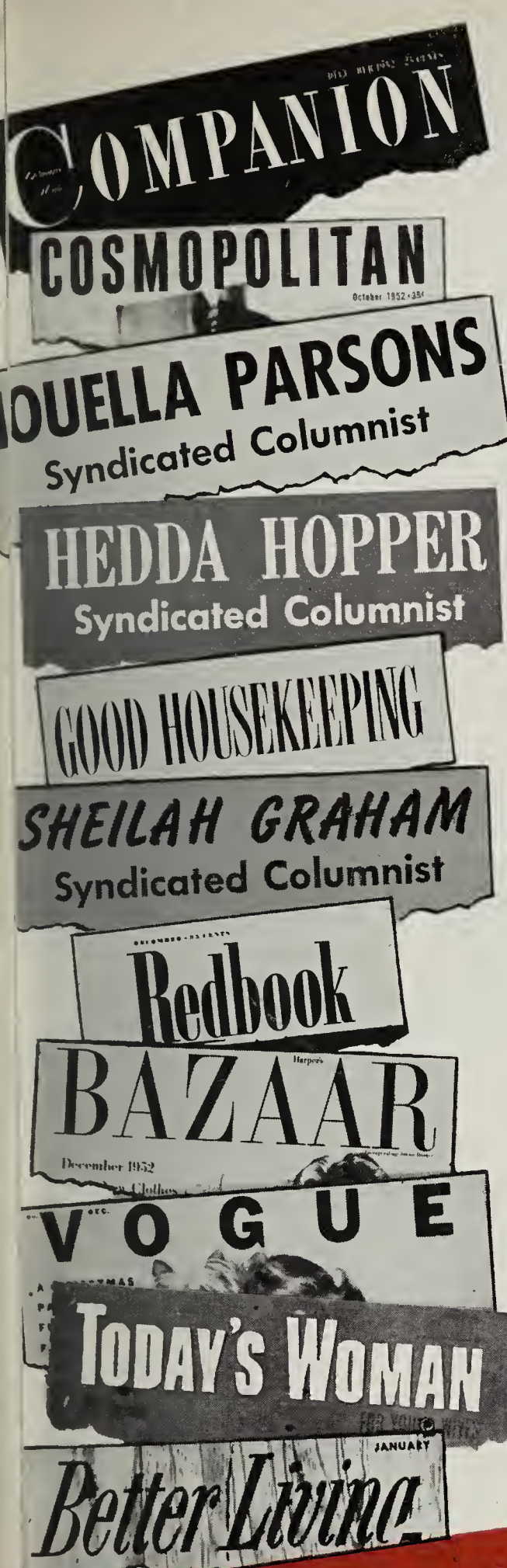
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TO THE "EXHIBITOR"—
Congratulations from M-G-M
to the staff of this magazine
upon completion of 34 years
of splendid trade journalism.



Women decide the picture "to see"

**SELL THE WOMEN
AND YOU SELL
THE TICKETS!**

M-G-M presents "ABOVE AND BEYOND" starring Robert Taylor • Eleanor Parker • with James Whitmore • Marilyn Erskine • Screen play by Melvin Frank, Norman Panama and Beirne Lay, Jr. Story by Beirne Lay, Jr. • Produced and Directed by Melvin Frank and Norman Panama



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Women editors, writers, columnists with countless millions of circulation, urge America to see M-G-M's "ABOVE AND BEYOND"

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—Vivien Todrin, Production Editor, BETTER LIVING

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The Most Endorsed Picture of the Year!

ABOVE AND BEYOND

THE NEW LANDMARK

WARNER BROS. JUBILEE

THE JAZZ

COLOR BY

TECHNICOLOR



STARRING

DANNY THOMAS ★ PEGGY LEE

MOTION PICTURES!

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SINGER




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 THE WORLD PREMIERE
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Dec. 30

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LIBRETTO BY EDWARD DAVIS & LEONARD STERN AND LEWIS MELTZER · BASED ON THE PLAY BY SAMSON RAPHAELSON

MUSICAL NUMBERS STAGED AND DIRECTED BY LE ROY PRINZ · MUSICAL DIRECTION BY RAY HEINDORF

PRODUCED BY LOUIS F. EDELMAN

DIRECTED BY

MICHAEL CURTIZ

COLUMBIA PICTURES
WILL PRESENT IN THE SPRING OF 1953



RITA
HAYWORTH
as SALOME



STEWART
GRANGER
as CLAUDIUS

IN

SALOME

co-starring

CHARLES LAUGHTON
as KING HEROD

WITH

JUDITH ANDERSON • SIR CEDRIC HARDWICKE
as Queen Herodias *as Tiberius Caesar*

BASIL SYDNEY • MAURICE SCHWARTZ
as Pontius Pilate *as Ezra*

ARNOLD MOSS • ALAN BADEL • REX REASON
as Micha *as John the Baptist* *as Marcellus Fabius*

AND A CAST OF THOUSANDS

COLOR BY

Technicolor

Screen Play by HARRY KLEINER
Produced by BUDDY ADLER

Directed by WILLIAM DIETERLE
A BECKWORTH CORPORATION PRODUCT



A THEATRE OWNER in the midwest invited striking workers to attend his house, free for two days, indicating that it was his way of saying thanks for their patronage in the past. They had to show their identification cards.



MOST EYE-FILLING publicity note of the week refers to the fact that a gown which a star is wearing in a current film is cut three "gorgeous" inches lower than one she wore in another picture.



A WEST COAST theatre, apparently having failed to bowl 'em over in exhibition, has now switched to a bowling alley.



THE ADVANCE of civilization to the more remote corners of the world was enhanced by the news that talkies have finally come to Bernera, Outer Hebrides, Scotland, with power generated by an engine from the boat of an island fisherman. As yet, there is no worry about competition from TV.



HAVE you done your bit for the Will Rogers Memorial Hospital "Christmas" Salute?



AN EASTERN manager worked the "be satisfied or your money back" guarantee in reverse. A couple of patrons were admitted to the theatre free when they doubted the guarantee, and, on their way out, stopped at the manager's office, and paid him the admissions, saying the film was well worth it.



AT THIS TIME of the year, when theatres are being turned over to charitable groups for free performances for children, it becomes further obvious that there are still some things a theatre has to offer that a television set doesn't.



A MERRY CHRISTMAS to all.

—H. M. M.

I N D E X

VOL. 49, No. 8 DECEMBER 24, 1952

SECTION ONE

EDITORIAL	7
FEATURE ARTICLE—"1952 DRAWS TO A CLOSE"	8, 9
NEW YORK NEWS LETTER	13
THE INTERNATIONAL SCENE	14
THIS WAS THE WEEK WHEN	16
PEOPLE	18
THE SCORE BOARD	18
THE TIP-OFF ON BUSINESS	20
IN THE NEWSREELS	24

STUDIO SURVEY—

ANNIVERSARY SECTIONA-1—A-28

SECTION TWO

THE SERVICE SECTIONSS-1—SS-8

EXHIBITOR

VOL. 49, No. 8



DECEMBER 24, 1952

34

THIS IS the occasion of the 34th anniversary of EXHIBITOR.

IT WAS back in 1918, 34 years ago, that EXHIBITOR, as VINE STREET, became one of the motion picture industry's pioneer trade papers.

AS ALWAYS, in this issue, EXHIBITOR offers headlines of the past year. If there was anything which seemed to dominate news-making of 1952, it was a greater degree of confidence than was prevalent a year ago.

TRUE, most of the headaches of the past few seasons are still with us, a tightened economy of the nation, the competition for the luxury dollar, the effects of TV, not enough big pictures, and other problems which have resulted in lessened boxoffice intake.

BUT, as always, 1952 proved that given the attraction, there was no limit on what a theatre could do. "The Greatest Show On Earth" is an example of that.

AND the interest being shown by the public in such mechanical advances as Cinerama and third dimensional films serves as concrete evidence that the public will buy when its instincts are aroused.

GREATEST failure of the year, within the trade, was the inability to get together on an arbitration plan. On the other hand, COMPO, which looked as if it was drawing its last breath, came to life, and is now vibrant.

AND so, as it looks forward to 1953, EXHIBITOR renews its pledge, the fullest efforts for everyone within the industry.

IN addition, at this time, it wishes its readers a Merry Christmas and a Happy New Year.

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U-I's Al E. Daff and Charles Feldman accept the LAUREL AWARDS plaque from Mel Konecoff, EXHIBITOR, for the company which showed the greatest improvement in its relations with exhibitors during 1951 over 1950.



Konecoff presents a LAUREL AWARDS plaque to MGM's Charles M. Reagan. MGM was voted fairest by exhibitors during 1951 in the nationwide survey conducted by EXHIBITOR in connection with its LAUREL AWARDS.

1952 Draws To A Close

And, As Always, A Highlight For EXHIBITOR Resulted From The Selections Of The Annual LAUREL AWARDS

WHAT was the big news story of 1952?

Was it the failure of the industry to get together on an arbitration plan?

Was it the ruling of the United States Supreme Court in the case of "The Miracle" and "Pinky"?

Was it the emergence of COMPO to its greatest strength, thanks to the campaign for the repeal of the 20 per cent admissions tax?

Was it the realization by the industry that only in better production could it buck TV competition and conditions?

It may have been any of these, or others, for that matter.

(For EXHIBITOR, of course, 1952 again brought the annual LAUREL AWARDS, in which those who make pictures and others receive their rewards, based on the voting of exhibitors. On these pages, and on others in STUDIO SURVEY, many of those in the east and west who won the honors are shown.—Ed.)

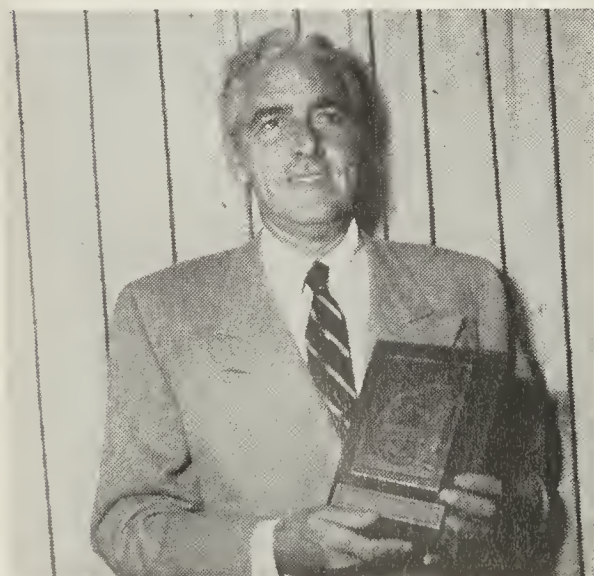
To refresh the memories of its readers, EXHIBITOR, as always in its anniversary issue, now repeats the highlight stories since the last anniversary issue:

November, 1951

7—Allied wound up its convention in New York by asking an all-industry, all-inclusive system of arbitration . . . MGM vice-president Marvin Schenk was chosen as head recruiter for the "Movietime, U.S.A." tours.

14—Arnold M. Picker, vice-president in charge of foreign distribution, announced the reestablishment of UA offices in Japan. . . . RCA conducted successful tests of color theatre television.

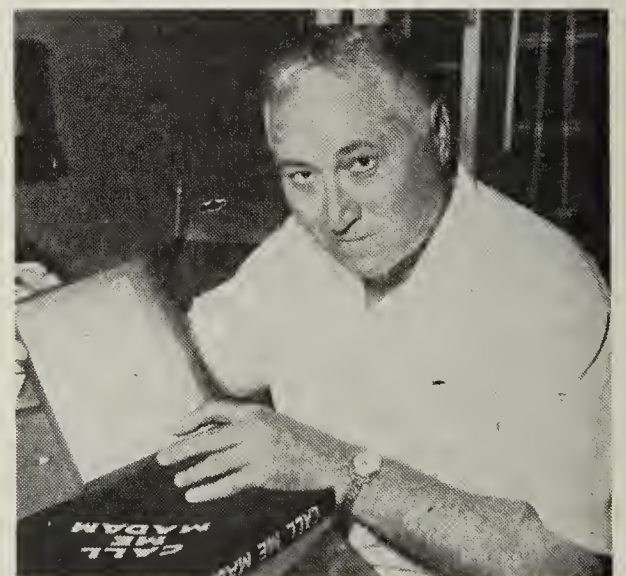
(Continued on page A-9)



Buddy Adler, producer, Columbia Special award



Doris Day (with Paul Manning), Warners Top actress and best musical performance



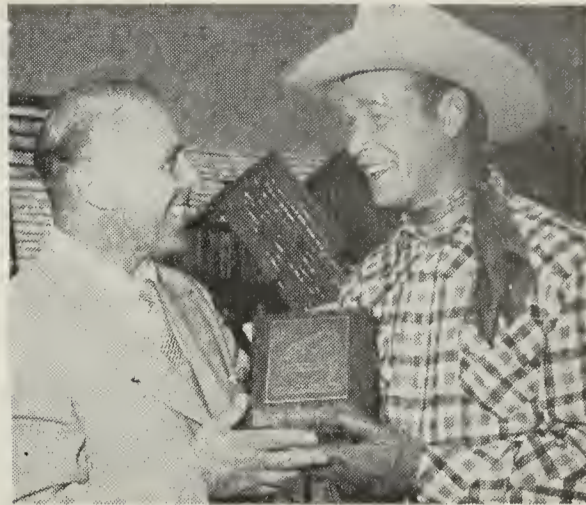
Walter Lang, 20th-Fox A top 10 director



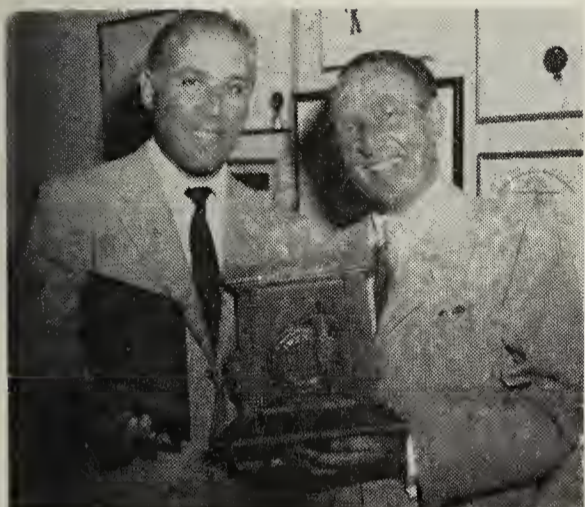
Cecil B. DeMille (with Manning), Paramount
Best producer-director and special award



Arthur Freed (with Manning)
Topliner producer, best and runner-up musicals



Roy Rogers (with Manning)
Best western star



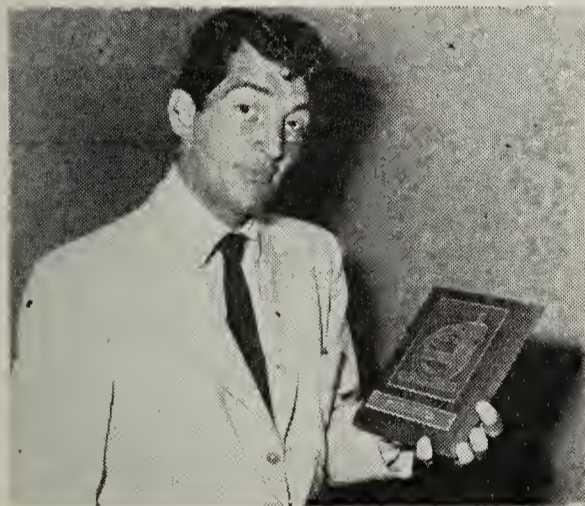
Joe Pasternak (with Manning), MGM
Topliner producer, producer of Topliner feature



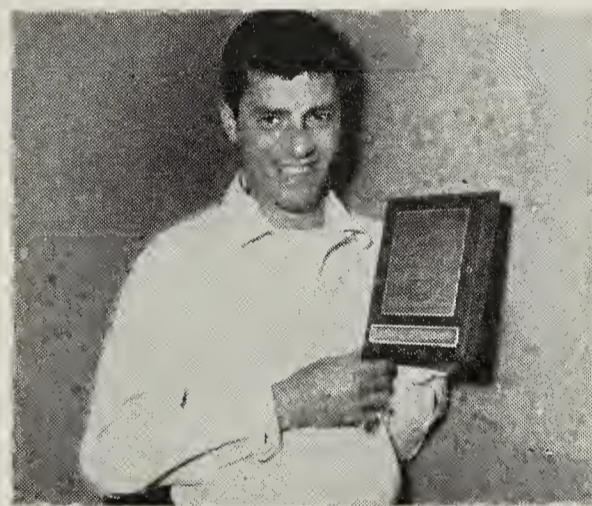
Betty Grable, 20th-Fox
Topliner musical performance, Topliner star



George Pal (with Manning), Paramount
Best science fiction feature



Dean Martin, Paramount
Topliner star, best comedy performance



Jerry Lewis, Paramount
Topliner star, best comedy performance



Hal Wallis, Paramount
Topliner producer, producer of Topliner feature



Howard Keel, MGM
Best musical performance



Pete Smith (with Manning), MGM
Best novelty shorts



The Three Stooges, Columbia
Best two-reel comedies

ASCAP Announces Revisions In Rates

Changes Follow Conferences With Theatre Groups; Fees Decrease For Smaller Houses Under New Plan

NEW YORK—J. M. Collins, ASCAP sales manager, last week announced a revision of the ASCAP schedule of rates covering the performance of music by means of recordings in conventional houses and drive-ins, with the creation in each instance of a new bracket which resulted in a decrease of fees for the smaller houses and drive-ins.

Collins said that changes were made after ASCAP conferences with "various theatre groups". The schedule for conventional houses now has five brackets, as against four in the old rate plan, while the schedule for drive-ins has four brackets as against three.

The revised schedules are:

Conventional theatres: Up to 400 seats, \$12 annually; 401 to 800 seats, \$18; 801 to 1200 seats, \$24; 1201 to 1600 seats, \$36; over 1600 seats, \$48.

Drive-ins: Up to 250 cars, \$24; 251 to 500 cars, \$36; 501 to 700 cars, \$48; over 700 cars, \$60.

The old schedules were:

Conventional theatres: Up to 600 seats, \$15; 601 to 1200 seats, \$24; 1201 to 1600 seats, \$36; over 1600 seats, \$48.

Drive-ins: Up to 350 cars, \$36; 351 to 650 cars, \$48; over 650 cars, \$60.

Collins said that many theatres and circuits had already signed contracts. If they desire, they may operate under the present contract for the first year of the agreement or they may execute a new contract under the new rates beginning on Jan. 1, 1953. He also pointed out that ASCAP policy was that if a theatre operated on a seasonal basis, its payments would be pro-rated on the basis of the annual rate.

MPAA's McCarthy Leaves

NEW YORK—John G. McCarthy last week resigned as MPAA vice-president in charge of international affairs. Other changes will find the division with "desks" assigned to Europe and Africa, the Western Hemisphere, and Asia.

Vice-presidents Ralph D. Hetzel, Jr., in New York, and Joyce O'Hara, in Washington, will serve under Eric Johnston, with Hetzel also in active charge of Europe-Africa, assisted by George R. Canty. Robert J. Corkery will handle the Western Hemisphere.

Johnston, himself, will personally assume active direction and control of all overseas operations of the MPAA and MPEA.

RKO Granted Extension

NEW YORK—It was learned last week that the Department of Justice had granted an extension for the disposition of RKO Theatres' stock interests in Metropolitan Playhouses from Dec. 20 to Feb. 2. The disposal of 56,488 and 4/5th shares of Class A stock in Metropolitan is called for under terms of the RKO consent decree.



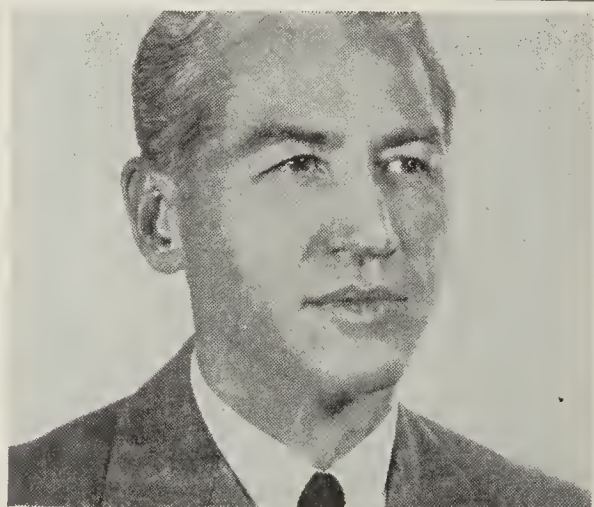
Signing the contract for the televising of the "Stars and Stripes Forever" recent world premiere at the Roxy, New York, first national telecast of a film premiere, are Charles Einfeld, left, 20th Fox vice-president, and Slocum Chapin, American Broadcasting Company vice-president.

RKO Schedules 25 In 8-Month Period

NEW YORK—RKO will release a total of 25 pictures during the eight-month period from November, 1952 through mid-June, 1953, according to Charles Boasberg, general sales manager, last week. Seven are in Technicolor, and four others are re-releases.

The schedule follows:

November—"Montana Belle", in Technicolor, and "Face To Face"; December—"Captive Women", the re-release of "The Bachelor And The Bobby Soxer" and "Bachelor Mother"; "Blackbeard, The Pirate", in Technicolor, and the pre-release of "Hans Christian Andersen", in Technicolor; January—"Androcles And The Lion", "Never Wave At A WAC", and "No Time For Flowers; February—Pre-release of Walt Disney's Technicolor "Peter Pan"; "Angel Face", and "Sword Of Venus"; March—"The Persuaders", "Night Without Stars", and the re-release of "Fort Apache" and "Blood On The Moon"; April—"Beautiful But Dangerous", "The Sea Around Us", in Technicolor, and "Port Sinister"; May—"Sea Devils", in Technicolor, "Mickey Mouse's Birthday Party", in Technicolor, and "Below The Sahara", in Technicolor, and June—"Break-Up" and "Split Second."



George T. Shupert was recently appointed vice-president and general manager, United Artists Television Corporation, which is a wholly-owned subsidiary of the distribution company.

Broadway Has Pre-Xmas Blues

NEW YORK—It was just before Christmas, and all of the Broadway first-run spots knew it, except Radio City Music Hall and the Criterion. There was only one opening. According to usually reliable reports reaching EXHIBITOR, the breakdown was as follows:

"STOP, YOU'RE KILLING ME" (WB). Paramount, with stage show, claimed that the second week would reach \$47,000.

"MILLION DOLLAR MERMAID" (MGM). Radio City Music Hall, with Christmas stage show, garnered \$94,000 for Thursday through Sunday, with the third week heading toward \$151,000, an increase over the second week.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion was heading for a very good \$34,000 on the fourth week.

"THE SNOWS OF KILIMANJARO" (20th-Fox). Rivoli reported \$7,000 for the 14th, and last, week.

"PONY SOLDIER" (20th-Fox). Globe opened to an estimated \$16,000 week.

"THE THIEF OF VENICE" (20th-Fox). Mayfair was heading toward \$10,000 for the fourth, and last, week.

"LIMELIGHT" (UA). Astor claimed \$12,000 for the ninth week.

"HANGMAN'S KNOT" (Col.). Loew's State expected the second week to tally \$14,000.

"BREAKING THROUGH THE SOUND BARRIER" (UA). Victoria announced that the seventh, and last, week would hit about \$8,000.

"BECAUSE OF YOU" (U-I). Capitol anticipated the third, and last, week at \$15,000.

UA Opens New Offices

NEW YORK—United Artists has opened six new booking offices in key cities, it was announced last week by William J. Heine-man, vice-president in charge of distribution. The new offices are in Des Moines, Jacksonville, Memphis, Oklahoma City, Portland, and Albany.

The Des Moines office, with Dorothy Pobst as booker, is at 1110 High Street, and will function under the jurisdiction of the Omaha exchange. The Jacksonville office, under the Atlanta exchange, is at 414 Masonic Temple building, and has Orville Ray, Jr., as booker. The Memphis office, under the St. Louis exchange, is at 408 South Second Street, and has Katharine Randall as booker. Wanda McClain is the booker at the Oklahoma City office, 18½ North Lee Street, under the Dallas exchange. The Portland office, under the Seattle exchange, is at 1816 N.W. Keaney, and the Albany office is at 443 North Pearl Street.

16mm. Clarification Sought

HOLLYWOOD—Federal Judge William Byrne was last week asked by defendants in the government's 16mm. suit to order the government to give a bill of particulars and clarify the complaint. Arguments have been set for Dec. 29.

Universal-International

Announces

with Pride



WE FEEL THERE IS NO FINER WAY OF PAYING TRIBUTE TO CHARLES J. FELDMAN THAN FULFILLING TO THE MAXIMUM OF OUR ABILITY THE UNIVERSAL-INTERNATIONAL TRADITION WHICH HE HAS HELPED ESTABLISH.

THAT TRADITION IS THE CONSISTENT DELIVERY OF TOP-PROFIT PRODUCT TO THE NATION'S EXHIBITORS.

SO WE HAVE SELECTED TWELVE PICTURES – NINE OF THEM IN TECHNICOLOR – PROVIDING THE STRONGEST GROUP OF CONSECUTIVE RELEASES IN OUR COMPANY'S HISTORY...WITH WHICH TO ENCOURAGE THE GREATEST EXHIBITOR PARTICIPATION IN THIS 25TH SILVER ANNIVERSARY DRIVE.

DECEMBER 28TH TO MAY 2ND

UNIVERSAL-INTERNATIONAL *presents*

ERROL MAUREEN
FLYNN · O'HARA
AGAINST ALL FLAGS
COLOR BY Technicolor

TYRONE POWER
PIPER LAURIE · JULIA ADAMS
**The MISSISSIPPI
GAMBLER**
COLOR BY Technicolor

ALAN LADD
DESERT LEGION
CO-STARRING
RICHARD ARLEN
CONTE · DAHL
COLOR BY Technicolor

**MEET ME
AT THE FAIR**
STARRING
DAN DIANA
DAILEY · LYNN
COLOR BY Technicolor

**The REDHEAD
from WYOMING**
STARRING
MAUREEN ALEX
O'HARA · NICOL
COLOR BY Technicolor

RAOUL WALSH'S
**The LAWLESS
BREED**
ROCK JULIA
HUDSON · ADAMS
COLOR BY Technicolor

**CITY BENEATH
THE SEA**
STARRING
ROBERT RYAN · MALA POWERS
ANTHONY QUINN · SUZAN BALL
COLOR BY Technicolor

GUNSMOKE
AUDIE SUSAN
MURPHY · CABOT
PAUL KELLY · CHARLES DRAKE
COLOR BY Technicolor

SEMINOLE
STARRING
ROCK BARBARA
HUDSON · HALE
ANTHONY RICHARD
QUINN · CARLSON
COLOR BY Technicolor

**MA AND PA KETTLE
ON VACATION**
STARRING
MARJORIE PERCY
MAIN · KILBRIDE

GIRLS IN THE NIGHT
HARVEY LEMBECK · JOYCE HOLDEN
GLENDA FARRELL · GLEN ROBERTS
PATRICIA HARDY · JACLYNNE GREENE

BUD LOU
ABBOTT and COSTELLO
GO TO MARS
MARI BLANCHARD and the
Miss Universe Contest Beauties

for the

**25th
SILVER**



Anniversary Drive

DECEMBER 28TH TO MAY 2ND

New York News Letter

— By Mel Konecoff —

SEASON'S GREETINGS TO ALL!

SAM SPIEGEL or S. P. Eagle, take your choice, arrived last week with the latest news on "Melba", the picture, not the toast or the peach, which, incidentally,



KONECOFF

were named after the singer. It seems that this is his next project after the successful "The African Queen". He said that he had spent almost a year abroad working on the film, which is in Technicolor, and which stars Patrice Munsel. The actual shooting amounted to 12 weeks.

It was filmed mostly in England, with some shooting being done in Paris and Monte Carlo.

At the moment, it is scheduled to be released at Easter, and, while the film has some ballet and operatic arias of the popular variety, he expected regular audiences as well as those seeking extraordinary entertainment would be pleased.

Spiegel estimated that if the film were made in Hollywood, the cost would have been two and a half millions compared to slightly more than a million spent abroad with much being saved on sets and labor. Original settings were used wherever possible. He also expected the British government to refund some of the cost under the Eady plan, which returns production bonuses to producers if their films qualify as British films. His does.

Spiegel is planning to make another film abroad next summer. He refused to reveal anything else except that he came over to negotiate with a top director. Incidentally, he expects "The African Queen" to gross seven to eight millions world-wide, with three and half millions, or 45 per cent, coming from abroad.

THE METROPOLITAN SCENE: It was very nice of Granada Theatres, London, sending over the first day of issue of the new Queen Elizabeth stamps. Mighty neighborly. . . . Phil Cowan has been named advertising publicity and exploitation director for Arthur Davis Associates. Eighteen features, mostly imports, are to be released in 1953. . . . The daughter of our old boss, Ben Morris, Columbia service department manager, Roberta Elaine, is getting married shortly. . . . "The Jazz Singer" is due for a special premiere at the Paramount on Jan. 13, with the proceeds going to the National Foundation For Infantile Paralysis. . . . Sydney Gross has been appointed national director of public relations, American Technion Society. . . . NYU motion picture students



Robert J. O'Donnell, international chairman, Adolph Zukor Golden Jubilee, sponsored by Variety Clubs International, and Charles P. Skouras, Hollywood chairman for Zukor's 80th birthday dinner to be held on Jan. 7, recently were hosts of a luncheon in Beverly Hills, Cal., with industry heads to plan for the dinner. Seen are: Jesse Lasky, L. Lasky, O'Donnell, Ned Depinet, Skouras, and Herbert J. Yates.

heard Nina Foch discuss films, etc. . . . Seven hundred New Englanders came down via special "show train" to catch the Christmas show at Radio City Music Hall. Russell Downing, theatre president, acted as host on the trip and at the theatre. . . . "Hans Christian Andersen" received something unprecedented in an editorial in the current issue of Collier's including a picture on said page. . . . Season's greetings are in from the Larry Golobs, the Bill Fergusons from Paris, Bob Dorfman, Jerry Pickman, Charlie Franke, the Phil Gerards, Rutgers Neilson, Les Sugarman, Kay Norton, the Chet Bahns, H. M. Richey, Mort Blumenstock, Charles Reagan, the Lige Briens, Leon Bamberger, Herbert Yates and Vera Ralston Yates, Richard Gordon, etc.

Brotherhood Aides Named

NEW YORK—Sol A. Schwartz, national chairman, amusement industry participation in "Brotherhood Week," Feb. 15-22, on behalf of the 25th anniversary of the National Conference of Christians and Jews, announced last week the national committee members.

Serving directly under Schwartz are William W. Howard, vice chairman and Harry Mandel, coordinator. Ben Kalmen-son is the national distributor chairman, with Bernard Goodman as his assistant; Si Seadler is the national advertising and publicity chairman, with Ira Morais as his assistant; Walter Reade, Jr., is national exhibitor chairman; Brooks Atkinson is chairman, legitimate theatres division; William J. German is laboratories chairman; C. Walton Ament is newsreel chairman; Richard Walsh is chairman for labor organizations, and Burton Robbins is accessories chairman.

NBR Chooses "Quiet Man" As '52's "Best"

NEW YORK—"The Quiet Man" was chosen last week as the best moving picture of 1952 by the Committee on Exceptional Films of the National Board of Review of Motion Pictures.

The National Board of Review's ten best for 1952 follow:

"The Quiet Man," "High Noon," "Lime-light," "Five Fingers," "The Snows Of Kilimanjaro," "The Thief," "The Bad And The Beautiful," "Singin' In The Rain," "Above And Beyond," and "My Son John." "Breaking The Sound Barrier" was voted the best foreign film seen in the United States during 1952, and four other foreign films were voted exceptional: "The Man In The White Suit," "Forbidden Games," "Beauty And The Devil," and "Ivory Hunter."

David Lean's direction of "Breaking The Sound Barrier" was deemed the best of the year. For his performance in that film, Ralph Richardson was chosen as the best actor of the year. For her portrayal of the alcoholic's wife in "Come Back, Little Sheba," Shirley Booth was voted the best actress.

The National Board of Review selected three films for honorable mention. "This Is Cinerama" was cited for its reemphasis of the possibilities inherent in wide-angle photography and large-screen projection. "Leonardo da Vinci" was cited for the methods by which it gave cinematic interest to the drawings of a great artist, and "The Four Poster" was cited for its use of animation to convey background information and time and space details in a feature fiction film.



Delegates to the recent meeting of COMPO's executive committee, held in Chicago, have lunch.

The International Scene

Canada

Announcement by the Canadian government of the lifting of controls over steel for non-essential building is not expected to have any effect on theatre-building in Canada. Theatre-building prospects in Ontario are not expected to be changed through the lifting of the controls, according to O. J. Silverthorne, chairman, theatre inspection branch of the province.

Plans have been announced for four drive-ins in Canada, with work started on one theatre, with the expectation that all will have an early spring opening. The new theatre now brings the count of 1952 openings in Canada to 66, of which 23 were drive-ins. There are several drive-ins that have been completed or are nearing completion and will start operation early in 1953 on which reports will not be available for inclusion with this year's figures. New opening is the 500-seat Cinema Plessis, Plessisville, Que., built by A. J. and F. M. Rosseau. The theatre is the second in the community, the other being R. Lalonde's 306-seat Colonial.

Jack Fitzgibbons, head, Theatre Confections Limited, is again heading the committee making arrangements for the second annual Communion Breakfast of the motion picture industry here to take place on Jan. 18, following services in St. Michael's Cathedral. Those aiding in the arrangements are Clare Appel, Henry Bolton, Win Barron, Gord Atkinson, Gerry Collins, Roy D'Augustine, Morris Doyle, Jack Hyland, Walter Kennedy, Charles Mathe, and Tom Moran. Almost 500 persons are expected to attend this year.

Showmanship in Canada has been proven to be very much alive, according to Dan Krendel, supervisor, Ontario B District, Famous Players Canadian Corporation, who made the statement during a luncheon for winners of a contest held among his managers. The 13-week contest was won by Harry Wilson, Capitol, Chatham, who picked up a \$100 check for his efforts, while second place was taken by James P. McDonough, Tivoli, Hamilton, who picked up \$50. Third place winner was Bill Burke, Capitol, Brantford. A special prize of \$25 was awarded Bill Trudell, Capitol, London, for winning the most points in any one week. Presentations of the money and special citations were made by J. J. Fitzgibbons, president, at the Variety Club, Toronto. Special citations were also awarded to winners of the contest during one week of the contest's duration. These were made to Paul Turnbull, Granada, Hamilton; Buzzy Blondell, Imperial, Sarnia; Herb Chappel, Palace, Guelph, and Ted Doney, Royal, Guelph. Fitzgibbons announced that after the first of the year, managers of Famous Theatres would be brought into head office to spend a few days there to discuss the problems of theatre operations, as well as to find



The Canadian delegation at the Ballantyne Company party at the recent Allied-*TESMA*-*TEDA* convention in Chicago, included, left to right, Jean-Paul Ringuette, Choquette Theatres, Montreal; Harry Howard, Theatre Equipment Supply Company, Vancouver; Mrs. Jack Rice, J. M. Rice and Company, Winnipeg; L. M. Bleackley, Perkins Electric Company, Limited, Montreal, and Shirl Wilson, Perkins' Vancouver manager, all happy.

out the managers' ideas about the future of the company's operations. Morris Stein, general manager, eastern division, said it was no accident that the district had been chosen for the contest, since the district had those peculiarities and qualities to spearhead the gathering of ideas. He paid tribute to the leadership of Dan Krendel. The contest, he said, had shown honest, aggressive, and complete selling.

In a candy-sale contest conducted among theatres serviced by Theatre Confections Limited, subsidiary of Famous Players, the grand prize draw for a 12-day all-expense trip to Hawaii was won by Alex Barclay, Strand, Trail, B. C. Barclay's name was chosen from among 185 managers made eligible through the fact they had kept within the required minimum of shortages. The big winners in the

U-I Foreign Department To Honor Al Daff

NEW YORK—The "Daff Third-of-a-Century Drive", an 18-week global sales competition in which 38 countries will participate, was announced by U-I Films last week. The drive will get underway on Dec. 28, 1952, and will run until May 2. It will mark the completion of 33 years of service by Al Daff, executive vice-president, U-I, and president of its foreign subsidiary, Universal International Films.

Three top prizes, trips to New York or any city in the world of their choice, will go to the winning managers in the Latin American, Far Eastern, and European divisions. All staff members in the top country will receive three weeks' salary. Other prizes are two weeks' salary to U-I managers and staffers in the second place territory and one week's salary in the third, fourth, and fifth ranking territories. The winning divisional supervisor will receive a silver trophy.

contest, picking up 10 shares each of Famous Players stock were: Ned Hill, Richmond Hill; Bruce Fraser, Windsor; B. Hamelin, Montreal; P. Young, Winnipeg, and D. Letts, Vancouver. There were a total of 102 winners in the contest, among whom \$6,000 in cash and stock were distributed. The contest had the effect of increasing business approximately 13 per cent over the same period last year, according to Fitzgibbons.

All officers of Tent 28, Variety Club, Toronto, were returned to office. Returned as Chief Barker was R. W. Bolstad, vice-president, Famous Players Canadian Corporation. Bill Summerville, Jr., is First Assistant Chief Barker; Ernest Rawley, Second Assistant Chief Barker; Clare Appel, Property Master, and Dan Krendel, Dough Guy. Other members of the crew are Herb Allen, George Altman, Jack Fitzgibbons, Jr., Paul Johnston, Gordon Lightstone, and Harry Mandell.

Partnership of Odeon Theatres (Canada) Limited, and Sam Fingold in the operation of a number of Ontario theatres has been terminated, it was announced by Odeon. Total number of theatres involved is 16, with Odeon taking over active operation of eight and Fingold the remaining eight. The date of the end of the agreement is Jan. 5. At the same time, Odeon disposed of its half-interest in National Theatre Services and National Booking Company to Fingold in the termination of the seven-year partnership. The association of the two companies began in 1946 with the pooling of theatres to begin a 23-unit B circuit. The new setup took over the Odeon-controlled booking organization, Associated Theatres Limited, changing the name to National Booking Company. This company will continue to book and buy for 45 theatres in Ontario under the leadership of Lionel Lester.

An application for Sunday midnight shows by the Casino, Toronto's only vaude-film house, has been taken under advisement by the local police commission. Under present by-law, theatres are allowed five midnight shows a year. Counsel for the theatre argued that the present by-law forces theatres to close at 12.15 a. m., depriving a large segment of the population (persons on shift work) of "the benefit of entertainment." It is possible from comments by one of the board's members that a trial will be given to the shows.

Revision of the Theatres and Cinematographs Act of Ontario is likely to except newsreels though they still have to contain a certain proportion of Canadian content. This would give newsreels the same freedom now enjoyed by the press. Some years ago, the Ontario censor board reduced the inspection charge for newsreels from \$6 to \$1 per reel. Recently, O. J. Silverthorne, chairman, Motion Picture Censorship and Theatre Inspection Branch, Provincial Treasury, Ontario Government, asked various branches of the industry for their suggestions toward the streamlining and revision of the present act with a view to having the various ideas incorporated at the next session of the legislature. Another expected de-

(Continued on page 20)

THE MOST EAGERLY AWAITED FILM OF THE DECADE!

CHARLES CHAPLIN'S

LIMELIGHT

Written, Produced and Directed by Charles Chaplin

SPECTACULAR MUSICAL!

S. P. EAGLE presents

PATRICE MUNSEL

Sensational star of TV and Opera . . . in

MELOBA

Color by **TECHNICOLOR**

with **ROBERT MORLEY** • Directed by Lewis Milestone

GREAT STAR! GREAT DIRECTOR!

JOSÉ FERRER

in JOHN HUSTON'S

MOULIN ROUGE

Color by **TECHNICOLOR**

with **ZSA ZSA GABOR** • **COLETTE MARCHAND**
A Romulus Production • Directed by John Huston

INTRODUCING THE MOST BEAUTIFUL GIRL IN THE WORLD!

URSULA THIESS in

MONSOON

Color by **TECHNICOLOR**

Produced by Forrest Judd
Directed by Rodney Amateau

THE PICTURE THAT'S THE TALK OF THE NATION!

RAY MILLAND

as

THE THIEF

and introducing **RITA GAM**

A Harry M. Popkin Production
Produced by Clarence Greene
Directed by Russell Rouse

ACTION ADVENTURE AT ITS BEST!

CLAUDETTE COLBERT

in

Outpost in Malaya

starring **JACK HAWKINS** • **ANTHONY STEEL**

A J. Arthur Rank Presentation
Produced by John Stafford • Directed by Ken Annakin

SUPER-SONIC EXCITEMENT!

BREAKING THE SOUND BARRIER

starring
RALPH RICHARDSON
ANN TODD

A London Films Presentation
Produced and Directed by David Lean

1001 DELIGHTS! 1001 THRILLS!

PAULETTE GODDARD
GYPSY ROSE LEE

in

Babes in Bagdad

Produced by the Danziger Bros.
Directed by Edgar G. Ulmer

in Exotic **COLOR**

ROUGH, TOUGH ACTION!

JOHN PAYNE • COLEEN GRAY

in

KANSAS CITY CONFIDENTIAL

with **PRESTON FOSTER** • **DONA DRAKE**
Produced by Edward Small • Directed by Phil Karlson

UA
has
BIG
ONES

Howard Hughes Named New RKO Chairman of Board

NEW YORK—Howard R. Hughes, who returned to management control of RKO last fortnight, was elected last week to the chairmanship of the board of directors in a meeting on the coast, but the presidency remained vacant.

It was the first time Hughes has held an executive position.

It was also announced that A. D. Simpson, vice-chairman, National Bank of Commerce of Houston, Tex., had been appointed to the RKO board to fill the vacancy created by the refusal of Maurice H. Bent, New York, to serve on the board.

Previously, Bent, whose appointment to the RKO board had been announced, stated he had not been officially notified of the appointment, and knew nothing about it.

Bent, a former board member of both RKO and RKO Theatres, is presently an employe of the underwriting department of Merrill Lynch, Peirce, Fenner, and Beane, investment firm. Bent stated that he might be forced to decline the RKO appointment since the investment firm has a stricture against any of its employes serving as director of any company, but declined to say what action he would take.

On the west coast, a million dollar action against RKO Pictures, RKO Radio Pictures, RKO Radio Pictures, Inc., Hughes, and the Chase National Bank was filed in federal court by Louis Feuerman and E. B. and Marion B. Castleman, stockholders, a duplicate of the suit filed in New York last month.

In Santa Monica, Cal., Frederick Levy, Jr., Beverly Hills, Cal., real estate man, filed suit in Superior Court seeking \$37,500 in commissions he claims he earned in bringing about the sale of Hughes' RKO stock holdings to Ralph Stolkin. The complaint, filed by Royal M. Galvin, said that Levy actually had \$100,000 commission coming, but that

\$50,000 was not due until next year.

Reports of a possible merger between RKO and UA were denied by Robert S. Benjamin, UA board chairman, who said, "No one at UA is now negotiating, nor has anyone in the past negotiated, any deal with or for RKO, merger or otherwise, nor has anyone been authorized on United Artists' behalf to do so."

Attorney Milton Gettinger's plan for the reorganization of RKO, wherein he is attributed to have said he had a company "like United Artists" in mind for the distribution of RKO pictures, is believed to have caused the denial.

New York Supreme Court Justice Henry Greenberg last week granted another postponement of the suit seeking appointment of a temporary receiver for RKO, on the application of Louis Kipnis, attorney for the Castlemans and Feuerman, minority stockholders and plaintiffs.

Kipnis asked the court for additional time to answer affidavits filed in opposition to the receivership action.

One such affidavit, filed by Burke, board director, asserted that present board vacancies are not detrimental to RKO's operation, and will soon be filled.

James A. Mulvey, president, Samuel Goldwyn Productions, declared that the RKO distribution setup is operating smoothly, and receivership might interfere with the distribution of Goldwyn's "Hans Christian Andersen." The Chase National Bank told the court that it is checking the stock ownership status of all parties concerned in the receivership action. Kipnis said the affidavits opposing receivership all deal with side issues, and have nothing to do with charges contained in the receivership action.

Stolkin also announced that the group he heads is retaining its RKO stock, and is not negotiating for sale of shares at this time.

N. O., Vancouver and L. A. UA Winners

NEW YORK—Max E. Young, United Artists vice-president and drive captain, announced last week that UA branches in New Orleans, Vancouver, and Los Angeles were winners of the 25-week "Bill Heine-man Sales Drive" ended on Dec. 6.

Special awards also went to George Pabst, UA southern district manager, and James Veld, western division manager, for excellent showings in their territories.

Cities which were runners-up in each division of the drive were San Francisco and Chicago, group one; Charlotte and St. Louis, group two, and New Haven and Buffalo, group three. Prize money has already been awarded to branch managers, salesmen, bookers, and cashiers in the winning offices.

RKO Theatres Suit Victor

NEW YORK—State Supreme Court Justice Aron Steuer last week ruled in favor of the defendant, RKO Theatres, in a fraud and misrepresentation action brought by Walter Reade's Long Park Theatres.

The oral decision was made immediately after a one-day hearing, during which testimony was given by Reade and his accountant for the plaintiff, and by Sol Schwartz, president, RKO Theatres; Thomas O'Connor, vice-president, and Harold Newcomb, controller, for the defendant.

Reade had asked \$100,000 claimed due him in the sale of Long Park's 25 per cent interest in Trenton-New Brunswick Theatres Corporation to RKO. The deal called for payment of \$750,000 plus a 25 per cent dividend, which RKO figured at \$42,000, while Reade claimed the amount should be \$100,000 higher.

Mullin Heads NE Unit

BOSTON—Allied Theatres of New England members last week reelected Martin J. Mullin president at their annual meeting.

Other officers are Samuel Pinanski, Charles E. Kurtzman, Ben Domingo, Al Somerby, and Harry Feinstein, vice-presidents; Stanley Sumner, treasurer; John J. Ford, chairman of the board, and Francis Lydon, executive secretary.

Elected to the board for one-year terms are Walter Brown, Edward S. Canter, Theodore Fleisher, Winthrop Knox, Jr., Joseph Liss, and Philip Smith.

Pinanski reported on COMPO's activities, and Al Somerby, who recently sold his Howard, was voted a life membership.

Theatres Warned On Bowl TV

NEW YORK—L. S. Frost, National Broadcasting Company, in a letter to the Theatre Owners of America, last week, warned against any unauthorized large-screen theatre television pickup of the Rose Bowl game.

The letter said, in part, "Any unauthorized exhibition of the telecast would be in violation of theatre television rights owned and reserved by the Pacific Coast Conference and the Pasadena Tournament of Roses Association and also of similar rights of the National Broadcasting Company."

This Was The Week When

Paramount announced that it is offering a teaser free trailer on "Cleopatra." . . . The Standard Factors Corporation revealed a survey that showed that TV will not undermine the movies, radio, phonograph, recording, sports, or other industries. . . . On the west coast, 65 personalities left to entertain troops overseas during the holiday period. . . . 20th-Fox held the first national telecast of a premiere, for "Stars And Stripes Forever", at the refurbished Roxy, New York, over the American Broadcasting Company flagship station in New York as well as in Philadelphia, Chicago, Atlanta, and Cleveland, with other stations following two nights later.

UA revealed that some Parisian can-can dancers would be brought to this country in connection with the ballyhoo for "Moulin Rouge." . . . It was learned that International-United Film Corporation is the correct designation for the new distribution company formed by David Coplan and Walter Gould.

The formation of Moss and Lewis, Inc., for the purpose of developing live-action and film programs for TV and radio was announced, with Charles B. Moss, president. B. S. Moss Theatrical Enterprises, a partner with Richard Lewis, radio and TV producer, in the venture. . . . RKO revealed that it will distribute some Walt Disney featurettes in Technicolor entitled, "People And Places". . . . Walt Disney's "Peter Pan" was scheduled for a spot on the Dec. 28 coast-to-coast "Omnibus" TV program showing how a cartoon feature is made. . . . E. L. Scanlon, treasurer, Cinerama Productions Corporation, arrived in New York to take up his duties.

Titanic SPECTACLE! Tempestuous ROMANCE!

Terrific LAUGHS!

A great play—ten times greater on the screen—with its sweeping conflict, tender love story, glorious comedy—all captured on a canvas aflame with the excitement of pagan Rome's proudest era!



GABRIEL PASCAL presents
BERNARD SHAW'S

“ANDROCLES AND THE LION”

Starring

JEAN SIMMONS · VICTOR MATURE
ROBERT NEWTON · MAURICE EVANS

and

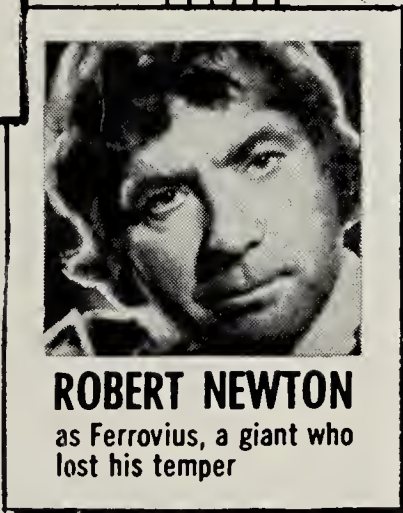
ALAN YOUNG
as
'ANDROCLES'



JEAN SIMMONS
as Lavinia, a Christian
too lovely for martyrdom



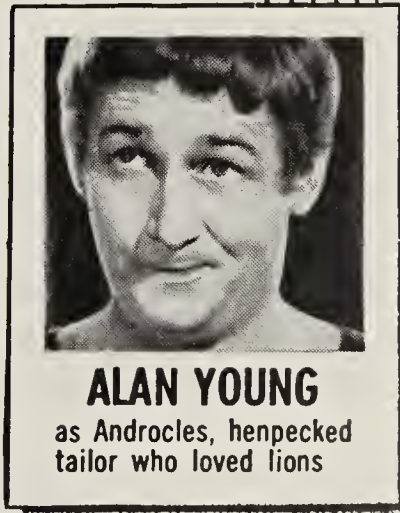
VICTOR MATURE
a stern Roman captain
susceptible to beauty



ROBERT NEWTON
as Ferrovius, a giant who
lost his temper



MAURICE EVANS
as Caesar, suave, wily,
elegant and cruel



ALAN YOUNG
as Androcles, henpecked
tailor who loved lions



Produced by GABRIEL PASCAL · Directed by CHESTER ERSKINE · Screen Adaptation by CHESTER ERSKINE and KEN ENGLUND

ACE ATTRACTION FOR BROADWAY'S SHOWCASE **CAPITOL THEATRE** NEW YORK CITY

Back BROTHERHOOD WEEK, Feb. 15-22

Mamoulian To Produce Zukor Dinner Entertainment

HOLLYWOOD—Rouben Mamoulian, stage and screen director, last week accepted the post of producer and director of entertainment for the Adolph Zukor 80th birthday dinner which will be held on Jan. 7 under the auspices of Variety Clubs International.

Assisting Mamoulian will be a group of production aides, with Carey Wilson in charge of writers; William Meiklejohn, Bill Golden, and Les Petersen in charge of talent; Louis Lipstone in charge of music, and Sammy Ledner in charge of stage management.

The appointment of Mamoulian and his staff was announced by co-chairman Louis Sidney and Jesse Lasky, Sr., who head the entertainment committee under VCI dinner chairman Charles P. Skouras.

PEOPLE

ROCHESTER, N. Y.—At a directors meeting last week, Archbold Robinson was named Eastman Kodak Company treasurer. His election followed the board's acceptance of the resignation of Marion B. Folsom, who becomes Under-Secretary of the Treasury in the Eisenhower administration in Washington, D. C. Carl L. Stevenson, manager, employee benefits department, was named assistant treasurer.

NEW YORK—Arthur Davis, president, Arthur Davis Associates, announced last week the appointment of Phil Cowan as director of advertising, publicity, and exploitation. Cowan, former industry publicist with Eagle Lion and United Artists, was recently with Kenyon and Eckhardt.

NEW YORK—Elmer Hollander, for the past three years film buyer for the St. Cloud Amusement Company, resigned last week to assume a new connection with the Florida State Theatres, Jacksonville.

Congratulations

to

EXHIBITOR

on its

34th Anniversary



CHARLES SWEETS COMPANY

CHARLES AMSTERDAM

LEON STERN

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

COLUMBIA

"The Member Of The Wedding"—Best for the art and class spots.

20TH-FOX

"My Cousin Rachel"—Good women's show.

"Ruby Gentry"—Headed for the better money.

"The I Don't Care Girl"—Name draw will have to make the difference.

Warners Wins Important Utah Dec.

SALT LAKE CITY—In a decision of historical significance, the District Court of Utah last week decided in the case of Donahue v. Warner Brothers, on constitutional grounds, that the Utah right of privacy statute does not prohibit the portrayal of a deceased public figure in a fictional motion picture, and that the consent of the heirs of such a deceased public figure for such a portrayal is not necessary.

This decision of the court followed the verdict of the jury in favor of Warners on the facts of the case, and the decision now fixes the law of the case.

The District Court of Utah indicated in an oral decision from the bench that it would grant the counterclaim of Warners for a declaratory judgment, and will declare that the Utah right of privacy statute does not apply to fictional depictions of deceased public figures in photoplays.

This statement was made by the court after holding the question under advisement since Nov. 21, the date on which the jury had brought in a verdict in favor of Warners and the other defendants.

Following the jury's verdict, the court took under advisement Warners' counterclaim for a declaratory judgment. The court announced that it would decide the question raised by this counterclaim in favor of Warners. The formal written judgment has not yet been entered.

The case went to trial before Judge Ray Van Cott and a jury on Nov. 17, the trial lasting five days.

In the course of the trial, the jury heard testimony by leading national educators. Trial counsel for Warners was Dennis McCarthy, Salt Lake City.

Morris Ebenstein, Warner legal staff, who had argued the case when it was before the U. S. Court of Appeals in November, 1951, stated:

"In the United States Court of Appeals, we argued for what we conceived to be the proper constitutional construction of the Utah statute. We lost the case in that court by a 3 to 2 majority. However, our point of view was adopted by the minority in a strong dissenting opinion. After this decision against us in the United States Court of Appeals, the case was remanded to the state court for final determination because the federal court had no authority to give a binding construction of the Utah law.

"Such a binding construction could be given only by the state court of Utah. The case went to trial in the district court in Salt Lake City before a judge and a jury.

20th-Fox Scores Again

20th-Fox's energetic merchandising policy explored new avenues on Dec. 22 when the first national telecast of a premiere was held for "Stars And Stripes Forever" as it made its bow at the renovated Roxy, New York City.

Using the ABC network for a half-hour, with New York, Philadelphia, Chicago, Atlanta, and Cleveland picking it up, followed by others with the filmed version later in the week, this was a potent demonstration of how TV's resources could be used to help sell a feature, and the industry, to best advantage.

Spots in the out-of-town situations were worked in to get the most out of the local openings.

Much has been said of the proper use of TV as an advertising and publicity medium.

By inaugurating a "first", Charles Einfeld has again helped make trade history.

—J. E.

Plans Progressing For Drive-In Meeting

MILWAUKEE—Plans were under way last week for the National Drive-In Theatre Convention, at the Schroeder Hotel on March 24, 25, and 26.

According to R. C. Peck, publicity chairman, the committee selected consists of S. J. Goldberg, 29 Drive-In, Wausau, Wis., president; Eric Brown, Plymouth Theatres, vice-president and convention chairman; Ben Marcus, S and M Theatres, national director, Wisconsin Allied, and national treasurer, Allied States, acting as national drive-in chairman; Oliver Trampe, Cudahy Theatres, and treasurer, Wisconsin Allied, acting as state chairman; Peck, Keno and Westgate Drive-ins, Kenosha, Wis., and Racine, Wis., publicity chairman, and Edward E. Johnson, Roosevelt, advertising chairman.

The convention is strictly for drive-in owners, whether affiliated or not with Allied.

Those desiring to advertise or exhibit in this national convention may contact Johnson at convention headquarters, 1027 West Wells Street.

We also asked the court to grant us a declaration giving the proper construction of the Utah law. The court permitted the jury to pass on the facts of the case, and the jury rendered a verdict in our favor. Thereafter, the court considered our application for a declaratory judgment. In granting the declaratory judgment, the court adopted the view of the minority in the United States Court of Appeals which we argued for, and rejected the view of the majority.

"The Utah Court held on constitutional grounds that the Utah right of privacy statute does not prohibit the portrayal of a deceased public figure in a fictional motion picture, and the consent of the heirs of such deceased public figure for such a portrayal is not necessary. The decision is now the law of Utah unless reversed in the Supreme Court of that state."

The Most Reliable of Drive-In Speakers



THE RCA In-Car SPEAKER
IS FIRST IN ITS FIELD

... in better quality ... in longer
life with lowest maintenance
costs ... in popularity (More
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THEATRE EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



Don Hartman, Paramount production chief, and George Weltner, president, Paramount International, recently returned to New York from London following conferences in Rome, Paris, and London, at which plans were made for the production abroad of a number of pictures.

International Scene

(Continued from page 14)

velopment will be allowing by an order of the executive branch of the government the passage of a regulation for the change in the regulations regarding non-flammable film. By the end of 1953, it is expected that all motion picture film will be of this material. In order not to work any hardship on independent distributors, these regulations will not be put into effect until all their prints are of the new base. Most of these distributors' prints from outside the continent are on the old base. Other revisions include: Inclusion in the Act of the Adult Entertainment regulations, definition of the drive-in, and stipulation of requirements connected with its operation. The present act contains no reference to such theatres. Clearer definition of a standard motion picture theatre for the guidance of magistrates judging violations under the Act is also included.

—HARRY ALLEN, JR.

Carolinas Suit Filed

CHARLOTTE—Allen B. Thompson and his wife, Brona C., partners in the Graham, Graham, N. C., filed an anti-trust suit last week in federal district court seeking damages of \$6,000,000. The suit filed by George S. Ryan, Boston, and William I. Ward, Jr., Statesville, N. C., names as defendants North Carolina Theatres, Inc., Paramount-Wilby, Wilby-Kincey Service Corporation, H. F. Kincey, the eight major distributors, and Republic. The action charges that the Graham played first-run features in 1930, but that after North Carolina Theatres took over three houses in nearby Burlington, N. C., distributors granted pre-release to the Burlington houses over the Graham.

RKO Sets Five For Production

HOLLYWOOD—RKO has begun preparations for the immediate filming at the studio of five productions for which scripts have been completed, it was announced last week:

"Gambler Moon", which Edmund Grainger will produce with Robert Mitchum starring; "High Frontier", to be produced by Robert Sparks; "Size 12", a Technicolor production; "Second Chance", which Sam Wiesenthal will produce, and "The Return Of Zorro."

The Tip-Off On Business

(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date in accordance with newer information, exhibitors will be able to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (DECEMBER 24, 1952)

Swell, topnotch, record-breaking or close to it in all types of houses.

Just fair, nothing out of the ordinary, returns about average.

Good, although not breaking the walls down, but solid returns.

Disappointing, way below the average expected, decidedly off.

The Week's Newcomers

BWANA DEVIL (91m.) (Natural Vision)	
FACE TO FACE (89m.) (RKO)	
FLAT TOP (85m.) (Monogram)	
MILLION DOLLAR MERMAID (114m.) (MGM)	
MY PAL GUS (83m.) (20th-Fox)	
OUTPOST IN MALAYA (88m.) (UA)	
RIDE THE MAN DOWN (90m.) (Republic)	
THUNDERBIRDS (99m.) (Republic)	

Continuing

BECAUSE YOU'RE MINE (103m.) (MGM)	
BLACKBEARD, THE PIRATE (99m.) (RKO)	
BLOODHOUNDS OF BROADWAY (91m.) (20th-Fox)	
BREAKING THE SOUND BARRIER (109m.) (UA)	
CATTLE TOWN (71m.) (WB)	
HANS CHRISTIAN ANDERSEN (111m.) (RKO)	
HANGMAN'S KNOT (84m.) (Columbia)	
IT GROWS ON TREES (84m.) (U-I)	
KANSAS CITY CONFIDENTIAL (98m.) (UA)	
LIMELIGHT (141m.) (UA)	

LURE OF THE WILDERNESS (92m.) (20th-Fox)	
MONTANA BELLE (81m.) (RKO)	
PARK ROW (83m.) (UA)	
PLYMOUTH ADVENTURE (104m.) (MGM)	
PONY SOLDIER (83m.) (20th-Fox)	
SPRINGFIELD RIFLE (93m.) (WB)	
THE BLACK CASTLE (81m.) (U-I)	
THE BLAZING FOREST (91m.) (Paramount)	
THE FOUR POSTER (103m.) (Columbia)	
THE GOLDEN HAWK (84m.) (Columbia)	
THE HAPPY TIME (94m.) (Columbia)	
THE IRON MISTRESS (110m.) (WB)	
THE PRISONER OF ZENDA (101m.) (MGM)	
THE RAIDERS (80m.) (U-I)	
THE RING (78m.) (UA)	
THE SNOWS OF KILIMANJARO (114m.) (20th-Fox)	
THE STEEL TRAP (87m.) (20th-Fox)	
THE THIEF (85m.) (UA)	
THE THIEF OF VENICE (91m.) (20th-Fox)	
THE TURNING POINT (84½m.) (Paramount)	

Best Wishes
On Your Anniversary

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and Moving Picture Machine Operators of the
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General Secretary-Treasurer

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Producer of

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and the

TERRY BEARS

COLOR BY TECHNICOLOR

Distributed by TWENTIETH CENTURY-FOX FILM CORPORATION

Congratulations

to a swell guy,

JAY EMANUEL

and His Gang at EXHIBITOR

•
IS RAPPAPORT

Congratulations

TO A GOOD TRADE JOURNAL

and to

JAY EMANUEL, HIS STAFF

and to

EXHIBITOR

on the occasion of its

34th ANNIVERSARY



A. R. BOYD

Congratulations

on your 34th Anniversary!

Ben Amsterdam

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FRED BELLIN, General Mgr.
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ANTHONY TARELL, Comptroller
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ALL KEY CITIES**

Congratulations

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Nashville, Tenn.

Best Wishes

from

HUNT'S THEATRES

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from Coast
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Miscellaneous

In the Newsreels

IN ALL FIVE:

New York: Eisenhower reports on Korea.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 35, No. 102) Washington, D. C.: Documents of our heritage. Israel: Ben-Zvi, new president. French Morocco: Anti-French riots in Casablanca. New York: Lambs Club honors Clifton Webb. San Antonio, Tex.: Lasso belle rings a man. Bear Mountain, N. Y.: Ski jumpers.

NEWS OF THE DAY (Vol. XXIV, No. 232) Washington, D. C.: Documents of our heritage. Korea: Seoul black market. French Morocco: Anti-French riots in Casablanca. Israel: Ben-Zvi new president. Himalayan State of Bhutan: New king enthroned. New York: Christmas at Rockefeller Center. Europe: Toymakers at work.

PARAMOUNT NEWS (No. 35) New York: Pro football: Giants, 37, Browns, 34. Paramount News special: Christmas around the globe.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 422) Washington, D. C.: Documents of our heritage. French Morocco: Anti-French riots in Casablanca. Korea: Seoul black market. Morrisville, Pa.: New steel mill. Spain: Finger-tip fantasies.

WARNER-PATHE NEWS (Vol. 24, No. 37) Washington, D. C.: Documents of our heritage. Morrisville, Pa.: New steel mill. Football: Giants, 37, Brown, 34; Rams win, tie for N. C. title.

TELENEWS DIGEST (Vol. 6, No. 51-A) New York: Eisenhower reports on Korea. Washington, D. C.: Documents of our heritage. Morrisville, Pa.: New steel mill. Korea: Seoul black market. Mexico: Capital slowly sinking. New York: Pro football, Giants, 37, Browns, 34.

IN ALL FIVE:

Off Australia: British A-bomb exploded. Pacific Ocean: Eisenhower homeward bound. Argentina: President Peron's five-year plan.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 35, No. 101) Indo-China: Battle of Na San. England: Coronation crown jewels. New York: Mail to Santa. Marineland, Fla.: Mermaids' porpoise party. Warwick, Australia: Down under rodeo (except Dallas). Rosenberg, Tex.: Pee-wee football classic at Milk Bowl sees Variety beat Boy's Town 28-0 (Dallas only).

NEWS OF THE DAY (Vol. XXIV, No. 231) Indo-China: Battle of Na San. New York: Preview of atomic power plant. England: Coronation crown jewels. Santa Claus, Ind.: Santa's home town celebrates. Spain: Generalissimo Franco's partridge hunt. Germany: Jap judo champ floors 20 Germans.

PARAMOUNT NEWS (No. 34) Washington: President Truman assails Eisenhower and MacArthur. England: Coronation crown jewels. North Africa: Riots in Casablanca. Germany: Jap judo champ floors 20 Germans.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 421) Indo-China: Battle of Na San. Near Seattle: Freighter aground. California: "Operation Morale". New York:

Arbitration Discussed At Top Level Conference

NEW YORK—It was learned last week that progress had been made in attempts to resolve the differences between exhibitors and distributors on an industry arbitration plan at a conference at the MPAA offices between association officers and spokesmen for exhibitor groups.

Eric Johnston, president, headed the MPAA group at the informal meeting. Other officers present were Joyce O'Hara, vice-president; Ralph D. Hetzel, Jr., New York office vice-president, and Sidney Schreiber, secretary-general counsel. Herman M. Levy, general counsel, represented TOA, Wilbur Snaper, Allied, and President Emanuel Frisch, Metropolitan Motion Picture Theatres Association.

Needlework contest. Malta: Commando cliff-hangers.

WARNER PATHE NEWS (Vol. 24, No. 36) Indo-China: Battle of Na San. England: Coronation crown jewels. Hawaii: Honolulu kids hail Christmas ship. France: Paris kids see Christmas wonderland. Chicago: Pro football: Browns top Cardinals.

TELENEWS DIGEST (Vol. 6, No. 50-B) Off Australia: British A-bomb exploded. Israel: Ben-Zvi elected president. Spain: Secretary Sawyer visits Generalissimo Franco. Africa: Sultan of Morocco at festival. North Africa: Riots in Casablanca. Camp Pendleton, Cal.: Marines on maneuvers. Palm Beach, Fla.: Resort wear fashions. Off Greenland: British fleet in Arctic waters.

NATIONAL LEGION OF DECENCY

Dec. 18, 1952

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Battles Of Chief Pontiac" (Realart); "Cattle Town" (WB); "Fargo" (Monogram); "Hiawatha" (Monogram); "Last Of The Comanches" (Col.); "Meet Me At The Fair" (U-I); "Singing Angels" (Casino); "The Stooge" (Para.); UNOBJECTIONABLE FOR ADULTS: "Above And Beyond" (MGM); "Babes In Bagdad" (UA); "My Cousin Rachel" (20th-Fox); "Target Hong Kong" (Col.); OBJECTIONABLE IN PART: "Angel Face" (RKO); "April In Paris" (WB); "Blackbeard The Pirate" (RKO); "The Desperate Search" (MGM); "Mesa Of Lost Women" (Realart); "Shamed" (Westport-Int.)

NATIONAL BOARD OF REVIEW

Dec. 6, 1952

STARRED SELECTED FEATURE: "The Bad And The Beautiful"; SELECTED FEATURES: "My Cousin Rachel" (20th-Fox); "Skipper Next To God" (French) (Excelsior).

Montague Gets Stock Option

NEW YORK—A. Montague, Columbia vice-president, has been provisionally granted an option to acquire 10,000 shares of Columbia common at \$12 per share, under a five-year contract, it was reported last fortnight to the SEC. A similar option was granted Gerald Rackett, film laboratory supervisor, for 1,000 shares. Both pacts will be up for approval at the next meeting of stockholders.

U-I's Feldman Drive Gets Heavy Ad Backing

HOLLYWOOD—The "Charles J. Feldman Silver Anniversary Drive," covering 12 releases during an 18-week period beginning on Dec. 28, will be marked by one of the most intensive advertising and promotional activities in the history of the company, it was announced last week by David A. Lipton, vice-president in charge of advertising and publicity.

Executive heads of production will throw the full resources of the studio into the promotion campaigns during the drive.

"Against All Flags", first release in the drive period, will have a simultaneous key city opening across the country during the Christmas holiday week. Ian Murray, pirate authority, will tour key and sub-key situations during January on behalf of the film.

"The Lawless Breed", 50th anniversary western picture to mark 50 years of westerns, is being kicked off with a Texas pre-release saturation. Rock Hudson, Julia Adams, and Raoul Walsh will head the personalities for tour and publicity purposes.

"Meet Me At The Fair", launched with special pre-release New Year's Eve performances, will be backed down the line with an old fashioned ballyhoo campaign. Chet Allen will participate in a series of publicity and promotional events.

"The Mississippi Gambler" will be given all-out national penetration and point of sale showmanship campaigns, launched with a Mississippi River Valley saturation covering over 200 dates following a tri-city gala premiere in St. Louis, Memphis, and New Orleans, on Jan. 13. Tyrone Power, Piper Laurie, Julia Adams, a group of starlets, and Bud Westmore, head of make-up, will participate in the activities.

U-I Reveals Gross Sales

WASHINGTON—U-I reported last week to the Securities and Exchange Commission that consolidated world gross sales for the year ended on Nov. 1 are estimated at \$63,991,791, compared with \$65,172,580 in the 1951 fiscal year. Estimated consolidated gross sales for the 13 weeks ended on Nov. 1 was \$18,160,000, and for 14 weeks ended on the same day, the figure was \$21,138,791. Excise taxes are not included in gross sales, which include gross revenue from foreign countries having exchange regulations only to the extent that net earnings have been or can be realized in dollars, regardless of the period in which the revenue may have been earned in the foreign countries. Gross sales are partly estimated.

FCC Hearing Attracts 19

WASHINGTON—Notice of appearance was filed last week by 19 groups for the theatre television hearings scheduled to reopen before the Federal Communications Commission on Jan. 26. Among the groups filing exhibits are the Motion Picture Association of America, the National Exhibitors Theatre Television Committee, American Telephone and Telegraph, Paramount Television Productions, Allen B. DuMont Laboratories, and Skiatron.

The Editor Speaks

THAT colorful giant, our own motion picture industry, is at last rising from its long, lazy slumber. EXHIBITOR, on its 34th birthday, finds itself fascinated by



PAUL MANNING

the energetic stirrings, the unmistakable signs of a blood, virile and enterprising, returning to that wonderful state. The recent rocket launchings of Cinerama, Natural Vision, Triopticon, Swiss Eidophor, Theatre Television, and the other "searching" devices are healthy indications that show business might once again be show business! An industry such as ours, which has captured and held thousands of the most brilliant people for now more than a half century, cannot fail to meet the ever changing challenge of the day. The undeniable impact of our rising cost of living, television, and, generally, poor product, could not do else but temporarily hold back our fighting spirit.

IT WAS NATURAL for our leaders to stop for a reflective moment, a moment in which to regard the opposition, decide on the proper strategy, select the proper and most effective weapons, and then wage battle to regain our former heights. The clear cut boxoffice success of the various processes of third dimensional pictures prove that the public is attracted to this different and exciting brand of screen entertainment. True, giant strides remain to be made, and fast, to perfect this technique beyond the novelty and insecure stage of today's program. This will surely be done, for the pot of gold at the end of this trail is really loaded with pay dirt.

So, whatever the panacea may be, our sincere wish on this 34th birthday is: Before our next birthday rolls around, may our industry have proven to the public beyond a shadow of doubt that motion pictures is still their best form of entertainment!

Studia Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 8113 1/2 West Fourth, Los Angeles 48, California. For other information, please address EXHIBITOR, published weekly by Joy Emonuel Publications, Inc. Publishing offices: 246-48 North Clorion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 5, No. 13

December 24, 1952

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

SAMUEL GOLDWYN'S

"HANS CHRISTIAN ANDERSEN"

starring

DANNY KAYE, FARLEY GRANGER, JEANMARIE

with

JOEY WALSH

and

PHILIP TONGE, ERIK BRUHN, JOHN BROWN, JOHN QUAMEN

Produced by Samuel Goldwyn. Directed by Charles Vidor.

Screenplay by Moss Hart, based on a story by Myles Connolly.

Words and music by Franz Loesser. Color by Technicolor. Released by RKO.

PARAMOUNT'S

"COME BACK, LITTLE SHEBA"

starring

BURT LANCASTER, SHIRLEY BOOTH

with

TERRY MOORE, RICHARD JAECKEL

A Hal Wallis production, directed by Daniel Mann.

Screenplay by Ketti Frings, based on the play by William Inge.

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TORIN THATCHER, IRENE RYAN, ALAN MOWBRAY, RICHARD EGAN,
SKELTON KNAGGS, DICK WESSEL

An Edmund Grainger production, directed by Raoul Walsh.

Screenplay by Alan LeMay from a story by DeVallon Scott. Color by Technicolor.

TECHNICOLOR

AGAIN IS EXPANDING ITS
CAPACITY TO MEET THE
EVER-INCREASING DEMANDS OF
THE MOTION PICTURE INDUSTRY

FOR



TECHNICOLOR

IS THE TRADE-MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

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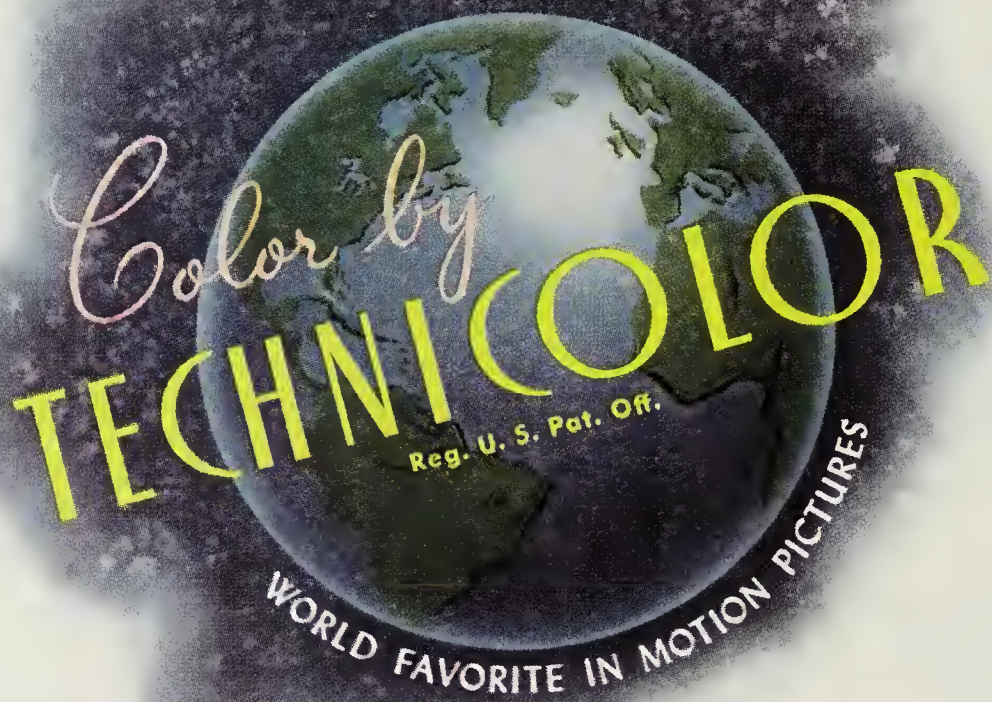
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TO THE VICTORS, THE TROPHIES; MORE LAUREL AWARDS WINNERS POSE FOR THE PHOTOGRAPHER



Vincente Minnelli, MGM
Topliner director and runner-up musical



Victor Young (with Paul Manning)
Runner-up composer



George Sidney, MGM
Best musical and Topliner director



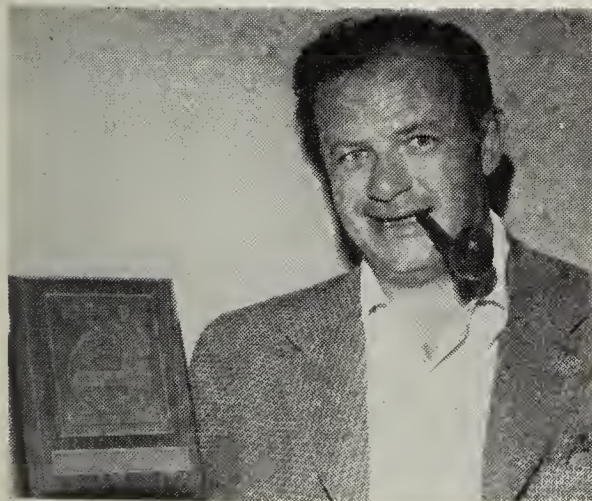
Johnny Green, MGM (with Manning)
Runner-up musical director



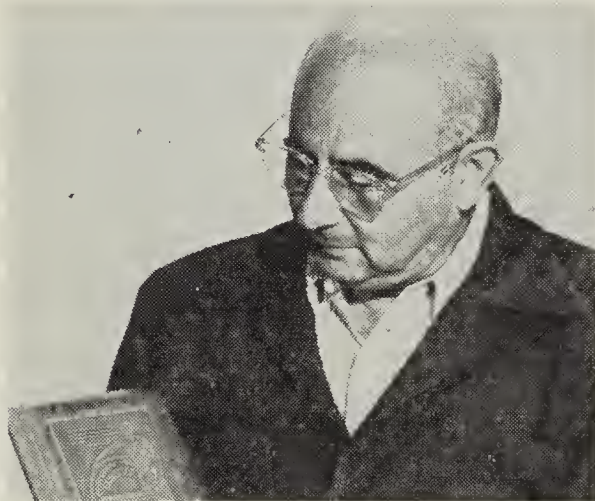
Max Steiner, Warners
Best composer



Ray Heindorf, Warners
Best musical director



Joseph L. Mankiewicz, MGM
Top director



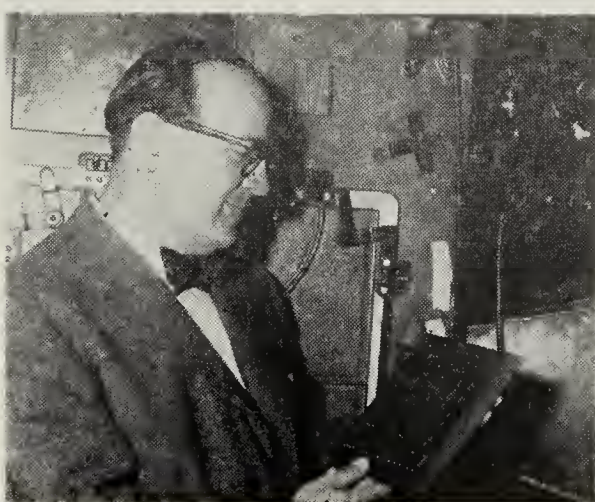
Norman Taurog, Paramount
Topliner director



Michael Curtiz (with Danny Thomas), Warners
A top 10 director



Samuel Fuller, writer-producer-director
"Sleeper of the year"—"The Steel Helmet"



Rudolph Mate, Paramount
Best science-fiction feature



Dore Schary, MGM
Special award

Coming Soon...
TO LIVE IN YOUR HEART FOREVER

WALT DISNEY'S
PETER PAN



*A New Achievement in
Cartoon Entertainment*

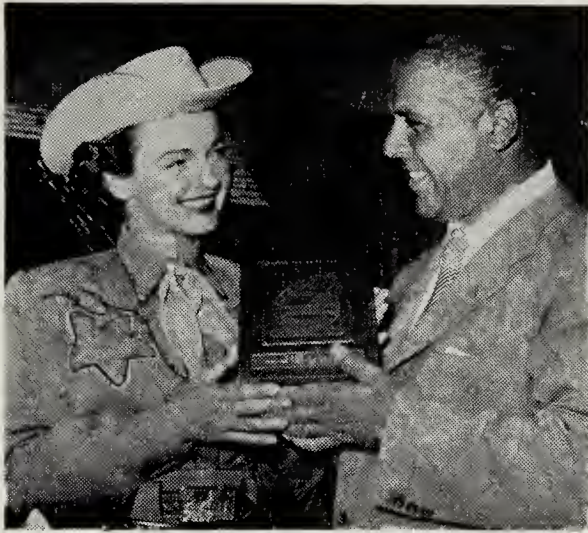
Color by
Technicolor

Distributed by
RKO Radio Pictures

©Walt Disney Productions
World Rights Reserved



Samuel Goldwyn (with Mel Konecuff)
Top producer



Dale Evans (with Manning)
Top female western star



John Wayne
Top actor



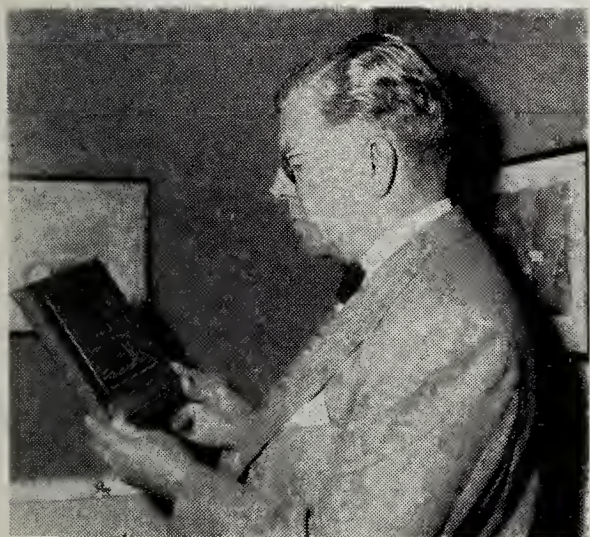
Jane Wyman
Best dramatic performance by actress



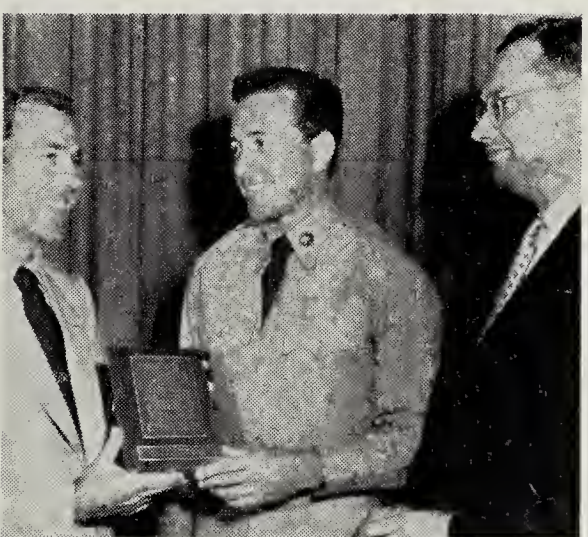
Billy Wilder
Topliner director



Jeanne Crain
Topliner star



Fred Quimby, MGM
Best one-reel cartoons



Vic Damone (with Martin Block and Konecuff)
Topliner new personality



Irving Sochin (with Konecuff), U-I
Best two-reel musical shorts



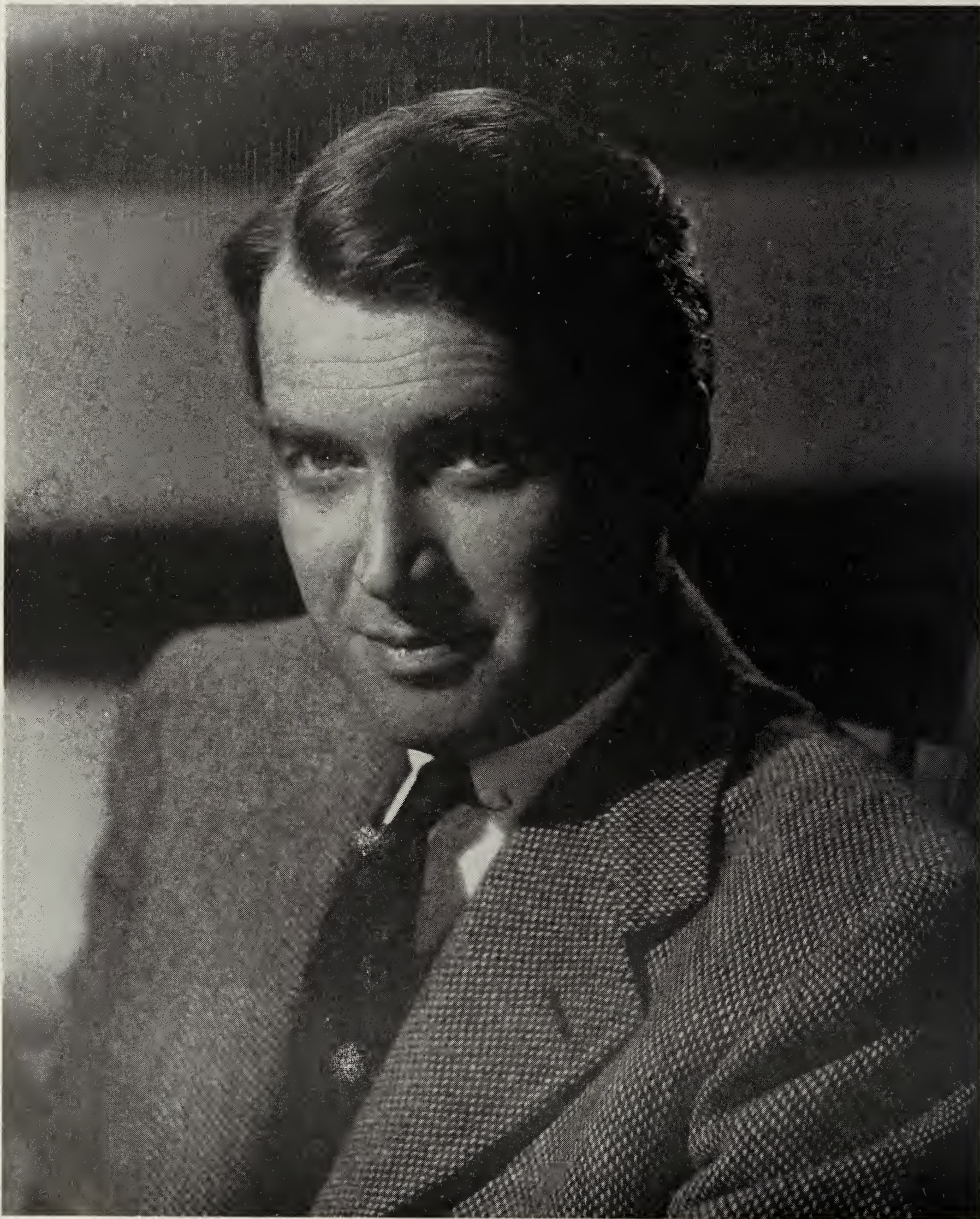
Max Weinberg (with Konecuff), MGM
Best one-reel travel shorts



Norman Moray (with Konecuff), Warners
Best one-reel musicals, two-reel documentaries



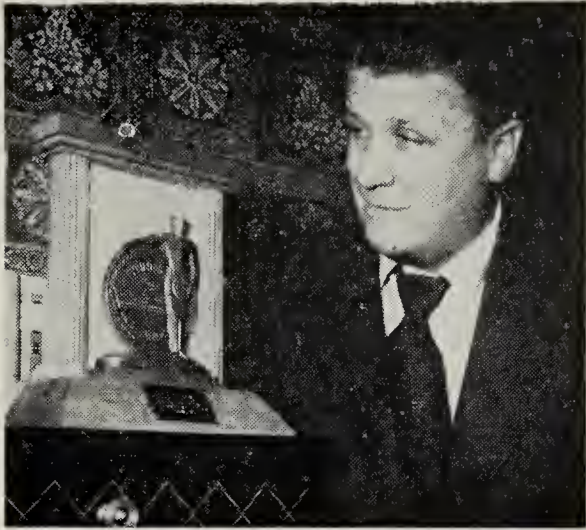
Oscar Morgan (with Konecuff), Paramount
Best one-reel sports shorts



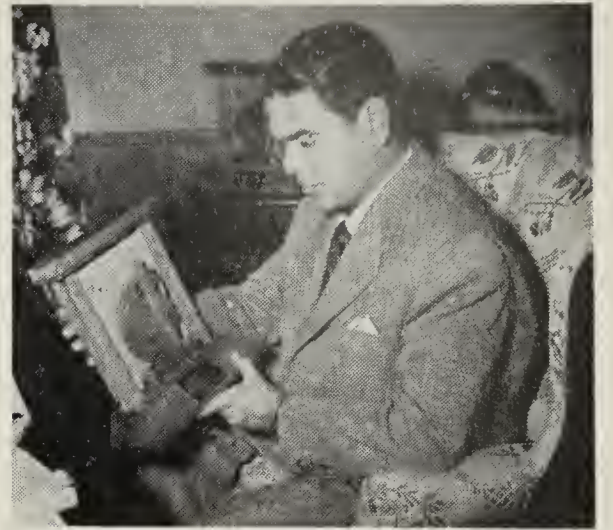
JAMES STEWART



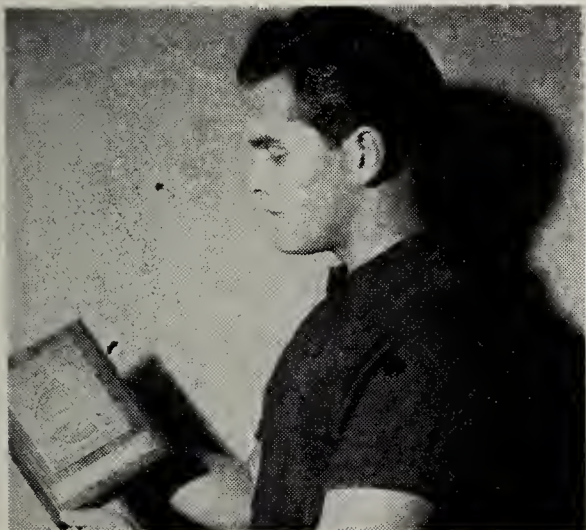
Samuel Zimbalist (with Manning), MGM
Topliner producer and special award



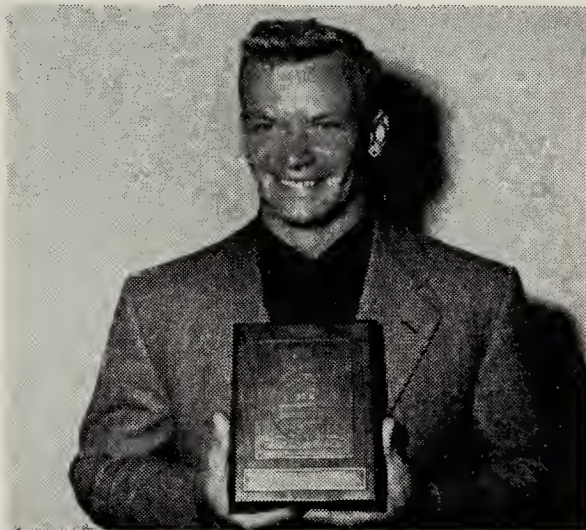
George Stevens
Best dramatic film, Topliner producer-director



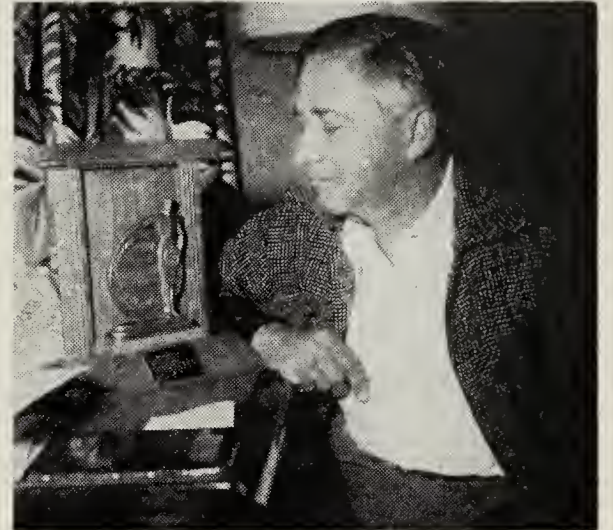
Pandro Berman, producer, MGM
Best comedy, Topliner producer



Jeffrey Hunter, 20th Fox
Topliner new personality



Aldo Ray, Columbia
Topliner new personality



Mervyn LeRoy, MGM
Topliner producer-director and special award



Gordon MacRae, Warners
Topliner musical performance



Abbott and Costello, U-I (with starlets)
Topliner stars



Marion Marshall, Hal Wallis Productions
Topliner new personality



Sam Katzman, producer, Columbia (with starlet)
Best serials



Rex Allen, Republic
Runner-up western star



Jeff Chandler, U-I
Outstanding dramatic performance

EDMUND GRAINGER PRODUCTIONS

SEASON 1952-53

On Exhibition

"ONE MINUTE TO ZERO"

Starring

ROBERT MITCHUM • ANN BLYTH

Directed by

TAY GARNETT

For Thanksgiving Premieres

"BLACKBEARD THE PIRATE"

(Color by Technicolor)

Starring

ROBERT NEWTON • LINDA DARNELL
WILLIAM BENDIX • KEITH ANDES

Directed by

RAOUL WALSH

Shooting

"SPLIT SECOND"

Starring

STEVE McNALLY • JAN STERLING • KEITH ANDES
ALEXIS SMITH • ARTHUR HUNNICUT

Direction by

DICK POWELL

Preparing

"THE DAY THEY GAVE BABIES AWAY"

"AFRICAN INTRIQUE"

(Color by Technicolor)



"Show" Lays Claim To Title Of 1952's Biggest Money Film

IF ANYONE, even Cecil B. DeMille, himself, had been bold enough to predict during production that "The Greatest Show On Earth" would gross more than \$10,000,000 in playing off only one-third of its initial general release dates, the skeptics in the industry who lie in wait for "reckless" prognostications would have put their slingshots to work at once.

Today, however, in the light of facts and figures available concerning the boxoffice achievement thus far of DeMille's Technicolor circus epic, nary an eyebrow has been raised at the Paramount sales department's recent prediction that "GSOE" will be the biggest grossing picture of all time. It seems generally to be taken for granted that the Paramount sales department knows what it is talking about in making its prediction.

And what are the facts and figures that support such reassurance?

Well, first of all, when the picture went into general release last July following an ultra-successful pre-release run in 308 key situations, approximately 16,000 initial general release dates were in store for it in the United States and Canada alone.

Secondly, 6,665 of these dates have been played in the United States, and 72 in Canada, all to the tune of \$11,948,000 taken in at the boxoffice!

Thus, with 10,000 United States and 900 Canadian playdates to go, and with the film's impact as family entertainment mounting constantly, it is obvious that one can think only in terms of astronomical figures in attempting to determine the ultimate box office "take" of this star-studded tribute to the big-top. Remember, the road to "the ultimate" is paved with second, third, fourth, etc., release runs! Can anyone doubt that "GSOE" thus far has only barely scratched the surface of the domestic market, and that the \$11,948,000 grossed to date represents a bare fraction of what will be the final figure?

The outstanding characteristic of the distribution experience with "GSOE" has been extended playing time.

Invariably, according to Paramount, the DeMille picture's playing time at

theatres of all classes and seating capacities was double and triple the playing time allotted to other top-flight product. Thus, when a theatre's custom, based on a community's capacity to support the house, was to give three or four days to a first-rate feature, "GSOE" was allotted a week, and still was "going strong" when the booking ended. (Length of run was limited in consequence of the high demand for the picture and the im-



Betty Hutton and Cornel Wilde are seen in a shot from Paramount's record-breaking attraction, "The Greatest Show On Earth."

possibility of securing a sufficient number of prints to meet this extraordinary demand quickly. However, arrangements are understood to be in the making for re-runs in many theatres as prints become available.)

The experience at theatres which normally would play a "big" picture one week was the same; "GSOE" played for two and three weeks to jam-packed audiences.

It would be unfair to make these statements without backing them up with theatre identifications.

Glancing at random through the boxoffice record of "GSOE", one would find that at the LaPorte, LaPorte, Ind., for example, DeMille's offering played two weeks against one week for any other top attraction.

Flip a few pages of the record and the Plaza, Great Bend, Kan., shows up with two weeks for "GSOE" compared to a single week for any other top attraction at any time.

Continuing, the Southtown, Kansas City, played the DeMille epic to crowding audiences for 11 straight days, whereas four days would be the limit for any other picture. The State, Harrisburg, Pa., which normally would give a top picture a week, gave "GSOE" two, and in Lancaster, Pa., where the best product usually rates a week, "GSOE" attracted throngs for three straight weeks.

Of course, it took "GSOE" to tie the long-run record at the world-famous Radio City Music Hall, New York, 13 straight weeks.

When "GSOE" was booked into the Boyd, Philadelphia, the Paramount sales department found the suspense almost unbearable, the waiting, that is, to see how the circus epic would compare with the sensational long run of eight weeks recorded earlier by DeMille's other great film, "Samson And Delilah." "GSOE" came through with 12 straight weeks.

Ask the managers of the Lincoln, Trenton, N. J., and the Warner, Wilmington, Del., what those houses did with "GSOE." They will tell you that whereas a top calibre film ordinarily would get a week at each theatre, "GSOE" played for two weeks.

The sum of the experience nationally with "GSOE" is that out of 6,600 dates, 5,500 were marked by extended playing time. Many exhibitors contend that part of the success of "GSOE" boxofficewise can be attributed to the picture's unique capacity for bringing back for a second, third, and fourth viewing patrons who wouldn't think of attending any other type of picture more than once. Why?

Obviously, the answer lies in the unending appeal the circus itself, show business in its most vigorous form, has for the millions. Ask Ringling Brothers Barnum and Bailey, and they will tell you that their crowds get bigger and bigger year after year, crowds composed of youngsters from four to 94 years of age.

This Was 1952

(Continued from feature story, in front of book)

21—Bud Abbott and Los Costello filed a suit for \$5,000,000 against U-I and Realart. . . . Republic announced an appropriation of \$15,000,000 for 1952 production. . . . Indiana Allied reelected Trueman T. Rembusch president.

28—James C. Ritter, pioneer Detroit exhibitor and one of the founders and third president, Allied States Association, died. . . . U-I paid its first common stock dividend in three years.

December

5—Charles M. Reagan was made vice-president in charge of distribution at MGM, succeeding William F. Rodgers. . . . Harvey Benjamin Day, 75, veteran in distribution, died.

12—More "Movietime, U.S.A." tours clicked. . . . Charles P. Skouras, National Theatres Amusement Company president and head, Fox West Coast, revealed plans for the use of the Swiss Eidophor TV system.

19—Howard LeSieur was named Columbia advertising-publicity chief. . . . Benjamin S. Moss, 73, pioneer exhibitor and theatre builder and president, B. S. Moss Corporation, died. . . . E. Harold Stoneman, 49,

president, Interstate Theatres Corporation, died.

26—The Sabloskys filed a \$5,775,000 treble damage anti-trust suit against the majors in connection with their Norristown, Pa., houses. . . . The National Board of Review named as its "best" of the year, Paramount's "A Place In The Sun", with the Japanese-made "Rashomon", released by RKO, named as the "best" foreign film.

January, 1952

2—Jerry Pickman was elevated to a vice-presidency in Paramount Film Distributing Corporation. . . . Deaths

WAYNE - FELLOWS PRODUCTIONS, INC.

JOHN WAYNE ★ ROBERT FELLOWS

"BIG JIM McLAIN"

In Production

"PLUNDER OF THE SUN"

Released by Warner Bros.

included Harry Marcus, 45, executive, Republic Pictures International Corporation, and Oscar Oldknow, 52, theatre executive.

- 9—Warners' selling changed under the government decree.
- 16—Stanley Kramer filed a million dollar suit against the Wage Earners Committee of the U.S.A. and its officers for allegedly terming his pictures "Red-slanted, Red-starred films. . . . COMPO revealed details of its trade public relations plan.
- 23—Lippert held its first sales convention in Chicago. . . . The Federal Communications Commission opened hearings on Paramount-DuMont.
- 30—Eric A. Johnston, head, MPAA, was again "drafted" for government service, and became chairman, International Development Advisory Board. . . . The American Federation of Musicians gained benefits under a new deal with the majors.

February

- 6—The TOA issued a manual to aid exhibitors in fighting unfair admission taxes. . . . A higher state court upheld the Texas censor board ruling prohibiting showing 20th-Fox's "Pinky."
- 13—Italian Film Export announced the appointment of Jonas Rosenfield, Jr., former 20th-Fox publicity executive, as its director of public relations. . . . Wilbur Snaper, president, Allied Theatre Owners of New Jersey, was elected president, Allied States Association. . . . Walter Reade, veteran head of a circuit of over 40 houses, died.
- 20—Francis M. Winikus was appointed national director of advertising, publicity, and exploitation for UA by vice-president Max Youngstein. . . . Barney Balaban, Paramount president, rapped the FCC for its ban against color television production.
- 27—Nate Blumberg, then U-I president, was celebrating his 40th year in the industry. . . . Eric Johnston declared that the House Un-American Activities Committee report on Hollywood was misleading and unfair.

March

- 5—WarnerColor arrived. . . . The TOA arbitration plan was sent to the distributors. . . . Screen Actors Guild made a new deal with the producers.
- 12—United Paramount Theatres was given more time to drop 184 theatres under the decree.
- 19—The MPAA sought to have a Japanese quota on import of American films increased. . . . 20th-Fox's "Pinky" became a censorship case celebre in Texas. . . . Cinerama, Inc., announced its stock for sale. . . . Russell J. Downing was named New York's Radio City Music Hall director.
- 26—Internal Revenue Bureau reports indicated that theatre receipts were still on the decline. . . . Academy Oscars went to MGM's "American In Paris", best picture; Humphrey

Bogart, best actor; Vivien Leigh, best actress; "Rashomon", best foreign film; "The Two Mouseketeers", MGM cartoon, best cartoon; Warners' "World Of Kids", best single reel, and Walt Disney's "Nature's Half Acre", best two reeler.

April

- 2—COMPO inaugurated an all-industry drive for a cut or elimination of the 20 per cent federal admissions tax. . . . Howard Hughes, managing director of production for RKO, asked a showdown with Screen Writers Guild over credit to Paul Jarrico on "The Las Vegas Story."
- 9—Industryites and Legion heads conferred in Washington on Communism in film production.
- 16—The FCC lifted the freeze on new TV stations by providing for a total of 2053 TV stations in 1291 communities. . . . Ray Moon was named assistant domestic sales manager by U-I.
- 23—Paramount Pictures "bought in" on Vitascope Corporation of America. . . . Floods in Nebraska and Iowa, caused damage to many midwestern theatres. . . . MGM announced it would play host to over 100 exhibitors on the coast to acquaint them with forthcoming product.
- 30—Neighborhood Theatre, Inc., Richmond, Va., celebrated its 25th anniversary. . . . David Milgram won his anti-trust case involving his Boulevard Drive-In, Allentown, Pa., and its right to bid for first-run product along with other Allentown first-runs. . . . The Variety Clubs International's 16th annual convention was held in Las Vegas, Nev.

May

- 7—Jack Beresin, Philadelphia, was named International Chief Barker at the Variety Clubs International convention. . . . Exhibitors from all parts of the country assembled at MGM studios, Culver City, Col., as guests of the company to see the new product.
- 14—Allied's board rapped admission boosts forced by distributor tactics. . . . William Fox, 74, industry pioneer and former president, old Fox Film Corporation and Fox Theatres Corporation, died. . . . 20th-Fox began production of TV trailers to be offered free to exhibitors to publicize films. . . . Jerry Wald purchased Norman Krasna's interest in Wald-Krasna Productions, Inc.
- 21—Drive-ins were expected to be the principal beneficiaries of relaxed NPA theatre construction rules.
- 28—The Senate Small Business Committee, acting on complaints of independent exhibitors, launched an investigation of trade practices in the industry.

June

- 4—Spyros P. Skouras was reelected president, 20th-Fox. . . . The U. S.

Supreme Court at long last ruled on the censorship of motion pictures with "The Miracle" the film, resulting in the decision that motion pictures are to be included within the free speech and free press guaranty of the First and 14th Amendments.

- 11—Charles Brackett was reelected president, Academy of Motion Picture Arts and Sciences, for a fourth term. . . . The U. S. Supreme Court, in a second censorship decision, set aside the conviction of a Texas exhibitor in the long pending "Pinky" decision. . . . Herman Levy, chairman, rules committee, announced that the all-industry arbitration system had been completed.
- 18—Screen Gems, Columbia subsidiary, began making TV films for the Ford Motor Company.
- 25—The fight against the federal 20 per cent admissions tax was gaining headway. . . . Decca Records acquired J. Arthur Rank's U-I stock. Charles P. Skouras was named head, Wesco Theatres Corporation, the new name for National Theatres following its divorcement from 20th-Fox.

July

- 2—Following a New York showing, it was predicted that 20th-Fox's Eido-phor may open a new era. . . . New York State theatremen hit a proposed minimum wage bill.
- 9—EXHIBITOR Laurel Awards went to "Show Boat", best musical; "A Place In The Sun", best drama; "Father's Little Dividend", best comedy; "I'd Climb The Highest Mountain", "The Blue Veil", "David And Bathsheba", "An American In Paris", "That's My Boy", "The Great Caruso", "Detective Story", "I'll See You In My Dreams", and "Flying Leather-necks."
- 16—The Hartford, Conn., Times symposium provided a milestone in cooperation between the industry and the press. . . . COMPO revealed a new tax repeal plan, with a campaign to be conducted at grass roots level. . . . Ohio theatremen decided to force a censorship test on news-reels. . . . Top salaries were cut under a MGM economy plan.
- 23—Al Daff was promoted to U-I vice-president and director of world sales. . . . Milton R. Rackmil was elected president, U-I, and former president N. J. Blumberg became chairman of the board.
- 30—The Department of Justice filed a suit against most distributors and the TOA to force making 16mm. product available to TV. . . . Twelve "Movietime, U.S.A." tours were set. . . . Distributors combined with exhibitors in the battle against the federal admissions tax.

August

- 6—The Danes okehed Samuel Goldwyn's Danny Kaye starrer, "Hans Christian Andersen."

(Continued on page A-28)

JOSEPH PASTERNAK

★ "BECAUSE YOU'RE MINE"

★ "THE MERRY WIDOW"

★ "SKIRTS AHOY"

Producing . . .

★ "SMALL TOWN GIRL"

★ "EASY TO LOVE"

★ "LATIN LOVERS"

METRO-GOLDWYN-MAYER

CURTIS BERNHARDT

Directed . . .

☆ "THE BLUE VEIL"

R. K. O.

☆ "THE MERRY WIDOW"

M. G. M.

Forthcoming . . .

☆ "SADIE THOMPSON"

COLUMBIA

Best Wishes to JAY and EXHIBITOR

BUD ABBOTT
and
LOU COSTELLO



FORTHCOMING PICTURES

"ABBOTT & COSTELLO MEET CAPTAIN KIDD"

CO-STARRING

CHARLES LAUGHTON

— A WARNER BROS. RELEASE —

and

"ABBOTT & COSTELLO GO TO MARS"

— UNIVERSAL-INTERNATIONAL —

Congratulations

to

"JAYSIE"

and the

EXHIBITOR



EDDIE SHERMAN

HENRY BLANKE

Producer

WARNER BROS.

ANTHONY MANN

Directed . . .

"BEND OF THE RIVER"

U-I

Forthcoming . . .

"THUNDER BAY"

U-I

"THE NAKED SPUR"

MGM

CLARENCE BROWN

PRODUCER-DIRECTOR

METRO-GOLDWYN-MAYER

GOTTFRIED REINHARDT

DIRECTOR

METRO-GOLDWYN-MAYER



Roy Rogers
"King of the Cowboys"
and Trigger

"Smartest Horse in the Movies"

Current Picture:

"SON OF PALEFACE"

A Paramount Picture
 in Color by Technicolor

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 1418 N. Highland Avenue
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 1418 N. Highland Avenue
 Hollywood 28, Calif.

THE ONE AND ONLY
GENE AUTRY
AND
CHAMPION
WORLD'S WONDER HORSE

IN ONE GREAT
COLUMBIA
ACTION PICTURE
AFTER ANOTHER!

"BLUE CANADIAN ROCKIES"

"WINNING OF THE WEST"

"ON TOP OF OLD SMOKY"

"GOLDTOWN GHOST RIDERS"

"PACK TRAIN"

"SAGINAW TRAIL"

GENE AUTRY PRODUCTIONS

EXECUTIVE PRODUCER ARMAND SCHAEFER





GOOD LUCK



DEAN and JERRY

CHARLES BRACKETT



20th CENTURY-FOX STUDIOS

Best Wishes to EXHIBITOR



JOSEPH KAUFMAN

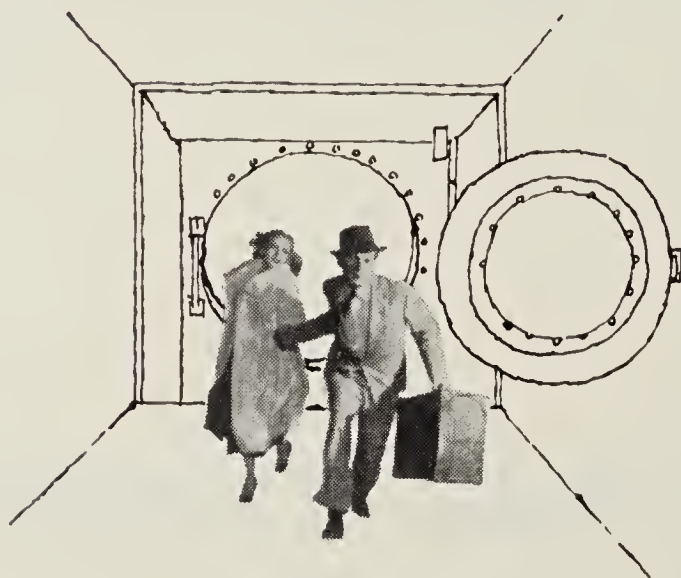
Producer

"SUDDEN FEAR"

Don't miss the suspense and excitement you will get when you see "The Steel Trap!" This is the kind of picture I like and which I think all audiences will like. Joe Cotten's best performance since Alfred Hitchcock's "Shadow of a Doubt"

-Jimmy Starr

Motion Picture Editor
Los Angeles Herald and Express



BERT FRIEDLOB'S

THE STEEL TRAP

20th
CENTURY-FOX RELEASE

Gabriel Pascal
p r e s e n t s

Bernard Shaw's

ANDROCCLES AND THE LION

s t a r r i n g

JEAN SIMMONS

VICTOR MATURE

ROBERT NEWTON

MAURICE EVANS

and ALAN YOUNG as **ANDROCCLES**



.....
IN PRE-PRODUCTION

Bernard Shaw's

“Devil's Disciple”

.....
IN PREPARATION

★ MAHATMA ★ GANDHI ★

★
LIFE OF AN IMMORTAL

A decorative border at the bottom of the page consisting of multiple horizontal lines and a central band with a repeating geometric pattern.

The Company That's On The Move!

ALLIED ARTISTS

FLAT TOP

BATTLE ZONE

HIAWATHA

TORPEDO ALLEY

KANSAS PACIFIC

FORT VENGEANCE

THE BLACK KNIGHT

THE ANNAPOLIS STORY

WICHITA

AFFAIR IN MONTE CARLO

New Boxoffice
Power For The
Top Theatres
Across The Land!

Ready Now!

America's Devil's Island!

"HELL GATE"

starring
STERLING HAYDEN
JOAN LESLIE • WARD BOND



Mammoth Adventure!

Filmed in INDIA with a CAST OF THOUSANDS!

"THE JUNGLE"

starring
ROD CAMERON • CESAR ROMERO
MARIE WINDSOR

with L. LIPPERT

Where there was gold
and a woman...there was

"THE TALL TEXAN"

starring
LLOYD BRIDGES • MARIE WINDSOR
LEE J. COBB • LUTHER ADLER



GEORGE RAFT and SALLY GRAY

in searing, screaming suspense!

"I'LL GET YOU"

Coming Soon!

ARTHUR LUBIN

Director

•

Current Release

"FRANCIS GOES TO WEST POINT"

U-I

•

Future Release

Irene Dunne

in

"IT GROWS ON TREES"

U-I

•

Now Preparing

"SULA SEA"

PINE - THOMAS PRODUCTIONS

COMPLETED

"TROPIC ZONE"

STARRING

RONALD REAGAN • RHONDA FLEMING • ESTELITA



"ROCK GRAYSON'S WOMEN"

STARRING

JOHN PAYNE • JAN STERLING • COLEEN GRAY • LYLE BETTGER



"JAMAICA"

STARRING

RAY MILLAND • ARLENE DAHL • WENDELL COREY



ALL IN COLOR BY TECHNICOLOR

FOR

PARAMOUNT

WILLIAM H. PINE

WILLIAM C. THOMAS

Roy Del Ruth

DIRECTOR

WARNER BROS. PICTURES

Roy Rowland

DIRECTOR

"THE 5000 FINGERS OF DR. T"

COLUMBIA PICTURES

"BEAUTIFUL BUT DANGEROUS"

RKO PICTURES

This Was 1952

(Continued from page A-11)

- 20—Arch Oboler Productions announced that three dimensional films would make their bow in the near future. . . . Cinerama was getting set for its Broadway premiere.
- 27—Paramount News celebrated its 25th year of newsreel reporting. . . . The Bureau of Labor Statistics, Washington, D. C., found that admission prices in metropolitan areas had risen to new highs.

September

- 3—Theatre Network Television acquired exclusive theatre TV rights to the Walcott-Marciano fight in Philadelphia. . . . A "Hollywood At The Fair" exhibit at the Ohio State Fair proved a hit under the sponsorship of Independent Theatre Owners of Ohio.
- 10—All branches of the industry were lining up against the government's 16mm. suit aimed to force producers to make prints of this gauge film available for TV. . . . Monogram announced that in 1953 it would change its name to Allied Artists. . . . Nate Blumberg, U-I board chairman, celebrating his 40th year in the business, was named "Motion Picture Pioneer Of The Year."
- 17—An Ohio court ruled that newsreels were entitled to the same protection newspapers and other media receive, and that their censorship in the state was unconstitutional. . . . Charles Chaplin's first film in five years, "Limelight" premiered in

London and New York City. . . . The TOA held its annual convention in Washington, D. C., with Alfred Starr elected president.

- 24—Gael Sullivan resigned his TOA executive post. . . . Paramount News celebrated its 25th anniversary.

October

- 1—New "Movietime, U.S.A." tours were being planned by COMPO. . . . Lippert began selling franchise to its exchanges. . . . Howard Hughes sold controlling RKO interest to a group of five businessmen, Ralph Stolkin and his father-in-law, A. L. Koolish, Chicago; Raymond Ryan, Evansville, Ind.; Edward Burke, San Antonio, Tex., and Sherrill C. Corwin, Los Angeles.
- 8—A "Salute To Italian Films Week" was held in New York City at the Little Carnegie, with many stars and executives of the Italian industry feted. . . . Ralph Stolkin succeeded Ned Depinet as RKO president; Charles Boasberg was named sales manager, succeeding Robert Mochrie, and Walter Branson became general sales manager. . . . Harry Sherman, "Hopalong Cassidy" producer, died.
- 15—Spyros Skouras was honored on his 10th anniversary as president of 20th-Fox. . . . The National Production Authority relaxed theatre construction controls. . . . Theatres all over the country were rallying to support the Will Rogers Memorial Hospital fund-raising drive.
- 22—COMPO membership was reported at 11,695 theatres. . . . Canadian theatres reported an all time high in

boxoffice receipts. . . . Alfred Crown succeeded Phil H. Reisman as RKO foreign sales manager.

- 29—Ralph Stolkin resigned as RKO president. Also resigning from the board were A. L. Koolish and William Gorman. . . . Natural Vision Camera Company and Arch Oboler announced that "Bwana Devil", three-dimensional color film, was ready to reach the screens.

November

- 5—The industry was united in a drive against the 20 per cent federal admissions tax. . . . Arguments continued over a proposed arbitration plan for the industry as advocated by COMPO, with National Allied leaders pointing out alleged inadequacies insofar as it affects distributors. . . . Spyros P. Skouras, 20th-Fox president, visited Korea.
- 12—The question of continuing payment of ASCAP fees cropped up again. . . . Cinerama was a hit in New York City.
- 19—The Colosseum of Motion Picture Salesmen convened in Atlanta. . . . The FCC was urged by examiner Leo Resnick to okeh the UPT-ABC merger.
- 26—National Allied-TEDA and TESMA held joint conventions in Chicago. . . . The Hollywood Coordinating Committee announced that 21 film personalities had been set for service tours in Alaska, Greenland, the Far East, and elsewhere. . . . Variety Clubs International held its mid-winter meeting at Pittsburgh.

LEWIS J. RACHMIL

PRODUCER

COLUMBIA PICTURES CORPORATION

Current Assignments

"ROUGH COMPANY"

"THE HUMAN BEAST"

"TEN AGAINST CAESAR"

**Jack Broder
Productions, Inc.**



Now In Release

"BATTLES OF CHIEF PONTIAC"

LEX BARKER, HELEN WESTCOTT

LON CHANEY



NEWS OF THE

Territory

BRANCHES

Atlanta

H. A. Dale, Lake Butler, Fla., is the new owner, New, Palatka, Fla., from former owner Mrs. Mostelt. . . Mrs. Cleme Montgomery, Realart, returned to Atlanta after a trip to Mississippi for the funeral of her mother.

In town were: J. H. Thompson, Hawkinsville, Ga.; John Thompson, Family Drive-In, Gainesville, Ga.; W. Welch, Dallas, Dallas, Ga., and Jay Solomon, Chattanooga, Tenn.

The Jam Handy reels are being handled by John Mangham, Realart, John Golder announced.

Herman Rhodes was host to friends at a cocktail and dinner at the Variety Club.

Realart will close its Tampa, Fla., branch. . . In visiting and booking were: Sid Laird and L. J. Duncan, Al-Dun-Amusement Company, West Point, Ga., and Ebb Duncan, Duncan Theatres; George Weeks, Carver, Decatur, Ga.

Howard McGill is the new owner, Elmore, Eclectic, Ala. . . Jack Hunt, sales representative, Wil-Kin Theatre Supply, reports the sale of all booth equipment to the new drive-in in Livingston, Tenn.

The Christmas shopping season opened in Gainesville, Fla., with a big parade and free show at the Florida. . . The 28th Street Drive-In, St. Petersburg, Fla., celebrated its second birthday party. . . Dresden, Tenn., will soon have a new drive-in owned by B. Lassiter and A. G. Nucie, Murray, Ky., to cost about \$30,000.

A \$150,000, 700-car drive-in at Key West, Fla., will be built by John and Ygnacio Carbonell. The brothers have two other theatres.

Carl Moseley and Associates opened the new 20th Century Drive-In, Tampa, Fla., with space for 500-cars. An auditorium has seating capacity for 300. There is provision made outside for an additional 200 walk-ins. . . The 90 Drive-In, McClenny, Fla., will reopen about Jan. 15 after being closed for a month while improvements were made. R. E. Totman is the owner.

Phillip Feld, general sales manager, American Newsreels Corporation, was in for a visit with W. R. Richardson.

In Luverne, Ala., the Crenshaw Drive-In ran a "Jalopy Night" when free cars are given away. . . Florida State Theatres, Tampa, Fla., has a 300-car parking lot in the downtown area. The public pays during the day, and theatre patrons get free parking at night.

Charlotte

John Golder announced that the Jam Handy reels are now being handled by Fred Sandy.

Woodrow Fussell, president, Theatre Owners Association of North and South Carolina, appointed committees for the ensuing year. Chairmen are: John Dineen, conciliation; Walter Griffith, membership; H. F. Kinsey, screenings; Jack Fuller, public relations; Warren Irving, South Carolina legislature, and H. E. Buchanan, North Carolina legislature.

An action under the anti-trust laws, claiming damages of six million dollars, has been brought by Allen B. Thompson and Brona C. Thompson, husband and wife, Graham, N. C., co-partners doing business as the Graham. The suit was filed by attorneys George S. Ryan, Boston, and William I. Ward, Jr., Statesville, N. C. The defendants are North Carolina Theatres, Inc., Wilby-Kinsey Service Corporation; H. F. "Mike" Kinsey, in charge of the operation of the Paramount-Wilby-Kinsey theatres in North Carolina and South Carolina, the eight majors, and Republic. The complaint charges that in 1930 the Graham was using first-runs on national release date availability; that in 1930, after North Carolina Theatres took over three houses in Burlington, N. C., only a few miles away from Graham, because of combination and conspiracy to monopolize and restrain interstate commerce, the defendant distributors pre-released their films to the theatres in Burlington, and subsequently granted them fourteen days clearance over the plaintiff's Graham. It also alleges injury by various other illegal practices.

Sheriff L. L. Guy arrested manager Earl Rogers, Charles Rex, and Ann Gillis after viewing a midnight showing on the Fayetteville, N. C.-Dunn, N. C., Highway of some allegedly "vulgar and indecent" motion pictures. The manager was released under \$2,500 bail, and the other defendants under \$1,000 bond for a preliminary hearing in Cumberland Recorder's Court.

Memphis

Roy Cochran and Raymond Fischer, Little Rock, Ark., opened a new drive-in, the Scenic, at 3400 Conway Pike. They also own the Main, Little Rock, Ark., and the Juroy, North Little Rock, Ark.

In Harrison, Ark., Commonwealth Theatres started a major remodelling job on the Lyric. . . In Helena, Ark., Bishop Bland Mellwood, Negro operator of a theatre, was slain. Although two men were held for the shooting, the deputy sheriff said no reason for the murder had been found.

C. E. Wallace and F. A. "Red" Meyers are distributing John Golder's Jam Handy subjects.

The Variety Club elected a new crew, M. H. Brandon, Alton Sims, Jack Sawyer, George Simpson, Tom Kirk, Tony Tedesco, Ed Doherty, Ben Bluestein, Tom Young, Vernon Adams, and Gilbert Brandon. Herb Kohn said there was some consideration being given to

Exhibitors Urged To Attend N. O. Meet

NEW ORLEANS—Officers of Allied of the Gulf States are urging all exhibitors, members of the organization as well as non-members, to make reservations early to be at hand for the annual convention slated for Jan. 13-14 at the Jung Hotel.

This convention will coincide with the annual national board meeting at the same hotel on Jan. 12-13.

The Gulf States Allied conclave will be highlighted by an arbitration talk by Allied general counsel Abram F. Meyers and a federal admission tax report by Colonel H. A. Cole.

Jack Kirsch, president, Allied Theatre Owners of Illionis, will give a report on the national convention held in Chicago.

Other notables to address the assembly will be National President Wilbur Snaper and Benny Berger, North Central Allied. The distribution contribution will be Max Youngstein, vice-president, United Artists.

Abe Berenson, president, and his co-workers will gladly take care of reservations.

giving up the sponsorship of the Mother's Milk Bank, which the Variety Club has supported at John Gaston Hospital since 1939. This is due to improvements in medical science which made calls on the milk bank fewer than when the project was started. The matter will be decided this month, according to Kahn. The club has recently undertaken raising some \$68,000 for a home for children with heart conditions.

PARAMOUNT — Howard Nicholson, branch manager, attended a meeting in Dallas. . . The office family had its Christmas party in the office.

20TH-FOX—The office family had its Christmas party at the Claridge. . . Visiting exhibitors included: W. P. Dowling, Greenwood, Ark.; Lisle Richmond, Senath, Mo.; Bob Bradley and Paul Schaffer, Marked Tree, Ark.; R. J. Osborn, Belzoni, Miss.; Paul Myers, Lexington, Miss.; Alvin Tipton, Monette, Ark.; Ben Jackson, Ruleville, Miss.; Walter Lee, Disark, Ark., and T. H. Stanley, Bebee, Ark.

William J. Heineman, UA vice-president in charge of distribution, announced that a new booking office has been opened at 408 South Second Street functioning under the jurisdiction of the St. Louis exchange. Katharine Randall is booker.

New Orleans

Services were held for Mrs. Theresa Maurice Dureau, who died at the age of 82. Surviving are a daughter, Mrs. Edmund Langhetee, three sons, Gaston J., Jr., president-general manager, Paramount Gulf Theatres; Milton M., vice-president-general manager, Masterpiece Pictures, Inc., and Alton C., Masterpiece salesman; a sister, Miss Alice Marie; a brother, Sidney Marie, and 11 grandchildren and great-grandchildren.

Visiting and booking were: Mayor Lew Langlois, New Roads, La.; Jack O'Quinn, Kaplan, La.; M. A. "Mickey" Versen, C-Wall, Morgan City, La.; Clarence Thomasie, Harvey, La.; Larry Woolner, Airline and Drive-In Movies and St. Charles; E. W. Ansardi, Buras, La.; S. J. Gulino, Kenner, La.; L. J. "Lefty" Cheramie, Golden Meadows, La.; Mrs. O. J. Barre, Luling, La.; H. Solomon, McComb, Miss.; W. D. Conrad, Dixie, Loreauville, La., and Nila, New Iberia, La., theatre owner; Robert Molzon, Norco, La., and L. J. Dupepe, Aeeron.

Bob Roberts checked in. He's handling the advance for "House of Terrors" with Raymond and Company, stage attraction.

Paul Shallcross, American Desk Manufacturing Company, is back in circulation. His first trip after a projected stay in the hospital was to Jackson, Miss., to meet his boss William A. Pre-witt, Jr., who flew there from Temple, Tex. . . . Frank Francois is on the look-out again after calling it quits with the Beach Drive-In, Biloxi, Miss.

Jeff Rebstock, former theatre owner whose great interest now is oil industry, strolled over to hobnob with the gang.

Mike Piciotta, Peacock; Ann Molzon, Labadieville, La.; Tom Watson, Ellisville, Miss.; Ship Bullard, Baton Rouge, La.; W. B. Burrill, Clayon, La., and Hector Naquin, Cecilia, La., were callers.

With drive-ins again the order of the day after a lull, equipment dealers are kept on the hop, skip, and jump. Raymond Gremillion, Southeastern, is credited with sales to Gus Street, Gretna Green ozoner, Gretna, La., and Jet Drive-In, Cutoff, La. Don Wilmoth, same company, sold equipment to L. R. Navarre and Percy Duplissey for the Frontier Drive-In, Sulphur, La. Hodges Theatre Supply handled the equipment for the Surf Drive-In, Lake Charles, La., which Percy Duplissey and Mat Guidry are building. It is a 1000-car twin-airer. Hodges also supplied Motiograph equipment for Charles Morel's Rebel, a 500-car capacity airer in Natchez, Miss.

Children from every orphanage in New Orleans and Marrero were at hand for the annual Christmas party at the Civic.

The Elm Drive-In Theatre, Inc., which recently took out a charter in Baton Rouge, La., with Robert A. Hart, III, as president, H. F. Randolph, vice-president, and Mrs. Janet Hart, secretary-treasurer, has a drive-in under construction for Negroes on Elm Grove Garden Road, Scotlandville, La., slated for an early opening.

Lin Barker, Manley, Inc., will holiday with friends and relatives in St. Augustine, Fla. . . . Making the rounds were Stanley Taylor, Crosby, Liberty, and Gloster, Miss.; William Lighter, Pass Christian, Miss.; S. E. Mortimore and Lyle Shiell, Skyvue Drive-In, and F. G. Prat, Jr., and Harold Dacey, Prat Theatres, Vacherie, La.

Alex Maillho, manager, UA, checked in after a trek in the territory. . . . Ernest A. MacKenna and Eldon Briwa, Joy, joined the crowd for an afternoon snack. . . . H. Hargroder, Beverly Drive-In, Hattiesburg, Miss., after checking bookings with J. G. Broggi, stayed around a while to chat. . . . Also calling on J. G. Broggi was Jack Minckler, Jack's Drive-In, Bogalusa, La.

Joy Houck, Fred Houck, and Jack Pope, Joy Theatres, Inc., were in grave discussions while breaking bread at Gentilich. . . . Mrs. Lillian Lutzer, Dallas, stopped off for a visit after a call at her Barksdale Drive-In, Bossier City, La. She likes our theatre directory.

Salesmen in for the weekend were Thomas Dunn, Paul Ketchum, and Curtis Matherne. . . . Mr. and Mrs. Frank Olah and brother, Andy, came in from Albany, La., to accompany their mother back home. She had been a shut-in at a local hospital.

The fourth all-Negro patronage theatre, the Star, will soon open in Lafayette, La. It is being built by Joe Pentard. It is being Motiograph-equipped by Hodges Theatre Supply Company. H. S. Ballam has charge of the installation.

Several theatres are in the remodeling-planning stage. J. L. Hicks, Hubert Mitchell Industries, manufacturer of stage and drapery equipment in Hartselle, Ala., was here to confer with Tom Neely, manager, NTS.

A daily visit we can always bet on is that with Paul Brunet, Dixie. . . . G. E. Padgett, Gulf, Pensacola, Fla., was here on a visit. . . . Robert J. Tabary, Republic 16mm. representative, was in. . . . Ben Sharer, representative, Barnett's Theatre Clocks, was seen on the Row. . . . Southern division manager Thomas and service representative Duke Chambers, Altec, visited. . . . Mrs. H. A. Everett, Magee, Miss., was in buying and booking.

Ernest Drake, Ponchatoula, La., was in as was T. G. Solomon, McComb,



Bob Moscow, manager, Rialto, Atlanta, recently tied in with the Davison Paxon department store to promote the showing of U-I's "Because of You" and the national contest to find a "Because of You" girl being jointly sponsored by U-I and the TV show, "The Big Payoff." Seen, left to right, are: Moscow, Gale Reed, appearing in the film, and her mother, Mrs. Elmer Reed.

Miss.; Robert Long, Rebel Drive-In, Baton Rouge, La., and Ann Molzon, Labadieville, La. . . . Tony Marrullo's Rendezvous, Brand Isle, La., closed temporarily.

Neal Mixon's Drive-In, Amite, La.; Fred T. McLendon's Co-pia Drive-In, Hazelhurst, Miss., and Bay Drive-In, Bay Minette, Ala., closed for the winter. . . . T. V. Garraway, Jr., kept the booker's humming setting dates for the Picayune and Prentice, Miss., theatres. . . . O. D. Myles closed the Rose, Franklinton, La. . . . The 35 Drive-In, Carthage, Miss., is now only operating on Fridays and Saturdays, George Chadwick, owner, shut down operations the first four days of the week but will open on weekends.

W. O. Williamson, Jr., southern district manager, WB, and John F. Kirby, southern division sales manager, visited. . . . Clara Cote, Paramount-Gulf's "hello" girl, was confined to her home because of illness. . . . Frank Glick was here to book for his Moton and Utica, Miss., theatres. . . . E. Jenner, Ellisville, Miss., stopped to chat between jaunts to Lake Charles, La., Marrero, La., and other spots. . . . Harry Kuk is now advance manager for Gene Autry's coast-to-coast tours.

J. C. Keller, Jr., Eunice, La., theatre owner, opened his first drive-in, the Claude, on Eunice-Basile Highway. Page Baker, Theatre Service Company, will handle the buying. . . . M. C. Sketo shut down operations at his Town, Florence, Miss. . . . Ike Katz, president, Kay, was here. . . . Frank Mullens and L. D. Powers, Texarkana, Tex., were Joy Theatres, Inc., callers. . . . Mr. and Mrs. Gilbert Romero, Lafayette, La., made the rounds in the interest of their theatres. . . . Frank Olah, Jr., waltzed down the aisle with Gloria Pille. Olah was recently assigned to coast guard duty here. His pops operates the Star, Albany, La.

We never knew there were so many girls in New Orleans named Irene. Ernest MacKenna, manager, Joy, and his "money tree" on the marquee brought them out in droves at the opening of "It Grows On Trees." Irene's of all walks of life vied with each other in drawing the \$10, \$5, and \$1 bills from the "money tree" while manager MacKenna controlled the strings.

Joy N. Houck's and Francis White's latest Howco. production, "Lost Woman," has been released. Lippert will handle the distribution. It features Jackie Coogan, Richard Travis, Alex Nixon and Lyle Talbot. Ron Ormond and Richard Travis co-directed. The advertising crew turned out showmanship material.

Undaunted by the presence of a man armed with a pistol, Mrs. Laura Micas, Saenger, foiled a hold-up attempt by knocking on the door of the ticket booth to summon aid, which sent the unnerved thug to his heels.

Babe Cohen, Lippert, is handling John Golder's Jam Handy subjects.

Christmas Greetings

From the New Orleans Exchange of

**MONOGRAM SOUTHERN
EXCHANGES, INC.**

HENRY GLOVER	GEO. C. NUNGESSER
EARL W. SCHROEDER	J. J. FARBACHER
ELSIE VITTER	A. C. BROMBERG



Season's Greetings

Our best wishes to all our friends
Our thanks for their loyalty

FOR THE BEST IN THEATRE EQUIPMENT

**CAPITAL CITY
SUPPLY COMPANY**

163 Walton Street, Atlanta, Ga.

OSCAR HOWELL	LOUIS WAITT
--------------	-------------

*Wishing You a Merry Xmas
and Prosperous New Year*

Toddy Pictures
COMPANY

148 WALTON STREET, ATLANTA, GA.
TED TODDY — JIMMY ROBERT

Christmas Greetings

From the Memphis Exchange of

**MONOGRAM SOUTHERN
EXCHANGES, INC.**

BAILEY PRICHARD	F. J. KAISER	HENRY T. HAMMOND
VIVIEN WAHLQUIST	A. C. BROMBERG	

Season's Greetings

from the

**Charlotte Exchange of
MONOGRAM SOUTHERN
EXCHANGES, INC.**

A. C. BROMBERG	J. E. McLEROY
GENE DYER	JOHNNIE JOHNSTON
A. L. STOUT	KATHRYN HENSON

Christmas Greetings

From the Atlanta Exchange of

**MONOGRAM SOUTHERN
EXCHANGES, INC.**

JIMMY HOBBS	O. S. BARNETT
RUTH ROBERTS	BEN JORDAN
P. H. SAVIN	JIMMY CAMPBELL
JACK BARRETT	A. C. BROMBERG

Season's Greetings

**ASTOR PICTURES CO.
OF GA., INC.**

WM. "SNAKE" RICHARDSON	DON HASSLER	JIMMY BELLO
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163 WALTON STREET
ATLANTA, GA.



Arkansas Little Rock

The Independent Theatre Owners of Arkansas will hold its 1953 convention at the Marion Hotel on May 5-6. Officers and the board of directors will have a dinner meeting on May 4, and the convention will officially open with an all-industry luncheon on May 5. Entertainment highlights of the meeting will be a Hawaiian party and the banquet and dance.

Florida Fort Lauderdale

The Lyric building was sold by the Alsobrock family to the Fort Lauderdale Wall Street Corporation. The transaction was negotiated by N. N. Good, Miami, Fla., realtor, at a reported price of \$51,500. Erected in 1925 by S. M. Alsobrock, a pioneer developer in Broward County, he sold part of his acreage holdings to the late J. W. Young, who later developed it. Today it is the city of Hollywood. The Lyric is now under lease to the Paramount interests.

Jacksonville

Florida State Theatres home office news: Ken Barrett, Florida building manager, and Mrs. Barrett, are back after driving to Tennessee. . . . Joe Deitch, head, booking department, returned from a plane trip to New York. . . . John N. Spearing, projectionists' business agent, and Mrs. Spearing visited friends in Atlanta. . . . Howard Pettengill, advertising chief, met with two other ad men, Billy Knight, Tampa, Fla., and Walter Tremor, St. Petersburg, Fla. . . . Leon T. Netter, FST president, and Mrs. Netter were scheduled for a pre-Christmas trip to Miami, Fla. . . . Mrs. Dorothy Zeitlinger is now employed in the work of central theatre accounting in the office of city manager Jack Fitzwater. . . . Guy A. Kenimer, general manager, returned from a trip. . . . Harry Botwick, company executive, spent several days visiting theatres along the lower East Coast.

Robert Heekin, manager, Florida, will try a new idea in the presentation of his annual New Year's Eve midnight show. Rather than having a single program at midnight, he plans four shows. "Million Dollar Mermaid" will continue to run after New Year's Eve. He also had an extensive exploitation campaign planned for "Stars and Stripes Forever." . . . A starlet from the Metro lot, Joan McKellan, drew crowds to the Florida when she modeled bathing suits worn in "Million Dollar Mermaid."

Sheldon Mandell, manager, St. Johns, passed around cigars on Dec. 13. Mrs. Mandell had given birth to a six-pound, 10-ounce son the night before. The Navy Air Station gave Mandell fine cooperation in exploiting his "Flat Top." The "Blue Devils," a group of navy precision airmen, put on an air show prior to the opening. During the run, a navy-made scale model of an airplane carrier all but blocked the street in front of the St. Johns. It was 20 feet long and 12 feet high. In the lobby was a smaller cut-out



Edward DePatie, Warners' studio business manager, was guest of honor at a recent studio luncheon attended by executives, producers, and directors in celebration of 25 years of service to the studio. DePatie is shown receiving a plaque from Jack L. Warner.

scale model of a carrier and models of the navy's newest fighter planes.

L. L. Broward and Captain Hans Vige opened their new outdoor, the Pinecrest Drive-In. It is located in the north end of Duval County. Mrs. Gwendlyn Allen is the manager of this 354-car location.

Eight major film companies opened a court suit in Tampa, Fla., against Charles C. Sutton, owner of drive-in theatres in St. Petersburg, Fla., and Sebring, Fla., in order to obtain an accounting of boxoffice receipts.

Film Row was quiet, with employees busy with Christmas plans and branch managers setting up schedules for their 1953 business with exhibitors. . . . George Pabst and Byron Adams, UA district men from Atlanta, met with O. O. Ray, Jr. . . . A Christmas party at the Roosevelt Hotel was planned for his entire staff by Charlie T. Jordan, branch manager, Warners. Roy Morgan, former WB shipping clerk, advanced to the position of an apprentice booker. Mike Seravo, WB head booker, left by auto to spend Christmas in Chicago, his former home. . . . Frank Benton, Benton Brothers Film Express, was off on another business trip downstate. . . . The 1953 model Chevrolets went on display at the Palace.

William J. Heineman, UA vice-president in charge of distribution announced that a new booking office has been opened at 414 Masonic Temple building under the jurisdiction of the Atlanta exchange. Orville Ray, Jr., is booker.

During the normally quiet period preceding Christmas, managers were working hard to attract shoppers and vacationing school children into their houses. The Brentwood and Capitol had turkey and grocery give-aways, the Edgewood offered rhumba and samba dance demonstrations on stage, lobby and boxoffice decorations were better than ever, sneak previews and special kid matinees were given, and better bookings were in evidence.

Miami

Frances Langford was on the bill when vaudeville reopened at the Olympia. . . .

A visitor at Wometco Circuit was Sir Stork, bringing coowner Mitchell Wolfson his first grandchild. The baby girl's parents are Louis and Lynn Wolfson. . . . The first child, also a girl, was born to Mr. and Mrs. Phil Menna early in December. Dad is with the Wometco confection department. . . . New student assistant at the Essex is Milton Dunn. . . . The engagement of a local girl to Dick Gersley, concession manager, 27th Avenue Drive-In, was announced.

Miami Beach

David Golding, director of advertising and publicity for Samuel Goldwyn Productions, was in to set final plans for the Christmas Day opening of "Hans Christian Andersen" at the Colony.

Georgia Savannah

The Lucas presented its second annual "Bring-A-Toy" all cartoon show for the Junior Chamber of Commerce. Admission was one or more new toys, which the C of C used in its "Toys for Tots" campaign to secure toys for underprivileged children at Christmas. In addition, 300 orphans were brought to the theatre as special guests. Special prizes were offered to the boy or girl bringing the most toys.

Savannah Theatres Company sold the Bijou to the Bijou Development Company, Inc., for \$55,000, it was recorded.

South Carolina Charleston

The Waylyn has been leased by William L. Poplin, who reopened it under management of James W. Cox.

Tennessee Dresden

A new \$30,000 drive-in will be built near here by A. G. Nucie and Booy Lassiter, Murray, Ky.

Nashville

The U. S. Supreme Court, acting on the motion of the Justice Department, agreed to dismiss the Department's appeal of a lower court ruling throwing out civil contempt charges against Crescent Amusement Company. Justice Department officials stated they had decided to drop the contempt charges, and to concentrate on getting the Nashville District Court to toughen the original Crescent consent decree. In 1950, the anti-trust division brought civil and criminal contempt charges against Crescent, four allied theatre circuits, and three circuit officers. The Nashville District Court threw out the contempt charges but reserved jurisdiction on several Justice Department requests to broaden some of the theatre acquisition provisions in the earlier consent decree. The Justice Department appealed the criminal contempt decision to the Sixth Circuit Court of Appeals and the civil contempt decision directly to the Supreme Court. Department spokesmen said the criminal contempt appeal had been quietly withdrawn some weeks back, and the civil contempt appeal action followed.

NEWS OF THE

Territory

Chicago

Pat and Norville James, bought the Roxy, St. Charles, Mich.

Don Murray was named Paramount, Anderson, Ind., manager. . . . Edward Cherenko bought the Creek, Dwartz, Mich. . . . Don Garey purchased the Arcade, Middleville, Mich. . . . Evening parking fees of patrons were paid by the Oriental during showing of "Breaking the Sound Barrier."

Installation of the Variety Club's 1953 officers has been tentatively set for Feb. 18. . . . The Mattoon Theatre Company bought the Skyway Drive-In from the Outdoor Amusement Company. . . . Leo Salkin celebrated his 36th wedding anniversary with a show at Hines Veterans Administration hospital.

Hazel Harris was named Maryland aide. . . . G. G. Shauer and Sons Company will give Porter County, Indiana, its first drive-in, near Chesterton. . . . Jack Champaign, formerly with Essaness, is dividing his managerial time between the Belmont and Riviera.

The Kewanee, Ill, City Council cut theatre licenses from 60 cents a seat to half that amount. . . . Gene Atkinson, projectionists' business agent, was vacationing in Florida. . . . P. J. Sklavonis was named manager, Clinton and Roxy, Frankfort, Ind.

Robert Cox bought the Au Gres, Au Gres, Mich. . . . Edwin Silverman, Essaness president, returned from a Palm Springs, Cal., vacation. . . . W. E. Banford, Loew's district manager, convalesced at home after an operation.

Otto K. Eitel donated the Palace with the premiere of "Stars and Stripes Forever" for a benefit held by the Women's Faculty Club, Northwestern University Medical school.

Simon Jacobson, Illinois-Indiana short subject booker for 12 years, resigned. . . . Donald Walraven, Mode manager, Onarga, Ill., was aided by the Boots and Saddle Club, which paraded to advertise a picture. . . . Al Binenfield was named Lamar manager in suburban Oak Park.

Northwestern Theatres Company, owner, Alpena, Alpens, Mich., is planning a 400-car drive-in.

The sellout television broadcast of "Carmen" at the Telenews was a success before an audience of music lovers and socialites. Joe Odendhal, veteran manager, directed the affair in evening dress. . . . Ray Bell and his wife bought the Pix, Blue Mound, Ill., from Byers Jordan. . . . George Cohn was promoted to the Columbia traveling sales staff in Illinois.

At the first meeting of the new 1953 crew of the Variety Club of Illionis, Chief Barker John J. Jones named the following committee chairmen: House, Nat Nathanson; Heart, Edwin Silverman; entertainment, Nate Platt; publicity, Irving Mack; banquet, Jack Kirsch; tickets sales, Jack Rose and Manuel Snerling; membership, Joe Berenson; law, Aaron Stein; golf, Elmer Balaban, and special activities committee, Arthur Schoenstadt and James Donahue.

Dallas

The board of the Variety Club at a meeting with representatives of Texas COMPO approved plans to honor Adolph Zukor in a Golden Jubilee celebration. The Variety Club, in association with Texas COMPO, set Jan. 28 for the occasion at the Baker Hotel. Paul Short and John Rowley were appointed temporary co-chairmen, but it is expected that R. J. O'Donnell, chairman, Golden Jubilee celebration, will appoint a general chairman at the next board and general meeting of the Texas tent. Rowley is arranging a meeting with the Chief Barkers from Houston, Tex., Oklahoma City, and Memphis as well as film leaders from Kansas City, Denver, and New Orleans, who will work together.

In El Paso, Tex., Walter J. Ewing, a projectionist for Interstate Theatres, died.

Denver

"Carmen" was well received at the Paramount, where it was large-screen televised. The sound was fine, as were the closeups, with the longshots seemingly being difficult to get in proper focus, but still good enough to afford the audience enjoyment. The prices were \$2.40, \$3.60, and \$4.80, with the gross amounting to about \$3,500, with half going to the arranging company and the Met. The house closed to films all day, and opened at 5 p.m. for free coffee and sandwiches. Many in the audience expressed themselves as being pleased with the reception.

Lloyd Gladsen has been promoted from house manager at Walsenburg, Colo., to Alliance, Neb., where he succeeds Ralph Roe as city manager, who moves to Nampa, Idaho, as city manager. All are Fox Intermountain situations. Ed Doty, city manager, Caldwell, Idaho, has been looking after the Nampa situation temporarily. Wilford Williams, Jr., moves from Cheyenne, Wyo., to Walsenburg, to manage the Fox. Williams recently became a father to his third son, and the grandfather is Wilford Williams, Sr., city manager, Kemmerer, Wyo.

Gene Gerbase, Republic branch manager, and Mrs. Gerbase are Christmas vacationing in Billings, Mont., at the home of their son, Claude. . . . E. E. Jameson, owner, Denver Shipping and Inspection Bureau, was here from his Kansas City headquarters, conferring with his manager, Lynn Fetz. Fetz is back on the job after recovering from broken ribs, cuts, and bruises in an auto accident in which his car was wrecked so badly it was junked. Fetz, driving

Letters to the Editor

(The following letter hits on a problem which faces many managers. Its writer will be interested in hearing from fellow exhibitors on the problem.—Ed.)

From the very date that "Because You're Mine" was booked at our theatre, I prepared to make this one of the theatre's biggest success. I went to Dallas to see the picture, and found it entertaining. I secured stills, three-sheets, and special accessories from National Screen Service. The campaign was worked out, and on the night before and on the morning of our showing of the film I worked on the advertising, plus being the projectionist for that day. All the advertising work was done by noon, two hours before our matinee.

I prayed that everything would turn out fine. When I returned to the theatre at 2 p.m., I was broken hearted to find that every bit of the good advertising below our marquee sign had been destroyed by knives of some teen-agers. The night before, we had a very rough time with them in the show, and thought that possibly they were doing this destruction just for meanness.

Probably some exhibitors have had the very same happen to them. What we should do about it is a very important question. Nearly everything that I put outside the theatre is destroyed, and if you can't do advertising, what are you going to do for business?

You who read this will understand, possibly, how an exhibitor feels when he has worked hard, and then have his work destroyed by thoughtless teen-agers. I don't know why I should say this, because I am a teen-ager.

Jerry B. Walden,
Assistant manager
Crest Theatre
Seagoville, Tex.

alone, saw the accident in the making, and pulled up to the curb, and stopped, but the first car was going so fast it shoved the second car into the Fetz auto.

Des Moines

Popcorn and teen-agers disappeared when the "carriage trade" took over with the opera, "Carmen," at the Paramount. Manager Robert Leonard substituted coffee and doughnuts for the popcorn, but still reported the concession business down. Business was also down, with the 1,700-seat house less than half-filled. Audience reaction was fairly good, patrons remarking that it was experimental, and would be improved.

The Gravity, Gravity, Ia., has been reopened. . . . The Cecil, Mason City, Ia., is being completely remodeled. . . . The Winthrop, Winthrop, Ia., has been opened by Robert Gray. . . . Ted Myhre has been named assistant manager, Paramount, Cedar Rapids, Ia. . . . Central States Theatre Corporation announced plans to build a second drive-in in the Mason City, Ia., area.

Kansas City

Fox midwest district sessions were held to prepare for the circuit's mid-

winter campaign. Meetings were held here and Wichita, Kans., and St. Louis, under the direction of Elmer C. Rhoden, Sr., president, and department heads. Leon Robertson, J. J. Long, and Ed Haas were in charge of the local sessions.

Cle Bratton's 300-car drive-in at Council Groves, Kans., is ready for an early spring opening. Homer Strowig is also waiting for spring as his 300-car drive-in at Eureka, Kans., is ready. . . . Mrs. George Moore is making plans to construct a 300-car drive-in at Plainville, Kans. . . . Claude Parrish is constructing a 750-car drive-in at Topeka, Kans. This is Parrish's fourth drive-in in Topeka. He is the Chevrolet dealer in Liberty, Mo.

Stanley Durwood, Durwood Circuit, applied for a TV permit for Channel 13 in Jefferson City, Mo. He is the third applicant. He has leased a warehouse to be used as a TV theatre, and has leased a hilltop for the erection of the antenna, just in case.

J. R. Brown, Altec manager, was in St. Louis. . . . Dick Gardner is the new manager for Mid-Central's Uptown, Marceline, Mo. He was formerly manager, Sky-View Drive-In, Manhattan, Kans.

Seen were: Herbert Jeans, Roxy, Warsaw, Mo.; Bill Brooker, RKO exploitation man; Julian King, Realart, Des Moines; Ken Winkelmeyer, Casino, Boonville, Mo.; Billy Silver, Silver, Cameron, Mo., who was making preparations to attend the Buick convention in New Orleans.

Frank Wearly, II, Farris, Richmond, Mo.; Nick Kostis, Oswego, Oswego, Kans.; J. A. Becker and Lauren Turner, Associated Theatres, Independence, Mo.; C. E. Maberry, Eureka Springs, Ark.; Ernie Block, Civic, Sabetha, Kans., and Jim Snyder, Oakley, Kans., were in.

At the recent regional meeting in Chicago, B. C. Marcus, Columbia mid-west division manager, was presented with a pair of gold cuff links, with a diamond, in honor of his 25th anniversary with Columbia. The cuff links were from the branch managers, office managers, and salesmen in Columbia's Kansas City, Des Moines, Omaha, and Minneapolis branches. Hy Chapman, Minneapolis, made the presentation.

Rose Marks, secretary to Rube Melcher, Popper's Supplies, was vacationing. . . . H. H. Lavine purchased the Admiral from Mildred Blackmore. . . . Durwood's Roxy was robbed of \$500. . . . Mrs. Loraine Massie is the new owner, Vermillion, Vermillion, Kans.

Due to poor grosses, the Baltis, closed. . . . December 19 was the date of Columbia's Christmas party.

The board of directors of the Motion Picture Association of Greater Kansas City, elected Senn Lawler, Fox Midwest, president, and reelected J. W. Lewis, RKO branch manager, first vice-president, and Stanley Durwood, Durwood Theatres, second vice-president. William Gaddoni, MGM branch manager, was elected secretary to succeed Lawler, and Ed Hartman, Hartman Booking Agency,

was elected treasurer, to succeed Sam Abend, Exhibitors Film Delivery.

Los Angeles

A contingent of five Los Angeles top newspaper columnists made a 6,000-mile round trip to New York to interview Shirley Booth, in Hal Wallis' "Come Back, Little Sheba." The Los Angeles columnists spent considerable time with Miss Booth. They attended her current Broadway play, "The Time of the Cuckoo," and conducted interviews with Miss Booth at a special dinner. Before returning to the coast, the writers filed stories and columns.

Joseph Walsh, Paramount branch operations manager, arrived for conferences.

George Bowser, general manager, Fox West Coast Theatres, was elected to his second term as Chief Barker, Tent 25, Variety Club of Southern California. Other officers include Hugh W. Bruen, First Assistant Chief Barker; Morton Scott, Second Assistant Chief Barker; Lloyd C. Ownbey, Dough Guy, and W. H. Lollier, Property Master. Elected to the crew were Ezra Stern, Howard Stubbins, O. N. Srere, Willard Keith, Al Hanson, and Merle Chamberlin. Named as associate members were Sheriff Eugene M. Biscailuz, Mayor Fletcher Bowron, Rabbi Edgar F. Magnin, Very Rev. Monsig. John T. Devlin, and Rev. Leonidas C. Contos. Charles P. Skouras is lifetime Big Chief Barker.

Milwaukee

Robert J. Neu, was recently appointed assistant manager under Bob Groenert at the Alhambra. When Groenert has an exploitation deal under way for records, recordings, and radio station cooperation, he merely turns to Neu, who has a \$4,000 collection of Jazz records.

At the Modjeska, Al Camillo lined up a "Juvenile Panel Nite," for each Friday evening starting on Dec. 26. Five Milwaukee students have been invited to take part in the panel on stage to discuss current "problems." A change in price policy is now in effect at the Modjeska. The adult admission is 50 cents plus tax.

John R. Freuler is getting patrons Atlantic-minded. It was formerly the Mid-City, and, prior to that, the White House. He had a young lady visiting industries, department stores, offices, etc., passing out ducats, asking them to visit the new Atlantic. His Century received the same "Freuler treatment."

Al Meskis, Egyptian manager, had exploitation stunt, called "Little Miss Snowball." The contest included contestants numbering 25 tots, sponsored by the Upper Teutonia Businessmen's Association.

Rose Bowl bound residents of Madison, Wis., are being given an opportunity to purchase tickets for the world premiere of "The Jazz Singer" at the Fox Beverly, Los Angeles, on Dec. 30 with the opening of a branch office at the Capitol. A total of five trainloads of Madison residents, hometown of the Wisconsin football team which plays Southern

California on New Year's Day, are trekking west for the pigskin titantic. Capitol manager Fred Reeth estimated that Warners could have sold the entire Fox Beverly house in Madison.

Gordon Hewitt, assistant general manager, Fox Wisconsin, was named Chief Barker, Variety Club of Wisconsin, at a meeting of the board of directors at the Schroeder Hotel. Hewitt and Ray Trampe, retiring Chief Barker, will be delegates to the International Variety Clubs convention in Mexico City in April. Other officers elected were Samuel Kauffman, First Assistant, and John Kemptgen, Second Assistant. William Pierce was reelected Property Master and Harold Pearson was reelected Dough Guy.

20th-Fox held a Christmas party at the Elks Club. . . . The Variety Club elected their new officers. Gordon Hewett, assistant general manager, Fox-Wisconsin, Chief Barker and Ray Trampe, retiring Chief Barker, will be delegates to the convention in Mexico City. Others elected were: Samul Kaufman, Assistant Chief Barker; John Kemptgen, manager, MGM, Assistant Chief Barker; William Pierce, manager, Savoy, Property Master, and Harold Pierson, business manager, Allied Theatre Owners of Wisconsin, Dough Guy.

Henry Quartemont, manager, Metro, Prairie Du Chien, Wis., held a clothes for Korea matinee. Free admission was given to any youngster in exchange for clean clothing.

The "Carmen" telecast at the Riverside had a near capacity audience. . . . A meeting to discuss the welfare plan for persons in show business was held in the screening room of the Varsity building by Harold J. Fitzgerald, chairman. . . . Frank Fischer, who formerly operated Paramount-Fischers Theatres in Wisconsin and Illinois, acquired the rights for Wisconsin, Minnesota, and Michigan, for "Ten Nights In A Bar Room." He had a test run at the Hartford, Hartford, Wis. . . . Al Camillo, manager, Modjeska, and Dale Carlson, Orpheum, Madison, Wis., received awards for exploitation.

John Steinfeld acquired the lease of the Lyric, and will take over the management on Christmas Day.

Minneapolis

An extensive exploitation campaign was set up by Allied Artists and the Minnesota Amusement Company for the midwest premiere of "Hiawatha" at the State, sparked with the arrival of Yvette Dugay. One of the highspots of her activities was at the Shriners' Hospital for Crippled Children, where she was the hostess at a special screening. She also attended press luncheons in Minneapolis and St. Paul, Minn., where the Walter Mirisch production opened at the Riviera.

Oklahoma City

Buck Weaver, branch manager, Paramount, and Ben Rucker, cashier, flew to

Dallas for weekend meetings with Paramount executives. Rucker visited three other branches, Memphis, St. Louis, and Kansas City, to confer with other cashiers.

Mrs. Cy Thompson, Ritz, Talihina, Okla., was in Clinton, Okla., visiting her sister and brother-in-law, Dr. and Mrs. Lingenfelder. She returned home in time to give a large Christmas party for the children of Talihina. . . . The name Rietta has been selected for the new drive-in which will soon be completed by Claud Thorp at Henrietta, Okla. It is expected to have a 200-car capacity.

Cooper Foundation Theatres', Criterion, Tower, Plaza, Harbor, and Capitol and Big Red Warehouse, co-operated in sponsoring a Christmas party at each theatre. George Grube, manager, Tower, was in charge of all arrangements.

Visitors were: Bill Cleverdon, Ritz, Eldorado, and Quartz, Blair, Okla.; Clyde Hester, Davidson, Davidson, Okla.; Mrs. C. E. Truitt, Wolf, Lone Wolf, Okla.; Mrs. Cy Thompson, Ritz, Talihina, Okla.; Ruby Jones, Ritz, Jake, Shawnee, and Crest, Stillwater, Okla., and John Terry, Roxy, and Perry, Perry, Okla.

Omaha

Funeral services were held at Broken Bow, Neb., for H. F. Kennedy, exhibitor, who for 44 years operated the Bow and Lyric at the time of his death with his son, Howard. He was one of the pioneers of the industry in Nebraska. . . . Margaret O'Malley resigned as Republic biller, replaced by Ruth Daniels. Helen Kurlmel left as Republic cashier.

Glenn Slipper, National Theatre Supply manager, Omaha and Des Moines, succeeds A. A. Renfro as Chief Barker, Variety Club. Iz Weiner is First Assistant, Robert Hoff, Second Assistant, Mort Ives, property Master, and Iz Skolof, Dough Guy, with the crew members Pat Halloran, Max Rosenblatt, Charles Lieb, Eddie Shafton, Fred Fejfar, and Clyde Cooley. Tent 16 will have its inaugural ball in January.

A. C. Smead announced that the Liberty, Council Bluffs, Ia., would close during the period before Christmas. . . . Other temporary closings were the Brekeley, Circle, and Ames, suburbans.

Don McLucas was seriously ill in St. Joseph's Hospital. . . . Glen Van Wey, Gothenburg, Neb., exhibitor, returned from the Mayo Clinic. . . . Also on the sick list was Jack Jorgens, Metro salesman, and his wife. . . . Mrs. Walter Creal, wife of the Omaha exhibitor, has recovered from illness.

The Hiawatha, Kans., Elks Lodge, took over sponsorship of the free children's movie that has been a traditional feature of the Christmas season by H. O. Middlebrook, and the Elks will continue the show on an annual basis. . . . Herb Eagan, R. D. Goldberg Theatres, Inc., was laid up with a fractured hip. . . . Betty Davis contributed her

ninth pint of blood. She is Tri-States district manager Bill Miskell's secretary.

Portland

The FCC ruled that Mount Hood Radio and Television Broadcasting Corporation, formerly controlled by Ralph Stolkin, Edwin G. Burke and Sherrill C. Codwin, may amend its application for authority to build a TV station in Portland. The group's holdings have been purchased by KOIN, Inc., employees.

Jesse E. Jones announced he plans to erect a drive-in on Lancaster Drive in Salem, Ore. The spot will accommodate 500 cars.

William Z. Porter, Allied Artists' home office field representative, was in conferring with Jack Felix, branch manager, on exchange operations.

Joe Braxton, United Artists, was asking fans to advise their favorite feature of yesteryear.

"Help Eliminate the 20 Per Cent Tax"

St. Louis

The new grievance committee of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, appointed by President Tom Bloomer, Belleville, Ill., and headed by Lester Kropp, co-general manager, Fred Wehrenberg Theatres, will start functioning early in January. The committee is to hold regular meetings in the MPTO offices at 3330 Olive Street, St. Louis. Other members of this committee are John Meinardi, St. Louis; Tom Bloomer, Belleville, Ill.; Bill Williams, Union, Mo.; Tom Edwards, Farmington, Mo., and Lou Ansell, St. Louis. President Bloomer, at a meeting of the officers and directors of the MPTO regional organization, named a special committee to revise and streamline the constitution and by-laws of the organization. This committee also is to be headed by Kropp, and other members include Meinardi, Phil Manos, Paul Krueger, and Ansell, all of St. Louis. The membership committee, headed by the regional vice-presidents of the organization, Krueger, Bill Waring, Cobden, Ill., and Bill Williams, Union, Mo., will start a drive for new members during January. Tentative plans for several regional meetings were discussed. Tom Bloomer has been named to the executive committee of the Theatre Owners of America, while Tommy James and Krueger have been appointed to the board of directors of the TOA.

In Metropolis, Ill., Eddie Clark, head, Massac Amusement Company, El Capitan Drive-In, announced that the enclosed ramp at that drive-in will be ready for its grand opening on Christmas Day. Radiant heating has been installed in the oor. RCA high fidelity sound and 550 RCA International chairs purchased through the St. Louis Theatre Supply Company have been installed in the enclosed ramp.

In Gillespie, Ill., the Frisina Amusement Company contemplated reopening its 750-seat Lyric on Christmas Day. The theatre has been dark since June 28.

George DeFilippo, former tavern operator, charged with participation in a safe burglary at the Congress, in which \$1105 was taken, was sentenced to a year in the St. Louis Workhouse by Circuit Judge Robert J. Kirkwood.

Hall Walsh, popular manager, Warners' prairie district, Kansas City, Des Moines, Omaha, and St. Louis, is to be honored by a special production drive during Jan. 11-17. Walsh will be celebrating his 27th year with the Warner organization. . . . Herman Ferguson, Malden, Mo., has recovered from the serious injuries sustained in an automobile accident several weeks ago to the point where it was possible to move him in an ambulance from the Campbell Clinic, Memphis, to Malden.

Funeral services for Charles F. Kalbfell, brother of Arthur Kalbfell, owner, Pauline, were conducted in the Immanuel Evangelical and Reformed Church, Ferguson, Mo.

Out-of-town exhibitors included: Judge Frank X. Reller, Wentzville, Mo.; Loren Cluster, Salem, Ill.; Keith Coleman, Mount Carmel, Ill.; Ed Clark, Metropolis, Ill.; Bernie Palmer, Columbia Amusement Company, Paducah, Ky.; Charles Beninati, Carlyle, Ill.; Tom Bloomer, Belleville, Ill.; Bill Williams, Union, Mo.; Russell Armentrout, Louisiana, Mo.; Mrs. Regina Steinberg, Madison, Ill.; Pete Medley, Sikeston, Mo.; Bill Waring, Jr., Cobden, Ill.; Forrest Pirtle, Jerseyville, Ill.; Bernard Temborius, Breese, Ill.; Bob Ellery, Manager, Gem City Drive-In, Quincy, Ill.; Mr. and Mrs. Norman Paul, Carlinville, Ill.; A. B. Jefferis, Piedmont, Mo.; Harry Miller, Festus, Mo.; Harry Blount, Potosi, Mo.; Joe Goldfarb, Ill., and Ralph Adams, Fox Midwest Circuit, Kansas City.

The Pirtle Amusement Company is considering the construction of a drive-in to serve the Jerseyville, Ill., area. . . . Harry Haas, Paramount manager, departed for Los Angeles to spend the Christmas holidays. . . . A number of exchanges arranged for the customary Christmas parties.

"Have You Held Your Tax Meeting?"

Salt Lake City

Motion for a new trial was filed in Third District Court by the heirs of the late Jack Donahue, dancer, who lost a \$350,000 damage suit this month.

As part of the publicity buildup for "Million Dollar Mermaid," Faye Antaky was in modeling bathing suits, and appearing before radio, TV, and press gatherings.

Installation of new officers of Local 250 will take place on Jan. 5. Third term president is Fred Farris. Other officers are E. H. Bingham, vice-president; Walter P. Nelson, recording secretary, returned; Vern J. Malstrom, business manager; E. G. Steele, financial secretary, returned, and Ira Beckman, sergeant-at-arms.

San Antonio

Eph Charninsky, president, Southern Theatres Company, holds a firm conviction theatre owners must space seats farther apart if the business is to survive. . . . Jack Williams has taken over duties as manager, Varsity Drive-In. . . . Mrs. Sarah Shelton, office secretary, Azteca, will spend the Christmas holidays in Chicago. . . . Visitors included: Hubert Tomerlin, Dales, Stockdale, Tex.; Mr. and Mrs. D. J. Young, Sr., Mexico and Iris, Brownsville, Tex.; Pedro A. Calderon, head, Calderon Production, Mexico City, and M. F. Garcia, Rio Grande City, Tex.

Robert Brocaw, manager, Texas, New Gulf, Tex., announced that the building will be converted for another business venture. . . . Samuel Gonzales, Bishop, Tex., is reported to be building a new theatre there. . . . Guy Cameron and P. G. Cameron purchased the Lyric, Brownwood, Tex., from Interestate.

W. W. Weidner, manager, Taylor Amusement Company, Taylor, Tex., announced that the company has started negotiations for a tract of land on which it will construct a new drive-in. . . . L. O. Wallace, owner-manager, Miller, Navasota, Tex., stated that plans have been completed for the building of a new 300-car capacity drive-in. . . . W. P. Moran, Jr., Pioneer Drive-In, Plainview, Tex., was killed in an automobile accident.

Following a \$100,000 expansion program, the twin screen Cactus Drive-In has been reopened at Odessa, Tex., by Millard Jones. . . . The first in a series of regional meetings to be held throughout the state was held at Lubbock, Tex., by the Texas Drive-In Theatre Owners Association. Claude C. Ezell, president, presided. Prior to the meeting, a special screening of 20th-Fox's "Ruby Gentry" was held at the Lindsey. This was followed by a luncheon.

So extensive was the damage caused by a group of vandals at the Kermit, Kermit, Tex., that the theatre was forced to close for an indefinite period. Frank Love, manager, posted a \$100 reward for information leading to the arrest and conviction of the persons.

A benefit for the children of the State School and Home of Mexia was presented by the Teague, Tex., theatres. Floyd Faubian is manager. Price of admission was a toy, new or old, to be donated to the State Home children. . . . Yoakum Theatres, Inc., Yoakum, Tex., purchased a corner lot on which a new theatre with a seating capacity of 1000 will be constructed.

San Francisco

Following incorporation of a health and welfare plan in the contracts between exhibitors and projectionists, a board of trustees has been set up to include theatremen Graham Kislingbury, North Coast Theatres district manager; Ben Levin, General Theatrical Company, who will act as chairman, and Paul Williams, Golden State Theatres. Representing the projectionists are business

manager John Forde; Frank W. Costello, secretary-treasurer, Local 162, and Rexford Elder, auditor.

The Telenews sold out for "Carmen." Walter Hoffman, field representative, Paramount, was in setting up campaigns for "Road to Bali" and "The Stooge." . . . The Ocean Drive-In, Crescent City, Cal., owned by R. F. Miller, closed. . . . Westland Theatres closed the 400-seat Point. . . . New at United Artists is Margaret Phillips. . . . Ernie Gibson, UA salesman, has been confined to his home with the flu. . . . Joe Huff, former city manager, Stockton, Cal., for Blumenfeld Theatres, retired temporarily and might take a trip to South America. Charles Pincus, East Bay manager, replaced Huff. . . . B. R. Wolf, Pacific Coast division manager, National Screen Service, was in. . . . Frank Jenkins, former manager, El Cerrito Motor Movies, El Cerrito, Cal., left for New York. . . . Max Bercutt, Warner field representative, was in Los Angeles assisting on "The Jazz Singer." . . . Columbia was shining for the sales meeting.

Bill Conner, industry executive, John Hamrick Theatres, was in to attend the telecast of "Carmen." . . . The Telenews premiered "Narcotic Dens of the Orient." Work on the film started last July, and it will be shown exclusively in Telenews theatres. John Parsons, district manager, produced the picture, which was edited by Paul Williamson, Telenews editor, and narrated by John K. Chapel. . . . Peggy Castle was in for exploitation at the United Artists in connection with "Invasion U.S.A."

Republic and Mark Alling's Golden Gate did some nice timing in bringing "Thunderbirds" in just as the city's "National Guard Week" celebration was getting under way.

J.R. Grainger, vice-president in charge of sales, Republic, and F. A. Bateman, western divisional sales manager, were in town for conferences with manager George Mitchell. . . . Bob Patton, Sonora, Cal., was visiting. . . . S. J. Gardner, MGM assistant west coast sales manager, and Mrs. Gardner were scheduled to sail on the Lurline for a holiday cruise. . . . Boyd Sparrow, manager, Loew's Warfield, was on vacation. Replacing him was Martin C. Burnett, Loew's central division manager, from Columbus, O.

Seattle

Federal admission tax repeal and the election of officers were the two main items on the agenda when the Independent Theatre Owners of Washington, Northern Idaho, and Alaska held their annual meeting. Main speaker was Colonel H. A. Cole, Texas, who discussed the federal admission tax. J. M. Hone was reelected executive secretary. Other officers elected were: H. B. Sobotka, treasurer, and the following board: Mrs. Mildred Wall, Lewiston, Idaho; Mike Barovic, Tacoma, Wash.; L. A. Gillespie, Okanogan, Wash.; Ferd Nessel, Walla Walla, Wash.; W. B. McDonald, Olympia, Wash.; F. M. Higgins, Seattle and Kirkland, Wash.; Erwin Fey,

Renton, Wash.; Joe Rosenfield, Spokane, Wash.; Chester Nielson, Tacoma, Wash.; Fred Mercy, Jr., Yakima, Wash.; Will J. Connor, Seattle and Tacoma, and L. O. Lukan, B. F. Shearer, Fred Danz, and William Thedford, all of Seattle.

Harry Plunkett, assistant manager, National Theatre Supply, already the father of two boys, became the proud father of a baby girl. . . . Walter Hoffman, Paramount publicity director, was in San Francisco. . . . MGM maintenance man Oliver C. Broughton, called. . . . The U-I staff held its annual dinner and cocktail party at the Sorrento Hotel. . . . The B. F. Shearer annual Christmas dinner was held at the store. . . . Glen Haviland, 20th-Fox salesman, returned from the Colosseum meeting in Atlanta. . . . The Rendezvous, meeting place of Film Row folk, changed hands. Formerly owned by Bill Scavatto, it is now a Demco operation. He is from Victoria, B. C. . . . Joe Danz, owner, Embassy, is still at the Mayo Clinic, Rochester, Minn. His wife is with him. . . . Herman Wobber, 20th-Fox division branch manager, was in, and called a meeting attended by Mike Powers, Eastern Washington salesman; Charlie Powers, Portland branch manager, and M. Epperson and Kenny Septka, Oregon salesmen. . . . George DeWaide, supervisor, B. F. Shearer Theatres, returned from Los Angeles. . . . Promotion for "Million Dollar Mermaid," Music Hall included a visit by Faye Antaky, one of the girls who swims with Esther Williams in the film. . . . Film Row was represented at the hearing in connection with United Air Lines application to provide non-stop Pacific Northwest-Chicago service. In support of the application was Joseph Rosenfield, Spokane, Wash., president, Favorite Theatres. . . . "Distant Journey," a Czechoslovakian film, was presented in the Health Sciences Auditorium, University of Washington.

In Walla Walla, Wash., the famed Kaylor-Grand was converted into a commercial building. The theatre was recently owned by Mid-State Amusement Corporation.

One of the last theatrical landmarks of the northwest, the Kaylor-Grand, Walla Walla, Wash., has been sold, and will be remodeled and used as a business structure. Mid-State Amusement Corporation was the owner.

The 25 regional winners of the 1952 Hearst Newspapers American History Awards Competition were special guests of the Liberty.

State Film Row visitors included: Mr. and Mrs. George Borden, Blaine; Howard Taylor, Sequim; Glen Spencer, Proctor, Tacoma; Chester Weaver, Madrona and Onalaska; Gus Gray, Paramount, Shelton; Mr. and Mrs. Frank Klein, Liberty, Lynden; Mike Barovic, Puyallup; Ed Johnson, Spokane; Mr. and Mrs. Max Hadfield, Colville and Chewelah; Mr. and Mrs. C. L. Robinett, Raymond; Howard McGee, Midstate Amusement, Walla Walla; Corbin Ball, John Lee Circuit, Ephrata; Hazel O'Connell, and Black Diamond.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Everyone mourned the death of Harry J. "Pop" Wessel, 80, from a heart condition from which he had suffered for two years. He had established the Film Service Company in 1912, making deliveries with a horse and wagon, the first such service in this area. A native of this city, Wessel was a life member of the Variety Club, and for many years was chairman of the club's Heart Committee. He also was a director of the Boys' Clubs, was active in providing films for orphanages and other institutions, and, in 1947, received the city's "Swell Guy" award. He and his wife, Mrs. Mary E. "Mom" Wessel, observed their 50th wedding anniversary in 1946. She died the following year. Survivors are a son, three daughters, nine grandchildren, and nine great grandchildren.

New officers of Tent 3, Variety Club, are: Chief Barker, Herman H. Hunt, succeeding Vance Schwartz; Assistant Chief Barkers, Edward Salzberg and Richard L. Rosenfield; Property Master, Rex Carr, and Dough Guy, Hoyes McGowan. Other trustees are Allan S. Moritz, William Onie, Arthur Van Gelder, Albert L. Weinstein, Saul M. Greenberg, Robert McNabb, Stuart Jacobson, Harry Hartman, and Schwartz.

On business trips were: George H. Kirby, Republic branch manager, and Jack Kaufman, 20th-Fox sales manager, to Columbus, O.; Milton Gurian, Allied Artists' branch manager, to Salem, W. Va.; William A. Meier, Paramount branch manager, to Philadelphia, and Selma Blachschleger and Jay Goldberg, Realart, to the Indianapolis branch.

Irvin Sochin, former branch manager and now short subjects district manager, U-I, and Max Goldberg, former Falmouth, Ky., exhibitor, visited. Also here were Kathryn Reed, for TV and group appearances to bally "Million Dollar Mermaid," Albee, and Robert Wilke, who visited with relatives and friends.

Gil Hanke, Grand Rapids, Mich., president, National Association for Retarded Children, conferred here with Herman H. Hunt, Chief Barker, Tent 3, Variety Club, and chairman, Variety Club Foundation, regarding plans for future activities.

The Variety Wives held three seasonal parties, one a dancing contest for members and guests, another a distribution of gifts and candy to each child in the four classes in this city for mentally retarded children, and the third a program for the children of Variety Club members. Mrs. Sam Weiss, president,



The Allen, Cleveland, featured this lobby display during the recent showing of U-I's "Because of You" as a tie-in with the local contest to find a girl to participate in the national "Because of You" contest, co-sponsored by U-I and the TV show, "The Big Payoff."

has appointed Mrs. Hoyes McGowan as publicity chairman.

Annual holiday parties were enjoyed by employees of the various exchanges. Among them were: U-I, at the Beverly Hills Country Club; MGM and 20th-Fox, at the Terrace Plaza Hotel, and Paramount and Columbia, at their respective offices.

Two exhibitors, both widely known in this area, died, E. J. "Ducky" Meyers, who operated the Majestic, Chillicothe, O., and Philip Bock, 87, president, Royal Theatre Company, this city.

New employees at Paramount are: Mary Cordes, secretary to William A. Meier, branch manager; Elsie Rigg, boxoffice reporter; Joann Armheim, ledger clerk; Gladys Smiglalawicz, biller, and Dorothy Callathan, receptionist.

Philip Fox, Columbia branch manager, is distributor chairman of the Will Rogers Memorial Hospital Fund for this area. . . . Harry Adams is again operating the Star, Delbarton, W. Va., on a full-time schedule. . . . C. O. Hager closed his houses at Dehue, Nellis, and Yolyn, W. Va.

The televised performance of "Carmen" on the Albee screen drew mixed reactions from local newspaper reviewers and an audience of 1,800. Lighting of some scenes was insufficient for telecasting, resulting in blurring, but the voices came through effectively.



Kathryn Reed, who appears in MGM's "Million Dollar Mermaid," is seen with the Pittsburgh exchange personnel during a visit sandwiched in a heavy personal appearance schedule.

Realart filmed "Loyola, the Soldier Saint" for dignitaries of the Cincinnati Diocese and Catholic laymen and another for sisters and nuns.

Trula Gourjon is a new MGM book-keeping machine operator. . . . Florence Herrmann, MGM cashier, was on vacation. . . . Wilma Couch, U-I booker's stenographer, announced her engagement to Henry Dearuff. . . . Marie Donelson, Screen Classics, attended a holiday family reunion in Knoxville, Tenn. . . . Sympathy was extended to Edna Campbell, MGM inspectress, in the death of her mother.

Exhibitors included: Don Kessler and Goode Homes, Bramwell, W. Va.; Mr. and Mrs. C. B. Huekle, Huntington, W. Va.; Sam Schiedler, Hurricane, W. Va.; E. C. Harvey, Raceland, Ky.; Don Read, London, Ky.; Bud Hughes and Frank Carnahan, Manchester, Ky.; Walter Wyrick, Carlisle, Ky.; A. J. Sexton, Ashland, Ky.; Walter Morris, Lexington, Ky.; Hank Davidson, Lynchburg, O.; Carl Pfister, Troy, O.; Mrs. Floyd Williamson and John Gregory, Dayton, O.; Bill Settos, Springfield, O.; Jack Needham and W. C. Pullen, Columbus, O.; Harry Wheeler, Gallipolis, O.; Dorman Law, Roseville, O.; Ray Laws, Lebanon, O.; Carl Haegle, Fort Recovery, O.; Mr. and Mrs. R. A. Emerick, Germantown, O.; Dick Meyers and Barton Cook, Chillicothe, O.; Fred Donahue, New Boston, O.; Dewey Van Scoy, Wilmington, O., and Manny Marcus, Indianapolis.

RKO's Paramount and Western and the 105th Street, Cleveland, will henceforth be booked out of the local RKO headquarters instead of the New York office. The three houses are subsequent runs on a multiple-change weekly basis.

Cleveland

The initial Metropolitan Opera telecast at the Hippodrome was not a moneymaker, but the comparatively few who did attend the performance were both interested in the experiment, and delighted with the performance. The picture, however, left much to be desired. Groups were dark and indistinct. Close-ups, however, were quite clear. Those who are Met opera devotees said they were disturbed by the limitation of the screen as compared to a full stage view. They also missed the color and pageantry

of opera production. The picture presented a monotone of black and grey. Total attendance was under 1500 in a 3500-seat house. The \$2.40 balcony seats were in greatest demand, with very limited sale of the \$3.60 orchestra seats.

Henry Greenberger, Community, was elected to serve as Variety Club Chief Barker for a second term. He will have the assistance this year of Jack Silverthorne, manager, Hippodrome, as First Assistant, and Jerome Wechsler, Warner branch manager, as Second Assistant. I. J. Schmertz, 20th-Fox branch manager, and Leonard Greenberger, Fairmount manager, were reelected Dough Guy and Property Man, respectively. The board of directors for the 1953 year will be the above officers, M. B. Horwitz, Irwin Pollard, Oscar Ruby, Abe Kramer, Marshall Fine, Milton Grant, Irwin Shenker, Nat Barach, Sanford Leavitt, and Max Mink. Under Greenberger's leadership, the club has undertaken to sponsor the upkeep of the Cerebral Foundation School of Cleveland, requiring about \$50,000 a year. The club recently held a special midnight pre-release picture show as a fund-raising measure. This will net about \$3,000 to help defray the project expenses.

Jack Essick, Modern Theatres, has come up with a novelty at the circuit's Mayland, which, if successful during its five-day trial period, will probably be extended. The novelty is the introduction of a "Coffee Lounge," where patrons are served free coffee, compliments of Nescafe. This company furnishes the coffee, the necessary dishes, and the serving personnel. If it boosts theatre attendance and Nescafe sales, the policy will be held over at the Mayland, and probably extended to other theatres. Inasmuch as this has never been tried before, the experiment is being closely watched by all exhibitors. There is no expense to the theatre. The experiment is introduced along with five days of revivals advertised as "Film Festival of Famous Favorites."

The marines, about 25 strong, lined up at the Cleveland Airport to greet 20th-Fox star Debra Paget and her mother, Mrs. Frank Griffin, upon their arrival to promote "Stars and Stripes Forever." They also escorted the star to the Carter Hotel where, under the direction of 20th-Fox publicity man Sol Gordon, a press-radio-marine luncheon was arranged. In addition to local press representatives, the guests included Art Cullison, The Akron, O., Beacon-Journal, and Fred Childress, The Youngstown, O., Vindicator. Out-of-town exhibitors present were Jack Armstrong, general manager, Schwyn Circuit; Jack Hynes, managing director, Paramount, Youngstown, and Dusty Rhodes, Akron exhibitor. Sharing spotlight honors with Miss Paget was August Caputo, musician, who was a former member of the famous Sousa Band. Miss Paget participated in a marine induction ceremony while in town, and appeared on several radio programs.

Omar Ranney, The Press movie editor, jumped the gun in announcing his Oscar



Frank Savage, manager, Warner, Youngstown, O., went all out in this manner in decorating the theatre for the recent showing of MGM's "Ivanhoe."

choice for 1952, "The Greatest Show On Earth."

Larry Kunz, salesman for American Seating Company, moved his office out of the NTS space he has occupied for four or five years, and moved into the company's new building located at Brookpark and Broadview Roads, where all types of American chairs are assembled and are on display. NTS is converting the space into a high styled concessions equipment display room. On display will be all standard NTS equipment as well as two new items, Cretor popcorn machine and the new Hines root beer bar.

Frank Masel, NTS branch manager, installed Simplex sound and projectors at Camp Perry, O., where some of the Ohio Penitentiary prisoners are temporarily housed, until the fire-damaged Columbus Penitentiary is restored.

The Lee Carpet TV sales meeting in the Hippodrome had an attendance of some 250 retail dealers from cities in northern Ohio.

Bellefontaine, O., has another entertainment outlet with the reopening of the Belle by Homer Snock, head, Midwest Theatre Supply Company, Cincinnati, and A. F. Carnes, former Schine manager. . . . Jack Gertz, Jack L. Gertz Enterprises, says he is preparing to launch a sensational new promotion project soon after the first of the year. The plan, Gertz says, will be equally profitable for both conventional and drive-ins.

The RKO-105th Street is reverting to a first-run. . . . Myron Gross, who heads Milton Mooney's Co-operative Theatres of Buffalo, was in for a conference with Mooney. . . . Elaine Bernstein, Monogram bookkeeper, is excited about spending New Year's Eve in New York.

National Theatre Supply set Jan. 9-10 as dates for its regional district annual sales meeting in the Hollenden Hotel. Vice-president J. W. Servies will conduct the meetings. Branch managers from Cleveland, Pittsburgh, Buffalo, Cincinnati, Indianapolis, and Detroit will attend.

Detroit

The Madison installed new equipment in the booth and a new screen in

preparation for the premiere of "Bwana Devil." Arch Oboler was in Detroit for interviews and to supervise the details of the presentation. Included in the equipment being installed was a special film magazine, new projectors, new lamps, and new lenses. When Oboler arrived from Los Angeles, he brought with him "Miss 3 Dimension," otherwise glamorous Shirley Tegge, who appears in the picture.

The Variety Club elected new officers for 1953 at a meeting in the Tuller Hotel club rooms. Jack Zide, Allied Film Exchange, was elected Chief Barker, replacing Adolph Goldberg, Community Theatres, who was chosen as national canvassman, with Jack Zide as alternate. Other officers elected were: Harold Brown, United Detroit Theatres, First Assistant; Milton Zimmerman, Columbia, Second Assistant; Ernest T. Conlon, executive secretary, Allied Theatres of Michigan, Property Master; Benjamin Rosen, Confection Cabinet, Dough Guy; Saul Korman, Korman Theatres, chairman, house committee; Julian Lefkowitz, L and L Concessions, assistant chairman, house committee; Milton Zimmerman, membership committee, and Harold Brown, Press Guy. The new officers also planned to have the "Hollywood House" finished as soon as possible. Funds raised from the affair will be given to the Cerebral Palsy Emancipation Project.

Earl J. Johnson, president, United Detroit Theatres, has been appointed to serve on the National Advisory Neurological Diseases and Blindness Council. His appointment was announced by Surgeon General Leonard A. Scheele, Public Health Service, Federal Security Agency. Hudson, vice-president, Cerebral Palsy Association, has played an active role in medical welfare activities for some time. With his new appointment, Hudson becomes one of the 12 council members who advise the Surgeon General on policy matters concerning the National Institute of Neurological Disease and Blindness.

Frank P. Abbott, 69, stage manager, Regent, Battlecreek, Mich., and associated with local theatres for 45 years, died after being stricken on stage.

Harold Bernstein, 47, Bay City, Mich., owner of five theatres, died of a heart attack in a Detroit Hospital. He was attending a meeting of exhibitors in Detroit at the time. At the age of 18, he joined his father in operation of the Lafayette, Bay City, Mich. He had been active in theatres since then. He owned three theatres in Bay City, one in Port Huron, and one in Saginaw. He was also active in Allied Theatres of Michigan.

Televised opera on a commercial basis made its Detroit debut at the Hollywood when a regular performance of "Carmen" was transmitted directly from the Metropolitan Opera House, New York. Approximately 2,500 fans paid anywhere from \$1.20 to \$3.60 to see the telecast at the 3,500-seat Hollywood Theatre. Recep-

tion was fair, and sound was excellent. Exhibitors were cool to the telecasts of opera.

Pittsburgh

Lewis Hanna, Hanna Theatre Service, has been appointed local zone manager for Essanjay Films, Inc., Chicago, by Iwin S. Joseph, president. He will handle "Because Of Eve" exclusively in this territory.

The Norbert Stern Circuit has taken over the Penn and Victor, New Castle, Pa., from Harold Mirisch, former owner. Dinty Moore Booking Service will buy and book. Stern also owns the Grant, Millvale, Pa., and eight drive-ins in the territory.

Van Heflin flew in from Cleveland to visit his wife, who is in the Shadyside Hospital with a broken leg. . . . Rudy Paul, manager, William Penn Hotel, is a former vaudeville actor. . . . Gale Rubin, Art Cinema and Nixon, is on a diet.

Over \$40,000 of the \$50,000 pledged to the Variety Club on the Catharine Variety Fund telethon has come in. . . . Local theatre men are burned at the way Ed Sullivan advertised "The Goldwyn Story" on his TV show. . . . Herb Read, MGM studio publicity staff, was in escorting Kathryn Reed, "Million Dollar Mermaid," on her publicity rounds.

M. A. Silver, zone manager, Warner Theatres, on a short vacation in Florida,



Jack L. Warner, center, greets Jane Wyman and her husband, Fred Karger, at the recent Louis B. Mayer-Screen Producers Guild "Milestone Award" dinner in Los Angeles.

was joined by his wife and daughter. Silver was pleased with the news that Si Fabian will take over control of the Warner Circuit as Fabian and he are old friends.

Abe Weiner, Allied Artists branch manager, was aglow for he had two attractions in downtown first-runs. . . . The TV showing of "Carmen" in the J. P. Harris was fairly successful. Around 1600 persons paid from \$1.80 to \$3.00 to see the performance. This is about two-thirds capacity.

Andy Battiston is booking "Because of Eve" in many houses. It is shown to segregated audiences of males or females, and a lecture is also featured. The Art Cinema was the first house here to show the film.

The Stanley will play another of its periodical stage shows during Christmas Week. . . . Danny McKenna, Warner Theatres' publicity staff, was off on a week's vacation, and is expecting greetings from Uncle Sam. . . . Jack Ralph, Jr., well known in the accounting field, succeeded George Eby as comptroller, Harris Circuit.

William Roberts, former manager, Playhouse, is at Camp Breckenridge, Ky., taking basic training. . . . The Murray Kleins, new members of the Variety Club, were recent hosts at the regular weekly "Family Night." . . . John Harris would like his friends to know that he is collecting old theatre programs relative to the theatre in Pittsburgh. Please get in touch with him at the Harris offices on Bigelow Boulevard. . . . Morris Finkel booked "The Prince of Peace" for his newly acquired Cameraphone, East Liberty, Pa. . . . Pat Notaro, former manager for Warner Theatres, joined the Roth Circuit in Virginia. . . . Dinty Moore, district manager, Warner Theatres, left for Florida with his family.

As usual, many showmen staged free shows, parties, and other stunts to build good will during the holiday season. . . . The Manos Circuit was staging a big giveaway to bolster pre-Christmas grosses with a Cadillac as the first prize, in cooperation with merchants.

Robert Suits has been transferred from the Warner, Ambridge, Pa., to the Ritz, Clarksburg, W. Va., and William



Season's Greetings

to the Exhibitors

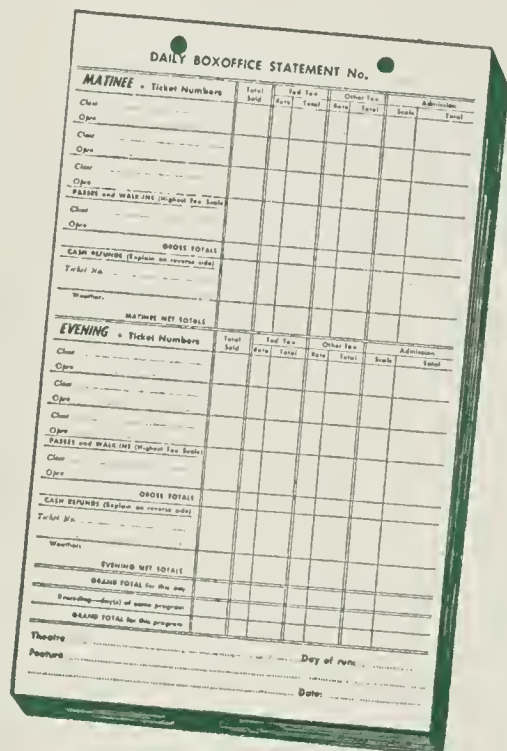
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Albright has moved from the Harris, Tarentum, Pa., to Ambridge. William Dick is the new manager, Harris. He formerly managed the Manos, Elwood City, Pa.

A full and Merry Christmas to all our faithful readers from your Pittsburgh correspondent.

Kentucky Lexington

Huntz Hall and Gabriel Dell, Allied Artists' "Bowery Boys" fame, play a three-day appearance at the Ben Ami opening on Dec. 29.

Louisville

The Switow Amusement Company's neighborhood Cozy, managed by Joe Hedden has added a modern parking lot. . . . The operation of the State, Crothersville, Ind., has been turned over to Sylvia Peake. The theatre was formerly run by Mr. and Mrs. Tex Richards, who are devoting their time to the operation of the Scott, Scottsburg, Ind.

Out-of-town exhibitors seen included: R. L. Dunn, Paoli Drive-In, Paoli, Ind.; Edwin St. Clair, St. Clair, Lebanon Junction, Ky.; A. N. Miles, Eminence, Eminence, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky.; Ken Bale, Twin City Drive-In, Horse Cave, Ky.; Fred Belcher, Family Drive-In, Charles-town, Ind.; John Keck, Sandy, Sandy Hook, Ky.; Hugh Kessler, Pal, Palmyra, Ind., and Don Steinkamp, French Lick Amusement Company, French Lick, Ind.

Work has begun on the new drive-in to be built by Robert E. Enoch, Elizabethtown Amusements, Inc., Elizabethtown, Ky. The theatre, which will accommodate approximately 700 cars, will be named the Knox. In addition to the Knox, Enoch also operates the State and Grand, both indoor houses, and the Star-Lite Drive-In, all at Elizabethtown.

The Scoop, purchased by J. Graham Brown, is to be reconstructed so as to contain a large convention hall as part of the facilities of the Kentucky Hotel.

Michigan Grand Rapids

John D. Loeks is the new Chief Barker, Variety Club, Tent 27.

Ohio Columbus

The U. S. Supreme Court decisions affecting censorship makes the work of The Legion of Decency more important than ever, said Bishop Michael J. Ready, Columbus Catholic diocese, in an official letter addressed to the clergy, religious, and faithful of the diocese. The letter was published in The Catholic Times.

The RKO Grand and RKO Palace were cooperating with the Marine Corps Reserve in its "Toys For Tots" campaign.

Kathryn Reed, in MGM's "Million Dollar Mermaid," had a poolside inter-

view at the Athletic Club with Norman Nadel, theatre editor, The Citizen, and met members of the Ohio State swimming team.

Lancaster

Attorneys for Lancaster theatres asked City Council to repeal the municipal three per cent admission tax because of "declining revenues." One Lancaster theatre has closed and two of the four remaining houses will barely break even this year, the attorneys told council. Twelve Ohio cities have repealed admission taxes. Attorneys said that 159 Ohio Theatres have closed in the past few years.

Toronto

Manos Enterprises has closed this town's only two theatres, the Manos and Rex, claiming that a city admission tax calling for two cents on each adult ticket and one cent on each child admission had made it unprofitable to continue operation. The city's admission tax was passed after a similar state tax was dropped a few years ago. In a referendum at the November election, city voters refused to kill the tax. The houses served the community for over 30 years.

Pennsylvania Altoona

Gus Notopolous, general manager, Notopolous Circuit, is taking a lot of kidding because 20th-Fox has released "My Pal Gus." . . . Bud Allison, manager, Rivoli, brought back a nine point buck when he went hunting.

Jake Silverman, Blair, Holidaysburg, Pa., is in Miami, Fla., for a vacation, and is expected back around Jan. 15. Then he plans a Mediterranean cruise. . . . A. N. Notopolous, president, Publix-Notopolous Circuit, bought a home in Clearwater, Fla., and will remain there all winter.

Hastings

The Hollywood, owned by R. A. Allison, reopened after being closed for almost a year.

Johnstown

The Embassy was awarding a new car. . . . A modern drug store opened on the ground floor of the building that once was the Park.

New Castle

The Penn and Victor have been purchased by Norbert and Ernest Stern, Pittsburgh, Associated Theatres, from Marvin Mirisch, Milwaukee. Louis Lutz will continue as manager. Renovations will be made in both theatres. The purchase brings the Stern circuit to 11, including eight drive-ins.

Invest In

U.S. DEFENSE BONDS

Now Even Better

NEWS OF THE

Territory

Boston Crosstown

With every one of the 1900 seats filled at the Pilgrim for the Metropolitan Opera telecast of "Carmen," the history-making event was a success. Manager Abner Pinanski and his staff at the ATC theatre were on hand to see that everything went smoothly. The theatre was in spic and span condition in "legitimate theatre" attire. No popcorn was sold at the concession stand, although the drink machines were popular places. During the telecast, the audience broke out in spontaneous applause after several of the arias and at the end of each act. Reception was excellent. The sound came through in top form, and, after a few minutes of fuzziness, the vision was corrected. Another angle that made the evening seem like a real "legitimate theatre" performance was that the Pilgrim is the only theatre in New England to have a parking space in the rear, allowing patrons to step from their cars under cover to the theatre. This space was filled to overflowing as heavy rains came down at curtain time.

Nancy Glaser, Brookline, Mass., who was assistant to Karl Fasick in the publicity department, Loew's Boston Thea-

tres, was married to George Katz, and is on a prolonged sea honeymoon trip. With her resignation at Loew's, her place has been taken by Stephanie Wagner, New Jersey, a former radio publicist in New York. Speaking of Fasick, his four-month-old twin sons, Jon and Carter, now weigh a total of 30 pounds, 15 each.

Money back guarantee ads were used by the Bijou, Springfield, Mass., when it played "The Happy Time," and not one person asked for a refund, manager Ralph Carenda announced. "But, better than that," he went on, "One evening, two skeptical young men approached me to ask if the ads were factual, and that we would return the admission price to any patron dissatisfied with the picture. I had a hard time convincing them that we meant our statement, so in desperation, I invited them to enter the theatre as my guest, to see the film, and then to reimburse me later if they thought the picture was worth it. When the show was over, a knock came on my office door, and there they were with the admission money in their hands. They admitted that the film was well worth the price."

Leon J. Levenson, concessions head, American Theatres Corporation, has been appointed national chairman, concessions committee, Theatre Owners of America, by Alfred Starr, president. The appointment will entail extensive traveling for Levenson, as his committee will serve in an advisory capacity in an exchange of merchandising ideas for all TOA theatres.

For the first time in seven years, there will be a midnight stage show at the Empire, Fall River, Mass., on New Year's Eve with variety acts, booked by Bill Canning. Admissions will be set at \$2.50.

Middlesex Amusement Company held a Christmas party for its employees and families in the lobby of the Granada, Malden, Mass. A buffet supper was served.

When the Rifkin Circuit made a new dish deal with Cameo Screen Attractions, officers Herman Rifkin, Julian Rifkin, and George Roberts brought three of their managers to Boston to explain it to them. The managers, Ann Noret, Strand, Springfield, Mass.; James Altree, Jefferson, Springfield, and Al Desautels, Majestic, Holyoke, Mass., were entertained at luncheon at the Towne House.

Bob McNulty, Warwick, Marblehead, Mass., is out of the hospital after serious surgery, and is back on the job on a part-time arrangement.

The Drive-in Theatres of New England Association met at a special room during the annual convention of Independent Exhibitors, Inc., for a discussion of plans for the forthcoming season, with more than 40 members present. This association is a subsidiary of IENE, and, in an effort to have a more active participatory group in the drive-in unit, it was decided to hold meetings at least once a month during the year. Julian Rifkin and Ted Rosenblatt, co-chairmen,



Seen at the recent convention of the Independent Exhibitors of New England in Boston were, in the usual left to right, top to bottom fashion, Bill Horan, Warners; Hatton Taylor, RKO, and Tom Duane, United Artists; Donald Sweeney, Nashoba Drive-In, West Acton, Mass., with Louis Webber and Harold Peabody, Borderland Drive-In, Houlton, Me.; Mrs. Edward Redstone, Edward Redstone, and his parents, Mrs. and Mr. Michael Redstone, Redstone Drive-In Theatres; Harry Kirschgessner, National Screen Service district man-

ager, and Edward S. Canter, American Theatres Corporation treasurer; Maurice Safner, Rhode Island exhibitor; Larry Wallace, E. M. Loew's Theatres head of concessions; Larry Laskey, partner with E. M. Loew, and Ray Canavan, Loew's district manager; Francis Perry, IENE original member and former president, and owner, Orpheum, Foxboro, Mass.; "Red" Pierce, Altec Service, and Winthrop Knox, Jr., Middlesex Amusement Company, all of whom appear to be enjoying themselves.

Season's Greetings



*Season's
Greetings*

from

**CAPITOL THEATRE
SUPPLY CO.**

KEN DOUGLASS
FRANK GRAY
DON PICKERING
BILL HAWKINS
DON FALCO
KEN DOUGLASS, JR.
E. GOODWIN
CHARLIE FISH
ROBERT O'CONNOR



28 PIEDMONT STREET
BOSTON 16, MASS.

**ALLIED
ARTISTS
PRODUCTIONS**

Extend the

*Season's
Greetings*

BEN ABRAMS
NATE LEVIN
JERRY CALAHAN
FRANK HYLAND
CHARLIE WILSON
JOHN PAVONE
BILL PAVONE



39 CHURCH STREET
BOSTON 16, MASS.

*Season's
Greetings*

**SCREEN GUILD
and
LIPPERT
PRODUCTIONS**

*"The home of HELLGATE
and MR. WALKIE TALKIE"*

AL SWERDLOVE



56 PIEDMONT STREET
BOSTON 16, MASS.

*Season's
Greetings*

**WARNER
BROS. PICTURES**

RALPH IANNUZZI
BILL TWIG
BILL KREMMELL
BILL KUMINS
EDDIE SEGAL
ART MOGER
BOB LEVINE
LEO GRIFFIN
JOHN WALTON
WARREN GATES
JACK McCARTHY



131 ARLINGTON STREET
BOSTON 16, MASS.



**SEASON'S
GREETINGS**

ARTHUR K. HOWARD

SETH H. FIELD



**AFFILIATED
THEATRES CORP.**

1103 Park Square Building

Boston 16, Mass.

Season's Greetings

**20TH
CENTURY-FOX
FILM CORPORATION**

JAMES CONNOLLY
JOHN FELONEY
E. X. CALLAHAN, Jr.
JOHN PECKOS
STANLEY YOUNG
PHIL ENGEL
MICHAEL ZAMAN
DICK KELLY
FRANK KELLER



115 BROADWAY
BOSTON, MASSACHUSETTS

to All Our Friends

Season's Greetings

UNITED ARTISTS CORP.

HARRY SEGAL
TOM DUANE
MAX BURLONE
JOE MANSFIELD

AL FECKE
KEN ROBINSON
AGNES DONAHUE
SAM LEVINE



52 Church Street
BOSTON, MASS.

THE VARIETY CLUB OF NEW ENGLAND



Extends Christmas Greetings

and pledges for the New Year

"to keep always in mind our original purpose — to create happiness — by first of all, the health needs of children. By doing so, we are offering to people of all branches of our industry an opportunity for them to continue being part of the JIMMY FUND and all our other worthy charities, which fulfill the highest standards of Americanism."

Chief Barker
WALTER BROWN

*President of the Children's
Cancer Research Foundation*
MARTIN J. MULLIN

Chairman 1952 Jimmy Fund
ARTHUR LOCKWOOD

Executive Director
WILLIAM S. KOSTER

Season's Greetings from

JACK and HARRY

YOUR HOSTS AT

HARRY'S SNACK BAR

53 Church St., Boston 16, Mass.
71 Parkingway, Quincy, Mass.



"First Run Food at Popular Prices"

*Season's
Greetings*

AMERICAN THEATRES CORPORATION



SAMUEL PINANSKI
President



646 Washington Street
BOSTON, MASS.

*Season's
Greetings*

DAYTZ THEATRE ENTERPRISES CORP.



AL DAYTZ
MICKEY DAYTZ
BURT JACOBS
JERRY CROWLEY



260 Tremont Street
BOSTON, MASS.

152 Temple Street
NEW HAVEN, CONN.

*Season's
Greetings*



NEW ENGLAND THEATRES, Inc.



MARTIN J. MULLIN
President



260 Tremont Street
BOSTON, MASS.





Wishing You
A MERRY CHRISTMAS
and
A HAPPY NEW YEAR

★
NATIONAL THEATRE SUPPLY

37 Winchester Street
 BOSTON, MASS.

Best Wishes of the Season

EMBASSY PICTURES CORP.

JOE LEVINE

JOE WOLF



16 Piedmont Street
 BOSTON, MASS.

Season's Greetings

MANLEY, INC.

Popcorn Machines



SAMUEL HORENSTEIN
 New England Representative



45 Church St., Boston, Mass.

Season's Greetings

Redstone Drive-In Theatres

MICHAEL REDSTONE

EDWARD S. REDSTONE



260 Tremont Street
 BOSTON, MASS.

Season's Greetings

Theatre Chair Maintenance Company

I. BURT LAZARUS



42 Winchester Street
 BOSTON, MASS.

Season's Greetings

**GRIFFING-LASKEY DRIVE-IN
 CONSTRUCTION COMPANY**



25 Huntington Avenue
 BOSTON, MASS.

TOM GRIFFING

LARRY LASKEY

Season's Greetings

REGAL PICTURES OF NEW ENGLAND

"EDDIE" RUFF

"MAC" FARBER

GEORGE KRASKA



246 Stuart Street
 BOSTON, MASS.



Season's Greetings

PRONTO POPCORN SALES CO.

MORTON LADGE

MORRIS LADGE

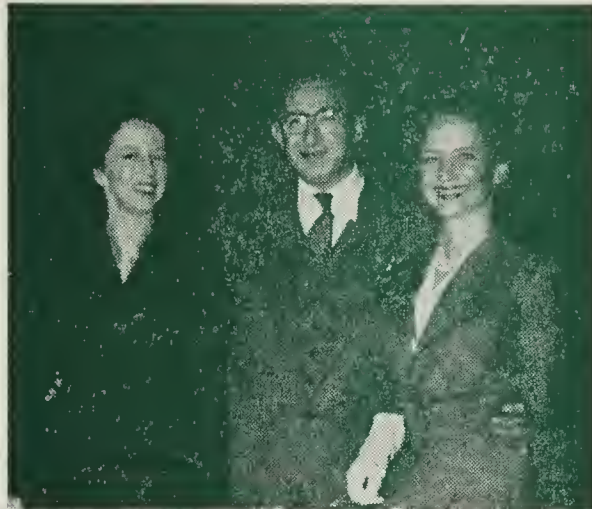


702 Beacon Street
 BOSTON, MASS.

set Jan. 27 as the date of the next get-together in the offices of Independent Exhibitors. A board will be elected at this meeting, an entirely separate group of persons from the parent association, although both will be units of National Allied. The co-chairmen appointed a nominating committee to present the slate of officers for election, namely, Ted Rosenblatt, James Guarino, Ray Feeley, and Ned Eisner. Plans for a large-scale billboard cooperative advertising campaign, using 24-sheets throughout the five New England states, were discussed, with the possibility of using spot announcements of current programs over radio and TV stations during the season.

Appearances on four radio programs, a long-distance telephone interview with columnist Hy Gardner and a combination buffet luncheon and press interview in her hotel suite highlighted Debra Paget's visit for "Stars and Stripes Forever" publicity activities. Miss Paget also posed for pictures with a group of young musicians at the largest department store in town, was interviewed by radio editors, newspaper critics, feature story writers, and Marine Corps officers, and visited the Boston Buddies Club.

Eliminations announced by the Bureau of Sunday Censorship included the following: "Cruise Of The Zaca," parts 1 and 2. (Deletions: Eliminate scene showing Carribean woman dancer in scant costume, in part 2). Warners; "Tromba, The Tiger Man," parts 1 to 7. (Deletions: Dialogue, "And now I'm expecting a baby . . . our baby.", in part 6). Screen Guild; "The Woman's Angle,"



Dan Finn, managing director, Astor, Boston, where Samuel Goldwyn's RKO production, "Hans Christian Andersen," will open on Christmas Day, chats with Mrs. Goldwyn, right, and her sister, Mrs. Richard Erlich, Boston, at Goldwyn's recent Ritz reception.

parts 1 to 9. (Deletions: Dialogue: "The damn thing's stopped altogether now", in part 1). Monogram.

New Haven Crosstown

Morris Rosenthal, Loew's Poli, for "Stars and Stripes Forever," planned a screening for leaders of local school and college bands in the area, disc jockeys, and others. He also arranged to have E. Schwarner, a member of the original Sousa Band from New Haven, interviewed. . . . The Poli manager had his Sargent Company-sponsored kid show, too. . . . At the College, Sid Kleper, planted various tieups for "Two Lost Worlds" and "Unknown Island." . . . Frank Ferguson, Whalley,

broke into The Elm City Clarion, with a notation how he received a personal note from Adlai Stevenson, thanking the New Havener for his letter "a good loser." . . . Jack Brassil, Loew's Poli, can still tell some good yarns, once he gets started. . . . Sorry to hear about Roger Sherman assistant manager J. Turner getting hurt.

Action on an appeal concerning a new but never used drive-in in West Haven was cut short in Superior Court. The brief trial was held on an appeal taken by Fishman Theatres from the action of State Police Commissioner Edward J. Hickey in granting a permit for the outdoor enterprise in Orange Avenue to the Bowl Outdoor Theatre Corporation. Hickey granted, but did not issue, the permit pending the disposition of the court appeal. An abbreviated trial session was held before Judge Edward J. Daly. It was cut short when he ruled out testimony on a General Statute which was to form the part of the appeal. Counsel for Fishman claimed that since actual construction of the theatre did not begin until after June, 1951, a state law effective on June 1, 1951, was applicable. The law allows appeal of drive-in permits by property owners who feel the theatre may damage or injure their property. Since the permit was approved by Hickey in April, 1951, though not issued, Judge Daly ruled out the testimony, virtually ending the trial. Attorneys representing the Fishman Theatres, the Bowl Outdoor Theatre, Inc., and the state are to file briefs which will be studied by Judge Daly before a decision.

Season's Greetings

INDEPENDENT EXHIBITORS, INC.

of

New England

Season's Greetings

UNIVERSAL-INTERNATIONAL

JOHN SCULLY E. MYER FELTMAN
District Manager Branch Manager

TOM DONALDSON
Sales Manager

FRED SHOHE KEN MAYER
JOE KELLEY JOHN McGRAIL



60 Church Street
BOSTON, MASS.

Season's Greetings

Image and Sound Service Corp.

GEORGE SCHAEFER

LON HACKING



445 Statler Building
BOSTON, MASS.



Merry Christmas

Meadow Street

Ralph J. Mauro is managing National Theatre Supply here in addition to the Albany branch since W. G. Milwain left for Bardwell, Ky., to manage the Milwain for the family estate. Dave Warner is assistant manager, NTS.

George Worcester, one time at 20th Century-Fox, an old-timer only one year short of his 100th birthday, was scheduled to address the East Haven Lions Club. . . . The Columbia exchangeites had their Christmas party at the Red Lobster. Other exchanges gathered at The Castle for a Christmas party, the first consolidated exchanges' gathering in some time.

Some of the salesmen are getting their vacations during the Christmas season, and among them are Earl Wright, Columbia, and Angelo Lombardi, Warners. . . . Christmas shows for the children were set. In Greenwich, the annual Police Department Christmas show was scheduled for Dec. 20. Co-chairmen were Captain David W. Robbins and Pickwick manager Neil Welty. . . . The Christmas kiddie show at the Empress, Norwalk, was set for today (Dec. 24). . . . The Strand, Seymour, had a Christmas Festival of Carols. . . . A Christmas theatre party for all children of Waterville, under the sponsorship of the Community Club and Court Welch Foresters of America, was held at the Ville. . . . Mrs. Florence Mussman, manager, Ville, and her staff, assisted. . . . The Music Box, New Britain, had a Christmas party. . . . The State, New Britain, had a children's show, with free toys and Christmas presents given to the youngsters. . . . "Kiss Me Kate" is the first musical show at the Garden Musical, Waterbury. This theatre was the former Plaza. . . . The Pine Drive-In, Waterbury, closed for the season, had a new use during the pre-Christmas period. Christmas trees were sold on the property.

Louis Jannetty will be installed as president, Local 304, for his sixth term on Jan. 12 in the union headquarters, Garden building. Ralph DiPietro will be inducted for his fourth term as business agent. Other officers elected at the annual meeting were: vice-president, Joseph Mazeika; secretary-treasurer, Frank Carey; corresponding secretary, Abe Fandiller; sergeant-at-arms, Harold Berger, and executive board, Jannetty, DiPietro, Peter Groppi, Mazioka, and John Rabbott, and trustees, Louis Ferrilli, Douglas Estelle and Louis LaFlamme.

Circuits Loew Poli

Arthur Canton, New York MGM publicity office, was in with Miss Julie Dorsey, daughter of Tommy Dorsey, in conjunction with "Million Dollar Mermaid." . . . Lou Brown, publicity director, was in Springfield, Mass., and Hartford with Miss Dorsey and Canton. . . . Division manager Harry F. Shaw was in Bridgeport. . . . Lou Cohen, Poli, Hartford, and Matt Saunders, Poli,



Police Chief Colin W. Gillis, Revere Beach, Mass., recently booked MGM starlet Julie Dorsey in town to publicize MGM's "Million Dollar Mermaid," on a charge of "swimming with her clothes on." The pert mermaid had to explain that she was actually wearing an old-fashioned swim suit of the type worn by the ladies of 1907 when Annette Kellerman was arrested on the same beach for indecent exposure wearing the country's first one-piece bathing suit for women. This was all part of a stunt for "Million Dollar Mermaid," Loew's Orpheum, Boston.

Bridgeport, were in New Haven to receive MGM prize awards from branch manager Phil Gravitz for their work in conjunction with "Carbine Williams." . . . Floyd Fitzsimmons, MGM publicist, was in. . . . The Poli, Worcester, Mass., Christmas party, with Canada Dry as sponsor, was held. . . . A children's Christmas party was held at the Poli, Bridgeport. . . . Aresto Tomassetti, Poli projectionist, was given a feature story and picture in a Bridgeport daily on his being in the trade since 1906 when he got a job in the booth of the Bijou. . . . Tony Masella, Palace, Meriden manager, sold his house, and moved back to New Haven. He's traveling back and forth to the Silver City daily. . . . Lee Rosenberg, chief engineer, and Mrs. Rosenberg celebrated their 17th wedding anniversary. They received many felicitations from relatives and friends.

"Have You Held Your Tax Meeting?"



Richard Smith, left, son of Philip Smith, Smith Managing Company, owner, Cinema, Framingham, Mass., was recently congratulated by Edward R. Mitton, right, president, Jordan Marsh Company, on the theatre's winning Theatre Catalog's Merit Award for 1952. Huston Rawls, center, president, Suburban Centers Trust, presented the award which cited the Cinema as an outstanding example of modern design, construction and patron service.

Connecticut Hartford

"There's a new feeling of optimism in Hollywood," according to Robert M. Weitman, vice-president, United Paramount Theatres, addressing executives of UPT and The Hartford Times, at an afternoon meeting in the UPT home offices in New York. "Millions of new dollars," said UPT executive Robert O'Brien, "have been invested in Hollywood productions." Both Weitman and O'Brien agreed that the two meetings of motion picture-press people held by The Times "went far" in discussions of common ailments of the film business, as related to the press. Also in attendance were: Leonard H. Goldenson, president; Walter Gross, vice-president-general counsel, UPT; Martin J. Mullin, president, New England Theatres; Francis S. Murphy, editor-publisher; David R. Daniel, general manager, and Allen M. Widem, motion picture editor, The Times.

Fred R. Greenway, Palace manager, and his assistant, Al Lessow, for "The Snows of Kilimanjaro," had a model carrying placards. . . . George E. Landers, division manager, E. M. Loew Circuit, screened "Invasion, U.S.A." for representatives of the Red Cross, civil defense, and military. Sidney Zins and David Lustig, Columbia home office exploitation department, came in to aid.

Joe Giobbi, Crown, gave away free toys at a pre-Christmas Saturday matinee party. . . . Sam Harris, partner, State, plans to visit Italy. . . . Ed Lynch, for many years with Warner Theatres, is managing the Beverly Hills, Beverly Hills, Cal. . . . John McGrail, U-I, visited columnists ahead of the Tyrone Power "John Brown's Body" troupe, plugging "The Mississippi Gambler."

Mrs. Estelle Parker O'Toole has been discharged from Cedarcrest Sanitarium, and has returned to her Wethersfield home. . . . Jay Finn, manager, Riverdale Drive-In, has been assigned relief duties for the winter.

Harry Feinstein, zone manager, Warner Theatres, was in on circuit business. . . . The Plaza, Stamford, which closed down on Dec. 6 for alterations, resumed operations.

Harry F. Shaw, division manager, Loew's Poli-New England Theatres, was in. . . . Lou Cohen, Loew-Poli, erected a "Manager's Testimonial" ad in an effective lobby display.

Street ballyhoo, featuring a church boys' drum corps and proclamation by the mayor, highlighted the campaign for "Invasion U.S.A." by George E. Landers, division manager, E. M. Loew's Theatres, and David Lustig, Columbia exploitation department.

Harry Green, Alexander Film Company, called on Ernie Grecula, Hartford Theatre Circuit, after being on the sick list. . . . Joe Vasco, ex-manager, Newington, was in. He is filling in as relief
(Continued on page NT-8)

IE Convention Sidelights and Notes

(The following represent observations on various phases of the recent Independent Exhibitors, Inc., convention in Boston.—Ed.)

Nathan Yamins was conspicuous by his absence. He and his family were in their winter home in Palm Beach, Fla., for the Christmas and New Year's holidays. He was missed at the head table.

Claude Lee, director of sales, Motion Picture Advertising Service, deserves credit for his master of ceremonies stint at the banquet, a position he filled at the last moment when it was learned that Maurice Wolf, MGM, was unable to be present. Wolf's brother, Harry Wolf had died suddenly on the west coast on the morning of the convention. Lee, is an accomplished speaker and story-teller.

Arthur Lockwood, co-chairman, 1952 "Jimmy Fund" drive, always an excellent speaker, announced that the drive this year will, in all probability, equal, or perhaps exceed, the \$359,000 raised in 1951. "The figures are not all in as yet," he said, "But what makes it seem remarkable is that this total was raised in a year in which theatre grosses were behind those in 1951. We could not have made the quota had it not been for the cooperation of every theatre and drive-in owner and manager in this area. Our chief inspiration came from Bill Koster, executive director, Variety Club of New England." Koster, seated in the audience, acknowledged the applause with a bow.

The luncheon at the Sheraton Plaza, with Leon Bamberger as the main speaker, was well attended, and exceeded the representation of last year. There were nearly 200 reservations for the banquet in the main ballroom of the hotel, preceded by a reception and cocktail party in the foyer, hosted by Independent Exhibitors and by the Barnett Film Company. If all cocktail parties must be noisy to be successful, this one can go down in history as a topnotcher.

Several exhibitors drove hundreds of miles to attend the one-day convention. Possibly the exhibitors coming the longest distance were Lewis Webber and Harold Peabody, partners in the Borderland Drive-In, Houlton, Me., who

traveled more than 600 miles. Another long-distance traveler was Charles Brooks, circuit owner from up Presque Isle, Me., way. Mr. and Mrs. Edward J. Morin, New Haven, Vt., whose Mid Haven Drive-In opened this summer, were two new exhibitors who attended. Eugene Boragline, Saco, Me., Drive-In, and Tom Foley, Jr., Bowdoin Drive-In, Brunswick, Me., drove together to take in their first exhibitor convention. Mr. and Mrs. Joseph Cronan, Community, Guilford, Me., near the Moosehead Lake region, stayed over several days after the convention to visit their friends and families. They are former Bostonians. Mrs. Cronan told the ladies at luncheon that during the winter months a thermometer reading of 30 degrees below zero was "just another winter's day." "Perhaps you can understand better when I say that for five months during the winter, we cannot use window cards in store fronts. Why? Because the frost is so thick on the outside no one can possibly read the current attractions," she added.

At the open forum, a radio-clock donated by Kenneth Douglass, Capitol Theatre Supply, was won by Joseph Levine, Embassy, also owner, Round Hill Drive-In, Springfield, Mass.

The brides of two exhibitors happened to be seated at the same table with their husbands and families, Mrs. Edward Redstone, the former Leila Warren, New York, who sat with her parents-in-law, the Michael Redstones, and Mrs. Bruce Glassman, who sat with Mrs. Norman Glassman, her mother-in-law, and Rose Kay, Glassman's secretary. Norman Glassman was at the head table in his position as president and also as convention co-chairman. He made an address at the banquet in which he read the list of the year's achievements of the organization, placing the credit at the feet of Ray Feeley, executive secretary, who has traveled many thousands of miles in the interests of the unit.

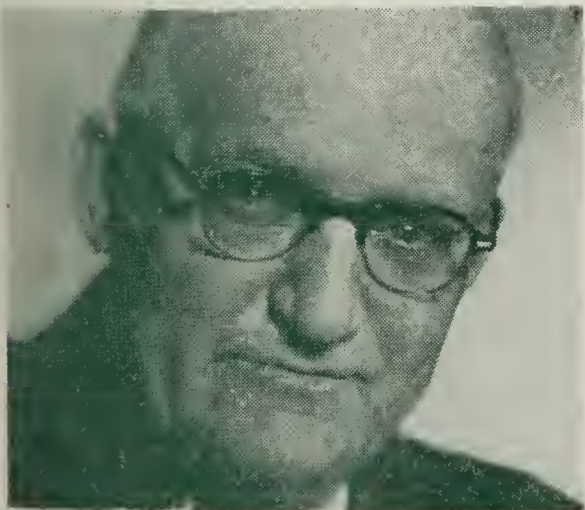
Out-of-staters who drove in for the day's activities included: Roy Hammell, Gull, Winthrop, Me.; Louis Vuona, Westerly, R. I., Drive-In; the Cohen brothers, Ritz, Lewiston, Me.; Meyer Stanzler, R. I. exhibitor; Bob Zerinsky, New Hampshire exhibitor; Fred Markey, Ioka, Exeter, N. H.; Mrs. Marie Bruno and Mrs. John Anthony, Manchester, N. H.; Spero Latchis, Latchis Circuit, Vermont; Joe Mathieu, Keene, N. H., and Warren Nichols, Peterborough, N.



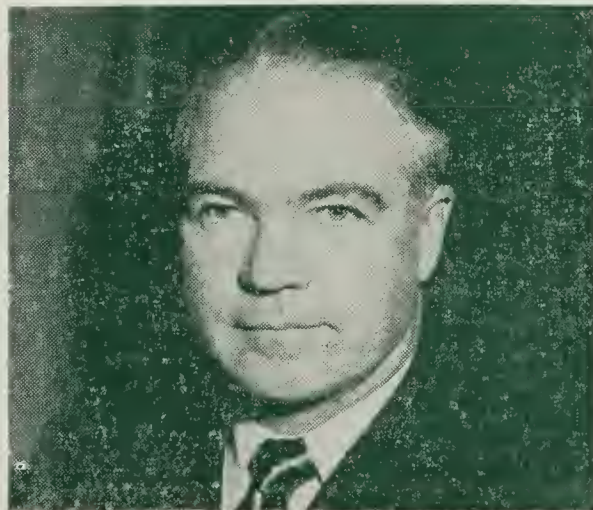
Edward M. Fay is chairman of the Rhode Island state committee in the trade's national tax repeal campaign.

H.; Paul Barker, manager, Graphic Theatres, New Hampshire; Joseph Lipshitz, Mechanics Falls, Me.; Joe Carrolo, R. I. exhibitor; Maurice and Melvin Safner, Rhode Island, and Ted Rosenblatt, Rhode Island.

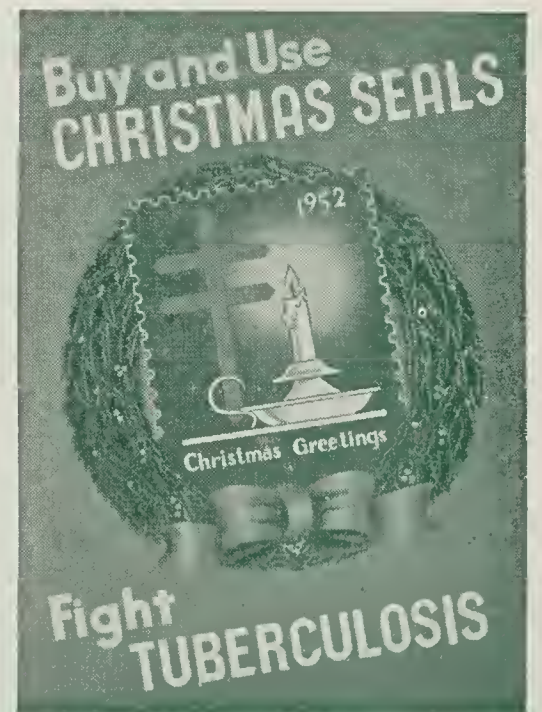
Some of the Massachusetts exhibitors who attended were Elihu Glass, Springfield; Mr. and Mrs. Paul McBeath, Fresh Pond Drive-In, Cambridge; Harry Zeitz, New Bedford; Edward Lider and Bill Canning, Nate Yamins Circuit; Dick Rubin, Wareham Drive-In; Winthrop Knox, Jr., Middlesex Amusement Company; Bill Yaeger, Leominster; Kenneth Forkey, Worcester; Herbert Brown, Greenfield; Oze Tessier, New Bedford; Stanley Sumner, Cambridge; David Hodgdon, Wakefield; Edwin Fideli, Norwood; Daniel Murphy, Hingham; Francis Perry, Foxboro; George Hackett, Medford; Al Lourie, Dorchester; Arthur Lockwood and Louis Gordon, L and G Enterprises; Michael and Edward Redstone, Redstone Theatres; G. Albert Roy, New Bedford; John Pirani, Somerset; Peter Marrone, Sturbridge; Ned Eisner and Bob Atamian, Uxbridge; Joseph Stanzler, North Attleboro; Joe Rapalus, Easthampton; Donald Sweenie, West Acton; Arnold Eisen, B and Q Associates; Max Finn, Larry Laskey, Phil Berler, Larry Wallace, and Ray Canavan, all of E. M. Loew Theatres; Viola Berlin, Exeter Street; Julian Rifkin, Rifkin Theatres; Irving Isaacs, Telepix; Walter Mitchell, Franklin; Leslie Bendslev, Wellesley; E. M. Loew; Edward S. Canter and Paul Levi, ATC, and others.



Harry F. Shaw is co-chairman of the Connecticut State committee in the trade's national tax repeal campaign.



Lloyd Bridgham is co-chairman of the New Hampshire State committee in the trade's national tax repeal campaign.



Hartford

(Continued from page NT-6)

projectionist at the Warner, State, and Palace, Torrington. . . Elliott Foreman, MGM exploitation man, huddled with Lou Cohen, Loew-Poli, and Fred R. Greenway, Loew-Poli Palace, on "Plymouth Adventure."

Maine

Rockland

The Knox and the Strand were both damaged by a fire in the business district.

Massachusetts

Fall River

Miss Georgianna Perry, Durfee, moved to New Haven, and was replaced

by Miss Eilan Hamer, formerly of the Capitol staff. The Capitol is now operating on a five-day-a-week basis.

Lynn

Manager James Davis, Paramount, was chairman of the committee from the Lynn Lodge of Elks in charge of the annual Christmas party for underprivileged children at the Paramount. . . James English, a school teacher, is assisting manager Arthur Murch at the North Shore, Gloucester, Mass. . . Arthur Morse, Somerville, Mass., is the new manager, Uptown, succeeding John Dempsey.

Pittsfield

Ray Hart, vaudeville old-timer, who still operates a dance studio, appeared at the "farewell show" with a roster of other performers given under the aus-



The Astor, Boston, publicized the recent showing of Columbia's "The Happy Time," by sending a girl photographer around the town with a life-size cut-out of Linda Christian, star. She took pictures of anyone willing to pose kissing the replica of Miss Christian.

pices of the Exchange Club at the Colonial. All proceeds of the show, designed as a sentimental tribute to the passing of the Colonial, were turned over to the Eagle Santa Toy Fund.

Salem

Fred Vining, former manager, Strand, Peabody, Mass., is to remain as assistant to manager Henry J. Chapman at Loew's new Salem, and Fred Caldwell, former manager, Loew's open air, Lynnway, Mass., is the manager, Strand. Manager Chapman lost an aide, Miss Betty Foster, after four years on his staff, when she was married to Frederick Choate.

Springfield

The Poli was the scene of a Christmas party for the children of Westinghouse Electric Company plant employees.

Vermont
Poultney

Funeral services were held for John A. Dimichele, 70, owner, Star, who died after a long illness. His wife, Lucia, survives.

New England Bowling
Theatrical Bowling League

TENTH WEEK

United Artists 3	Affiliated 0
All Stars 1	MGM 3
Harry's Snack Bar 4	Independents 1

STANDINGS

	Won	Lost
Independents	26	14
Harry's Snack Bar	25	15
MGM	24	16
Affiliated	21	19
United Artists	15	25
All Stars	14	26

High single: Serra 141. High team single: Harry's Snack Bar 500. High three single: Serra 325. High team three: Harry's Snack Bar 1419.

INDIVIDUAL AVERAGES

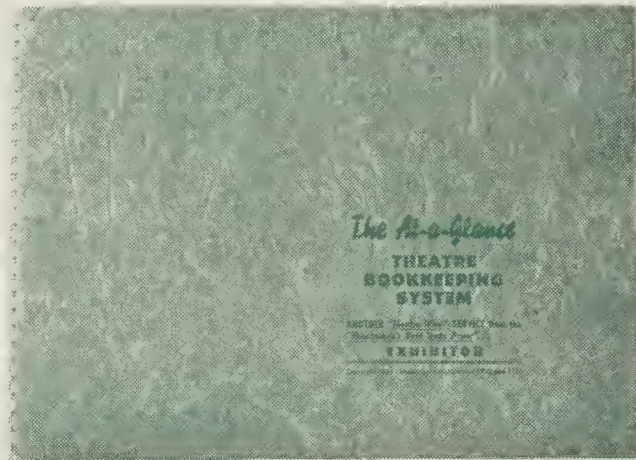
J. Freeman 94.0	Almon 87.7
Bradley 93.5	Rahilly 87.5
Jennings 93.0	J. Young 86.5
Hill 92.1	Larson 86.3
Serra 92.0	Trainor 86.1
Gates 91.7	Segal 85.3
Smith 91.4	Glazier 85.2
Feinstein 91.3	Owens 84.8
Hy Young 90.9	L. Freeman 82.6
Farrington 90.8	Hochberg 81.8
Asdot 90.1	Cohen 77.5
Prager 90.0	Lynde 76.5
Kapitt 89.7	Pugh 76.4
Field 88.8	McCarthy 75.3
Clements 88.5	Riley 74.6
Berlone 88.3	Rowe 73.4
Alternate Sandler 90.2	

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Price per book
(Sufficient for 52 weeks): \$1.60

2nd—Weekly PAYROLL FORMS . . . for use whenever employees are paid in cash for Salary or Overtime

Price:
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sheets
(1 year)
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- This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.

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THEATRES!

NEWS OF THE

Territory

New York City
Crosstown

H. B. Allinsmith, former managing director, Westrex Corporation's subsidiary, Western Electric Company Limited, returned with Mrs. Alinsmith. Mr. Allinsmith has been in charge of the company's activities in Great Britain and Ireland for the past three years.

George Nichols, MGM studio publicity department, arrived for a visit.

Bernard Prager, general sales manager, Robbins Music Company, Loew-MGM music subsidiary, leaves on Jan. 11 on a two-month trip.

Debra Paget, star of 20th-Fox's "Stars and Stripes Forever," arrived for a round of publicity activities in connection with the film's world premiere at the Roxy.

Irving Sochin, U-I short subjects sales manager, returned from a trip to Oklahoma City, Dallas, and Cincinnati.

The Variety Club has selected the Piccadilly Hotel as its headquarters beginning next month. The membership will meet frequently to accelerate program activities, and dispose of problems accumulated over the last year. Among the activities decided upon are the official sponsorship of the Adolph Zukor testimonial dinner and the revitalization of the copper salvage drive for the benefit of the Heart Fund. Chairman of the fund is Monroe Kaplan.

Funeral services were held for Mrs. Sarah Levin, 75, mother of Jack Levin, president, Jack M. Levin Associates. She was the widow of Benjamin Levin, founder, Lenox Film Exchange.

Youngsters in all the New York and New Jersey communities where Walter Reade Theatres are located have an invitation to celebrate New Year's "just like Mom and Dad." Special New Year's matinees will be held in one theatre in each town on Dec. 31, at which a special two-hour cartoon-comedy or child feature-comedy-cartoon show will be presented, and favors, paper hats, the quieter-type of noise makers, and other New Year's gifts will be given to each boy and girl. All the houses will then reopen at 7 p.m. with a new show for the adult trade.

Edward Lachman, Chief Barker, Variety Club, announced the organization's new committee chairmen: Richard F. Walsh, Heart; Morris Sanders, welfare; William J. German and Martin Kornbluth, membership; Albert G. Gerson, community relations; Martin Levine, house; Max Wolff, entertainment; Cy Seymour, special events; Charles Alicoate, and Edward L. Fabian,

Abe Dickstein
Head NY Film Board

NEW YORK — The New York Film Board of Trade elected Abe Dickstein, 20th-Fox, president, succeeding Henry Randel, Paramount.

Others chosen are Lou Allerand, Loew's, first vice-president; Myron Sattler, Paramount, second vice-president; Phil Hodes, RKO, secretary; Robert J. Fannon, Republic, treasurer, and David I. Levy, U-I, sergeant-at-arms.

Installation will be in January.

golf, and Saul Kornbluth, premieres and screenings and Will Rogers Memorial Hospital representative.

The Eastern Motion Picture Council, intended as an equivalent of the Hollywood AFL Film Council, has been expanded to include projectionists' unions in Nassau and Suffolk Counties on Long Island, Westchester County, New York, and Bergen County, New Jersey. This raises to 13 the number of IATSE locals making up the membership of the council. The three locals are 640, Nassau and Suffolk; 650, Westchester, and 642, Bergen. The council now covers the Greater New York area.

The Avalon Theatre Company, Inc., is operating the Avalon, Bronx.

That Cinerama has made the Broadway an international institution is acknowledged officially by the New York Convention and Visitors Bureau in a special listing which says, "Cinerama, the new motion picture medium that creates a startling illusion of three dimensional reality is at the Broadway Theatre." The publication goes to 4,000,000 of New York's visitors each year. No entertainment has ever had a listing of this kind.

Jean Renoir, director, "The Golden Coach," arrived from Paris for a week. During Renoir's stay, negotiations were initiated by the producer, Prince Francesco Alliata, for release through an American major company.

In furtherance of the Organization of the Motion Picture Industry-National Broadcasting Company mutual promotion pact, announcements designed to attract the female audience to motion pictures are being used on WNBT's television program, "Here's Looking At You," starring Richard Willis, 2:30 to

3 p.m. daily. Willis recommends feature films playing at neighborhood theatres.

An executive committee, to assist with over-all plans for the campaign of the amusement industry for the Federation of Jewish Philanthropies, has been announced by Barney Balaban, Simon H. Fabian, and Manny Frisch, joint heads, industry Federation drive. Named to the committee are: Harry Brandt, Brandt Theatres; Jack Cohn, Columbia; Emil Friedlander; Leopold Friedman, Loew's; Leonard H. Goldenson, United Paramount Theatres; Henry Jaffe, Jaffe and Jaffe; Al Lichtman, 20th-Fox; Herman Robbins, National Screen Service; Samuel Rosen, Fabian Theatres; Fred J. Schwartz, Century Circuit, Sol A. Schwartz, RKO Theatres; George Skouras, Skouras Theatres; Spyros P. Skouras, Skouras Theatres, and Major Albert Warner, Warners.

A special premiere of "The Jazz Singer" will take place on Jan. 13 at the Paramount for the benefit of the National Foundation for Infantile Paralysis, Inc., as a result of arrangements concluded by Warners, Basil O'Connor, president, Foundation, and Robert Weitman, vice-president, United Paramount Theatres. The premiere has a ticket sale goal of \$50,000, with tickets scaled from \$2 up to a special group of "Golden Circle" seats at \$100 in the 3,650-seat theatre.

The final two-day merchandising-promotion meeting in the new-style series of conferences being held on a territory-by-territory basis by Paramount's A. W. Schwalberg, E. K. O'Shea and Jerome Pickman were held with Hugh Owen, eastern and southern division manager, and key personnel from his territories. Schwalberg, president, Paramount Film Distributing Corporation; O'Shea, sales vice-president, and Pickman, vice-president in charge of advertising, publicity, and exploitation, arrived from Chicago.

Helen Rose, MGM fashion designer, returned to the coast. . . Pincus Sober, MGM legal department, returned from a 10-day trip to the west coast. . . William F. Rodgers, MGM vice-president and sales consultant, left for a vacation in Florida.

Francis M. Winikus, national director of advertising, publicity, and exploitation, United Artists, was in Hollywood,



Debra Paget, 20th-Fox star; William Gaxton, Shepherd, Lambs Club, and the Marine Corps recently extended a joint invitation to New York's Mayor Vincent Impellitteri to attend the world premiere of 20th-Fox's "Stars and Stripes Forever" at the Roxy.

Season's Greetings



Season's Greetings



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Season's Greetings

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NEW YORK - LOGE #29



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Season's Greetings

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Season's Greetings

Noel Meadow Associates

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for a one-day stay during which he will set final advertising and promotion plans for the pre-release Academy Awards premiere of "Moulin Rouge" and to confer with independent producers and their advertising-publicity representatives on forthcoming films for United Artists release. Winikus gave top priority to meetings with Harold Mirisch, executive, and Henry Rogers, Rogers-Cowan Agency, advertising-publicity representative for Romulus Productions, on the opening of John Huston's "Moulin Rouge" at the Fox Wilshire, Los Angeles. He also held extended conferences with Edward Small on his 13-picture production schedule for United Artists; with producer-director Otto Preminger on "The Moon Is Blue," and with Ted Loeff, advertising-publicity representative, on "Return to Paradise," starring Gary Cooper, and Anatole Litvak's film version of "The Girl on the Via Flaminia."

Julie Dorsey, one of the six mermaids touring the country on behalf of MGM's "Million Dollar Mermaid," returned from Springfield, Mass., and departed for her return trip to the coast.

Miss Roberta Elaine Morris, daughter of Mr. and Mrs. Ben Morris of 1585 Hollywood Avenue, Bronx, was married to Herbert L. Green, son of Mr. and Mrs. J. M. Green. Miss Morris will graduate next month from Queens College, with a degree in education. Green, a graduate of New York University, is a student at the Long Island University School of Pediatrics. The father of the bride is Columbia's service department manager.

Michael Redgrave arrived from England, to take part in premiere activities for "The Importance of Being Earnest," which had its first American showing at the Baronet. . . . Terry Moore arrived from Hollywood for a series of promotion activities in connection with the premiere of Hal Wallis' "Come Back, Little Sheba" at the Victoria.

Most of the home offices announced that employees will be given a long Christmas weekend, Allied Artists, Columbia, Paramount, 20th-Fox, UA, United Paramount Theatres, U-I and Warners, MGM, RKO, and RKO Theatres. The companies will close early today (Dec. 24), and will remain closed until Dec. 29.

Jose Ferrer arrived by overseas airliner from Europe for a week's stay before flying to Hollywood to attend the Academy Award pre-release premiere of "Moulin Rouge" at the Fox Wilshire, Los Angeles.

Abe Olman, general manager of MGM's music subsidiaries, has returned from a 10-day business trip to London and Paris. . . . Morton Spring, Loew's International vice-president, and Seymour Mayer, Far East supervisor, leaves by plane on Jan. 10 for a five-week tour of Europe and the Far East.

"Congress Dances" is being prepared for a return early in the new year to Broadway, where it will greet an entirely new generation of filmgoers, it was announced last week by Noel

Best Wishes of the Season

Meadow, who has acquired the fresh distribution rights from the U. S. Government.

The New York Supreme Court postponed until Jan. 15 the hearing of a motion by Columbia requiring William B. Weinberger, plaintiff in a stockholder suit, to post \$75,000 bond. The suit charges Columbia with violation of federal and state antitrust laws, monopoly, and conspiracy in restraint of trade. The company asks the posting of bond in the event the plaintiff loses the case.

Fred L. Lynch, Radio City Music Hall advertising and publicity director, returned after illness.

The promotion of Joseph Sugar to the post of branch manager of United Artists' New York exchange, under district manager Fred Myers, was announced by general sales manager B. G. Kranze. Sugar has been manager of the home office contract and playdate department since joining United Artists early last year. Sugar began his motion picture industry career in 1935 when he entered the home office contract department of Republic. In 1946, he became manager of the contract department of PRC, and later held the same position with Eagle Lion before moving to United Artists. From 1942 to 1946, Sugar served in the armed forces.

John Huston and his newest star discovery, Colette Marchand, Parisian actress-dancer, arrived with the first completed Technicolor print of Huston's "Moulin Rouge."

Leading representatives of the legitimate theatre, motion picture and dramatic critics, magazine and newspaper publishers and editors, television and radio executives, and other luminaries, were among the invited guests attending a special screening at the Museum of Modern Art in New York of "The Importance of Being Earnest."

The New York News is affording neighborhood exhibitors an opportunity to localize their amusement advertising by a method of replating into sectional advertising in sections for Manhattan, Bronx, Kings, Queens-Long Island, Passaic-Bergen, New Jersey, and Nassau-Suffolk, at a price that the theatres can afford. Skouras, Century, Asso-

ciated Prudential, Interboro, and Rand-force have already taken advantage of the ad rates on a local schedule.

Continuing the organization of the campaign of the amusement division of the Federation of Jewish Philanthropies, a committee of home office chairmen was announced by campaign leaders Barney Balaban, Simon H. Fabian, and Manny Frisch. Those named to the committee are: Martin H. Newman, Century Circuit, Abe Schneider, Columbia; Ed Fabian, Fabian Theatres; Leopold Friedman and Irving Greenfield, Loew's; William Brenner and Burton Robbins, National Screen Service; Arthur Israel, Jr., and Louis A. Novins, Paramount; Harry Mandel, RKO Theatres; Charles Boasberg, RKO; Louis M. Weber, Skouras Theatres; Max Youngstein, United Artists; Edward L. Hyman and Robert Weitman, United Paramount Theatres; Leon Goldberg and Adolph O. Schimel, U-I, and Samuel Schneider, Warners. William J. German has accepted the chairmanship of the film laboratories' Federation drive.

New Jersey Long Branch

In the Walter Reade Theatres organization, Walter Reade, Jr., president, has long advocated to his managers that they become active in the civic affairs of their community. Reade, who lives in Middletown, N. J., Monmouth County, was named to the executive board of Monmouth County Boy Scouts of America, and was appointed by Mayor Vineland, Long Branch, to head a special Christmas activity committee in that city. Reade, a member of the finance committee of the Boy Scout movement in New York City, will serve the Monmouth County organization, according to E. Donald Sterner, president, Jersey County Scout council, as member of the board of directors and in an administrative capacity. The Long Branch committee was formed to conduct contests for the best Christmas-decorated homes in Long Branch, and to promote Christmas activities among the city merchants. Fred Bartholdi, city manager, Reade theatres, is also serving on the mayor's committee.

Newark

Sympathy is extended to Mrs. Arnold L. Jordan in the recent death of her mother. Mrs. Jordan is the wife of

Arnold L. Jordan, buyer-booker, Warner Theatres, Jersey zone.

Robert Osborne, manager, Ritz, Jersey City, N. J., ran a unique photographic contest on "The World In His Arms," tying in with a drug store. Snapshots from all over the world were displayed in store windows, and prizes were supplied by the drug store for the most interesting ones.

Bernard Silverman, manager, Branford, tied in with a smoke shop on "The Iron Mistress" by donating a package of cigarettes to the first 500 women. Men received cigars.

Judge Frederick Colie directed John B. Keenan, Public Safety Director, to issue a permit to Harold Minsky, who leased the Adams, so that he can operate the theatre as a burlesque house. The Public Safety Director had objected to burlesque being resumed.

Jack Barrett, manager, Wellmont, Montclair, N. J., returned home from the hospital after a minor operation.

Passaic

Approximately 100 members attended the annual beefsteak dinner of Allied of New Jersey. The dinner followed a membership meeting, highlighted by a discussion of Allied's Chicago convention.

Allied Theatre Owners of New Jersey, endorsed the National Allied's statement of policy regarding withdrawal from intra-industry activities in order to devote itself to taxes and other problems. The unit also approved the national decision to reject the proposed arbitration draft submitted by distributors, and discussed film rentals and other trade matters.

Union City

A permit to make alterations at the closed Colony so that the theatre can conform with city building and fire laws has been obtained. After the alterations, an application will be made for a permit to operate the theatre. When the house closed, it was being used as a motion picture house.

New York State Albany

The Court of Appeals tentatively set Jan. 7 for argument in the "La Ronde"



A recent Lambs' Club dinner in New York honored 20th-Fox's biographical film of John Philip Sousa, "Stars and Stripes Forever," and the picture's star, Clifton Webb. Noted above are, left to right, Webb with Al Lichtman, 20th-Fox director of distribution, and Conrad Nagel; Brigadier General V. J.

McCaul, Marine Corps director of public relations, speaking, with others on the dais, left to right, Webb, William Gaxton, and Otto Horvach, and Gaxton, Mickey Alpert, District Attorney Frank Hogan, and Webb relaxing after the festive dinner.



Harry Brandt is co-chairman of the lower New York State committee in the trade's national tax repeal campaign.

appeal and for a screening which the seven judges will witness. Action was taken after Florence Perlow Shientas, attorney for Commercial Pictures, distributor of the French-made film, filed the printed record and a brief, urging the tribunal to reverse the decision of the appellate division, announced last May, supporting the Regents' ruling that the picture was "immoral and tended to corrupt morals." Dr. Charles A. Brind, Jr., counsel for the Regents, will file an answering brief before Jan. 5.

Nate Dickman, Allied Artists exchange manager, announced the appointment of A. Dale Hermans as office manager-booker, to succeed Robert Adler, resigned.

The Theatre Owners Association of this area will meet on Jan. 13 at Keeler's Restaurant to consider an agenda consisting of a talk on theatre TV by an RCA representative from Camden, N. J., a discussion of a proposed amendment to the Labor Law Code 36 covering theatres and other places of public assembly, and bills affecting the industry that may be pending before the legislature. Lewis A. Sunberg, executive director, stated that after a study of the new code he was sure "exhibitors will find it not too harmful, due in a large part to the fact that the Board of Standards and Appeals has made concessions at the request of this organization." As counsel, he participated at various board hearings.

A hearing on the state standard building code for places of public assembly has resulted in the removal of the provision requiring motion picture theatres to report all accidents to patrons. J. L. Murphy, Kingston, fire chief, and John J. McCarty, representing the New York State Hotel Association, spearheaded an argument relating to whether exit stairways should be enclosed or unenclosed and the use of sprinkler systems in putting out fires. It was agreed that stairways within the building need not be enclosed. Points under discussion at the Board of Standard and Appeals were the providing of facilities for summer and outdoor theatres and the use of inflammable materials by persons operating concessions in theatres. The entire motive of the new code is to afford better protection for patrons against fire, smoke, and panic.

Millions of American children are being exposed each week to harmful

EYEING THE

Exchanges

NEW YORK — Paramount telephone operator Pearl Affisio, ledger clerk Rhoda Adler, and biller Ruth Richardson were among those who helped out at the cerebral palsy telethon.

COLUMBIA — Secretary Frances Steglitz baked a birthday cake, and brought it to the fete for Sondra Resnick, secretary. . . . Print booker Monty Raphaelson is rehearsing his part for the Bronx YMHA production of "Guest In The House." . . . Blanch Schiff, bookkeeping department, is back after illness. . . . At the annual Christmas party, some of the office talent who were to be tapped for the occasion included: Gloria Goodwin, clerk, doing a mambo; file clerk Joyce Jones, songs; Marty Pearlberg, booker, and Francis Taylor, typist, demonstrating ballroom style; salesman Moe Fraum digging into his jokes for a few gems, and Monty Raphaelson, a humorous monologue. . . . Kitty Bernstein will spend a week of her vacation in North Carolina. . . . The office club initiated some new members, Monty Raphaelson, Joyce Jones, Dorothy Camera, and William Redmond. . . . Salesmen Jules Rieff and Lou Steisel and district manager Nat Cohen were out on respites.

20TH-FOX — Harriet Coen, contract department, was honeymooning with her soldier-husband. . . . The office wished secretary Bess Goldstein Allen happy birthday with a luncheon.

MGM — Marie Hitz, cashier department, was at University Hospital recuperating from a minor operation. . . . Traveling auditor Charles Bell was spending a short time at the exchange. . . . Annette Ginsberg resigned. . . . Former employee, William Brenner, Jr., dropped in.

U-INTERNATIONAL — New is clerk Evangeline Rowe. . . . New Jersey salesman Phil Wennick mourned the loss of

motion pictures, the Rev. Edward J. LaReau, director, Catholic Radio Guild, Albany Diocese, said in a sermon on "Purity" at the Church of the Sacred Heart. Father LaReau stated that the Legion of Decency had achieved a great deal in "cleaning up" films, but indicated that not all the objectives of a morally sound screen had been reached. He discussed two phases of the unattained goal, the pictures "which are not only sexually bad but those which incite to crime, contain harmful thoughts or terrible fantasies," seen weekly by children, and the "disapproved" films which adults first view, and then, stricken by conscience, check against the lists displayed in Catholic churches by the Albany chapter, International Federation of Catholic Alumnae. He characterized as "frightening" the habit adult Catholics have of looking at objectionable films first, and of inspecting the

his sister. . . . District manager David A. Levy, was at the coast studios.

PARAMOUNT — Nancy Olivero, stenotypist, became an aunt. . . . Former telephone operator Janice Byron, who expects to be a mother soon, was treated to luncheon when she dropped in. . . . Booker Harvey Epstein got the cast removed from his wrist. . . . Wedding bells are in store for assistant booker Joseph Curtin, on Feb. 14. . . . The Seaboard Container Company extended Christmas greetings to head shipper Al Kubart.

RKO — Birthdays were celebrated by Brooklyn booker Vito Sperti and typist-clerk Dolores Clark. . . . Bill Hartman, head booker, was back after a minor operation. . . . New is Sally Rishall.

FAVORITE — The new general manager of exchange operations is Jack Bellman, former division manager for Republic and sales manager for Eagle-Lion. Arlene Kammer, formerly of Realart, will assist Bellman as secretary.

RAMBLIN' 'ROUND — Republic's offices were brightened by Christmas decorations. . . . Fred Meyers, United Artists district sales manager, was back after his Florida sojourn. . . . United Artists' booker Ben DeAugusta was godfather for his buddy's new baby. . . . Professional prize fighter Johnny Giaco, formerly with Bonded, dropped in. . . . Ethel Israel, Monogram, was back after the mumps. . . . In for a visit at Monogram was Elmer Hollander. . . . Luncheon at Sardi's was on the program for Catherine Hanley, Warners' contract department, when she celebrated her birthday. . . . Bonded's Bert Anshien, accounting department, was honeymooning. . . . Nineteen years of wedded bliss was the boast of Carroll Puciato, Realart executive, and wife, Mary. . . . Birthday wishes were in order for Al Broder, Realart executive. . . . Moe Lane installed the Hornstein dual projection theatre television in time for "Carmen." . . . Nayfack is checking up on Argentinian Inter-American Films for possible foreign sale. . . . Producer Lloyd Friedgen was in. . . . Mack MacCrasky, Mack Enterprises, left on a buying mission.

—J. A. D.

Legion of Decency ratings later. The radio priest, who is also assistant at Sacred Heart Church, condemned not only unclean pictures but also pornographic magazines and comic books.

Buffalo

Arthur Krolick, UPT general manager, here and in Rochester, has accepted the exhibitor chairmanship for "Brotherhood Week" in this exchange area.

Jack Beresin, Variety Club International Chief Barker, was in on his tour of the tents.

Niagara Falls

A proposed referendum which would have permitted an additional five per cent admission tax here was overwhelmingly defeated.

NEWS OF THE

Territory

Philadelphia

Crosstown

Fortunately only two out of approximately 250 children were injured slightly in a rush for exits when fire broke out in the Keswick, Glenside, Pa. Heroic work by the house staff led by John L. Huff, manager, prevented a catastrophe. Also, the fact that the fire was first noticed when the house lights were up, and Huff was engaged in some audience participation fun with the children on the stage, helped get all out safely. The fire, confined to the theatre roof, was of undetermined origin, and spread through air conditioning ducts in the roof. Damage by water, however, was heavy. Using masks, firemen entered the theatre, and groped through the smoke to search seats row by row to make sure no children were in the house. At one time, flames shooting from the roof were 30 feet high, and tons of water were used in quelling the blaze. Later, the burned house, six adjoining stores, and a large parking lot were sold for \$315,000. The sale was made through the Land Title Bank and Trust Company, trustee for the William Ottman Trust Fund. The purchaser was Benjamin Blumenthal, who operates the Glen Food Mart on Easton Road, around the corner from the theatre. Firemen estimated the recent fire damage to the theatre at over \$100,000, and a unique clause in the settlement assigns all fire loss to the purchaser, but makes him the beneficiary for any damage claims received from insurance. Blumenthal said that after adjustment of the fire loss, the theatre probably will be reopened.

Arch Oboler was in supervising the installation of Natural Vision Corporation's equipment for the showing of "Bwana Devil," third dimension-Polaroid glasses film, S-W Aldine. His press agent, Ivan Black, former localite, was also in beating the drums for the new novelty.

Milgram's Avenue was entered and two empty safes broken by thieves, Samuel Levine, manager, reported to police.

Samuel Waronker (Ward), manager, Royal, Baltimore, Md., who passed away a fortnight ago at the age of 45, was well known in the local area. Funeral services were held at Rosenberg's Funeral Parlor on Dec. 14. His brother, William, is now manager of the Dell for George Resnick.

Clifton Webb, star, 20th-Fox's "Stars and Stripes Forever," Fox, was guest of honor at the annual Christmas dinner and dance of the Mugs Club, funmaking organization within the Poor Richard Club. He was greeted by a Marine Corps Honor Guard and officers of the Mugs,



Robert Lynch, veteran Philadelphia MGM executive, and his wife recently visited the company's Hollywood studios, and were welcomed on the set of "Young Bess." Seen, left to right, are George Sidney, director; Lynch; Mrs. Lynch; Jean Simmons, attired as "Young Bess," and Sidney Franklin, producer.

including Jack Lutz, president; Al Rexford and John LaCerde, co-chairmen of the dinner, and others. A press reception was held at the Poor Richard Club, at which time Webb received a plaque for his contributions in the field of entertainment, and was installed as "Honorary Chief Mugman," and received the Mugs' "lead medal of ignominy." A pewter mug was also given Webb symbolic of his title of "Honorary Chief Mugman." A marine color guard was present along with the Commandant's Band of the Fourth Naval District, under the direction of Chief Musician Gartner. The band played a program of Sousa marches.

The Colonial, Germantown Avenue, has been sold by J. Solis-Cohen, Jr., representing the Stanley Company of America, to Julia M. Hines, representing an out-of-town investor who bought the property for an investment. In addition to the theatre proper, the purchase includes the three-story store building at 5526-28 Germantown Avenue. The property is assessed for \$521,500. The purchaser has awarded a contract to Lipsett, Inc., of New York City, to demolish the auditorium and theatre building. Plans are being prepared to remodel the 36-foot wide lobby of the theatre on Germantown Avenue with a modern store.

Ida Katner and others transferred the long closed Jefferson, 2217-23 North 29th Street, to B. H. Dabney for \$41,000. The property is assessed at \$23,500.

"See Your Congressman Today"

Vine Street

Film Row will soon see the official opening at 1243 Vine Street of a new distribution company, Jack H. Harris Productions. Capping his 18 years in the film business, Jack H. Harris will head this organization exclusively devoted to the distribution of pictures with exploitation campaigns. His first release is "Because Of Eve," but his future product will not be limited to sex subjects, in fact, "Circus Days," which is on his list, is a two-and-a-half hour road show for the entire family. He is also handling the Lilli St. Cyr short subject, "Love Moods," eight "Kiddie Burlesks," and other novelties.

Theatre Managers

Please check your shows at theatre by noon on day of showing.

All exchanges close at 5 P.M. daily. 12 noon on Saturday, Sunday and holidays.

Contact us in ample time so that we may help you prevent a miss-out.

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ELIZABETH McCAFFREY ZIEGLER

"MICKY" MARRANDINO

JANET HALLARD

... AND THE WHOLE PHILADELPHIA **UA** GANG

Merry Christmas

AND A

Happy New Year



WILLIAM J. HUTCHINS

BOB WARNER MICKEY LEWIS BUD MILLER



National Theatre Supply

1225 Vine Street

PHILADELPHIA 7, PA.



TWENTIETH CENTURY-FOX

Holiday Greetings to All



SAM E. DIAMOND

DICK DOHERTY

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HERMAN HIRSCHHORN

ALAN STRULSON

SHEP BLOOM

FRANK KELLY

LIL ROSENTOOR

MAE GREENUS

JACK FORSCHER

ETHEL RUDICK



PHILADELPHIA

All Our Friends ★ ★ ★

Season's Greetings
To All



BLUMBERG BROTHERS, INC.

1305-7 VINE STREET, PHILADELPHIA 7, PA.

HARRY BLUMBERG



BEN BLUMBERG

Holiday Greetings

to

All Our Good Exhibitor Friends

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LOU BLAUSTEIN

BEN STERN

MAURICE (HARP) LEVIN

M. L. KOPPELMAN

NATIONAL SCREEN SERVICE

1201 VINE STREET, PHILADELPHIA 7, PA.





Season's Greetings

REPUBLIC PICTURES

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LO 7-7412

NORMAN SILVERMAN

JOE SCHAEFFER

WILLIAM DOYLE

JOHN EHRLICH

*Season's Greetings
To All Our Friends*

SCREEN GUILD

1315 Vine Street

Philadelphia

*A Merry Christmas and
A Happy New Year*

FOR THE 37th YEAR



CAPITAL FILM EXCHANGE

309 N. 13th St.

LO 7-2698

EDDIE GABRIEL

ALEX ALLEN

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Many of the old-timers will be sorry to learn that V. R. Carrick, for many years in charge of censorship at U-I, passed away some time ago.

Louis Cohen announced that he will now do his own buying and booking for the Abbey Playhouse. . . . Warners held a small Christmas affair this year, but the spirit was stronger than ever.

Tom Lark, Clark Film, reports that George Hutcheon, now in charge of the Butte, Mont., branch, is doing splendidly, and that he plans to take his family out west soon. . . . Milt Young, Columbia tub thumper, postcarded from Chicago, where he is doing his stuff, and says it is cold out there.

Motion Picture Associates announced the appointment of the following committees for 1953: Welfare, Norman Silverman, chairman, and Ralph Garman and Ben Stern; entertainment, George Beattle, chairman; membership, Harry Brillman, chairman, and Ed O'Donnell and Dick Doherty; publicity, Max Miller, chairman, and Ed Galner; finance, Lou Formato, chairman, and Al Cohen and Meyer Adelman; constitution and by-laws, Al Cohen, chairman, and Herb Gillis; welfare drive, Lester Wurtele; and publications, George Nonamaker, Milt Young and Mort Magill.

Sidney Samuelson, president-general manager, Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., urges cooperation of theatres in "The March of Dimes" scheduled for January, 1953. He likewise asks participation in the Will Rogers Memorial Hospital drive.

Jean Doner, RKO biller, was in Einstein Medical Center, Northern Division, for observation. . . . Joe Engel, Screen Guild branch manager, was on a Florida vacation. . . . Martin B. Ellis returned nicely tanned after a Florida vacation.

Bud Hissner, Academy, Lebanon, Pa., was seen on the street looking and feeling better. . . . Eddie Gabriel, Capitol, has some art product available. . . . Everyone was glad to see Paramount sales manager Herbert Gillis around again.

Well-known projectionist Leon Cohen, who handles screenings at the 20th-Fox screening room, suffered an emergency appendectomy, and was reported doing nicely in St. Agnes Hospital. The attack occurred one day before his 42nd birthday.

Proposals of the exchange office and back room union employees, now being handled at the local level, are being forwarded to the home offices for their consideration. Negotiating here are Dave Law, Warners, president, F-7, and Peggy Brickley, MGM, business agent, B-7.

John "Jam Handy" Golder was in for the holidays.

Circuits Stanley-Warner

The closed circuit large screen televising of "Carmen" at the Stanley was quite successful. All but 90 of the thea-

tre's 2,932 seats were sold at \$2.60, and the 90 unsold were the poorest in the house. Reception was very good, although the sound was too loud at times, evidently at point of origin, as it could not be modulated at the theatre. The telecast ran from 8:30 to 11:55 p.m. with three intermissions, two of which were blank. Concession business was off. It was noticed that a younger type of audience than that usually found at opera presentations at the Academy of Music was attracted. The audience applauded in unison with that in the telecast. The Bulletin sent its regular music critic to cover, and The Inquirer sent its television critic. Both reviews started on the front pages of the papers, and carried over inside, marking the first time this was done since "The Story Of G.I. Joe" had its local premiere.

District of Columbia Washington

MGM's "Above and Beyond," will have its world premiere at the Capitol on New Year's Eve.

The United States Air Force has officially approved MGM's "Above and Beyond," and has notified all installation and recruiting offices to cooperate with theatres playing the picture. As part of this tie-up, MGM is printing 20,000 three-color recruiting poster cards, which will be conveniently placed in important spots throughout the country by the Air Force Recruiting Publicity Office, the card featuring a large photograph of Robert Taylor with credits for the motion picture.

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CHARLES LAWLER



Chairman for Virginia in the current industry drive for the repeal of the federal amusement tax is Carlton Duffus.

Adolph Menjou, now completing a role in Hollywood in MGM's "Great Diamond Mystery," will leave the coast for this city on Jan. 16, at the invitation of George Murphy, who is in charge of the big vaudeville show to be staged on Jan. 19, for President-elect Dwight D. Eisenhower.

The world premiere of RKO's "Never Wave At A WAC," will be held at the RKO Keith on Jan. 28, with army brass and prominent political and social figures of the nation's capital in attendance. The WAC band, the crack WAC drill team, and a group of the WAC personnel who participated in the location filming of the picture at Fort Lee, Va., will add to the premiere fanfare.

"Have You Held Your Tax Meeting?"

Delaware Dagsboro

Al Goodyear, well-known in the industry and formerly with Motion Picture Advertising Service, is now building the Del-Air Drive-In.

Milton

The Milton, damaged by fire, is still closed for repairs.

Wilmington

Tomorrow being Christmas Day, this department wishes to extend the season's greetings to the trade in Delaware and on Maryland's Eastern Shore. . . . In compliance with the city ordinance providing regulations for the issuing of licenses for places where moving picture exhibitions are held, the Department of Building Inspection inspected all theatres in order to determine that the places, rooms, inclosures, equipment, and exits comply in all respects with the city building code. Each manager was requested by Chief Building Inspector Michael J. Fidance to have a maintenance man and one of the projection booth men present at the time of the inspection. . . . Miss I. M. Hudson, teacher of



Aaron Armentrout, shipper at MGM's Washington exchange, was recently honored by his associates after 10 years of service to the company. Jerry Adams, branch manager, is shown presenting Armentrout with a service pin.

social studies, P. S. duPont High School, obtained pressbooks from the Rialto, about forthcoming movies suitable for junior high school age, also of educational value, including 20th-Fox's art series. . . . Elizabeth G. Sholly, manager, Rialto, obtained publicity in The News-Journal papers and in The Sunday Star for Ed Sullivan's TV "Toast of the Town" plugs for "Stars and Stripes Forever" following receipt of a telegram from Sam Diamond, 20th-Fox branch manager, to A. J. Belair, president, Rialto Theatre Company. . . . The Sunday Star published a statement by the Arcadia's management denying a report in The Wilmington Morning News which said that there was no admission to see "Cry, the Beloved Country" and that anyone was invited to see it during its three days in Wilmington. The Arcadia statement pointed out that it was a regular feature film for which the usual admission was charged. The picture was indorsed by the Wilmington Council of Churches, a delegation from which was invited to a special showing, according to G. Earl Smith, manager, Arcadia and Queen.

—HENRY L. SHOLLY



When MGM recently awarded cash prizes to winners of the window contest for "Singin' in the Rain," Ed Gallner, right, MGM field representative, Philadelphia area, made the presentation to Robert Hannon, Murphy Department Store, Harrisburg, Pa., and Bill Trambukis, manager, Loew's, Harrisburg.

Maryland Baltimore

Construction has started on Harford County's newest drive-in, the Bell Air, located at Churchville on Route '22 about nine miles west of Havre de Grace, Md. Opening is planned for next spring, with Mr. and Mrs. John Manuel owners and managers. Latest RCA equipment will be installed.

One of Baltimore's deluxe, first-runs of a generation ago, the Rivoli, is to be demolished to make way for a parking lot, according to Aaron Seidler. Bob Houseman is manager.

More than 200 patrons fled the Hollywood, Arbutus, Md., in orderly manner when the oil burner in the basement caught fire, filling the theatre with dense smoke. Louis Tunick is the owner.

The Variety Club, Tent 19, voted the following into office: Jack Pollack, Chief Barker; Joseph Walderman and Cy Bloom, First and Second Chief Barkers, respectively; Milton Schwaber, Dough Guy; John H. Voltz, Property Master; Rodney Collier and Sam Tabor, delegates to the convention with Earl Lewis and Joseph Grant as alternates, and Barry Goldman, international canvassman. The board includes, in addition to the new officers: I. M. Rappaport, Richard Dubin, Lou Becker, Aaron Seidler, and Fred Sapperstein.

Ken Most, Town assistant, motored to New York City. . . . I. K. Makover is giving away a live pony at his Edmondson Village as a prize. . . . Lauritz Gorman has a new revolving turntable fitted

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with a decorated tree atop the marquee of his Uptown. . . . Torch burglars were foiled in an attempt to rob a safe in the Roosevelt when the burglar alarm sounded.

Bob Rappaport, Town, had Jane Russell's "double," Mari Kenny, in to meet the press for "Montana Belle." . . . Robert Gruver, Jr., Glen and New Glen owner, is out of Mercy Hospital following an auto accident, and he is recovering from a fractured pelvis. . . . Raynor Stewart, Stanley projectionist, underwent surgery at South Baltimore General Hospital. . . . Frank Durkee, head, Durkee Enterprises, disappointed at the size of the TV "Carmen" audience at the State, believes something like "South Pacific" would have greater mass appeal. —G. B.

Leonardtwn

The New was attractively decorated for the Christmas season. Since the Christmas Day feature is "It Grows On Trees," one large tree is decorated with stage money. . . . Mr. and Mrs. Jack Fruchtman, Southern Maryland Theatres, expected their son, Jackie, attending school in Phoenix, Ariz., home for the holidays. . . . The New loaned its lobby to members of the women's auxiliary, St. Mary's Hospital, for a baked goods sale. . . . Evan's Pier, Solomon's Island, Md., is closing from Dec. 24 to Jan. 1 for repairs. . . . EXHIBITOR correspondent George Morgan Knight, Jr., published his 25th book, "How To Write History And Make It Pay."

Hagerstown

George N. Payette, III, son of manager George Payette, Jr., enlisted in the air force. Manager Payette is improving following treatment at Newton Baker VA Center Hospital, Martinsburg, W. Va. —L. Mc W.

New Jersey Toms River

Faced with a situation which saw teen-agers coming to his Community, and creating disorder to the point where adults were staying away, I. Hirschblond took the bull by the horns, and quickly found a solution. He went to the high school, enlisted the aid of the school heads, and addressed the students,

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The Park, Lexington Park, Md., was elaborately decorated for the recent Christmas party, at which Santa arrived by helicopter to deliver gifts contributed by local merchants to more than 2500 children attending.

telling them that their antics were hurting the boxoffice, and, that, if they continued, he would stop the show, evict the noisemakers, and give them their money back. Because of his stand, improvement came immediately, with the local paper also publicizing the change. The result was that the adult business returned, and the teen-agers have been quiet since. What pleased Hirschblond more than anything was a surprise editorial in The Cedar Berry, high school paper, which read: "Consideration for others is the essence of all virtues. When we attend a theatre, we must remember that we purchase the right to only one seat. Bad movie manners show rudeness, and also hurt the sales of the theatre. Patrons attend the theatre for different reasons. Adults go for relaxation, and teen-agers go mostly for enjoyment. Therefore, each must respect the other's reason for attending the theatre. An inconsiderate person is one who spoils the picture for others by excessive noise. Don't let yourself be termed 'inconsiderate'. Movie manners are for everyone. It is understood that the people who cause disturbances are in minority, but in people's minds they might represent Toms River High School. There are a few basic rules that one should follow. Get seated as quickly and efficiently as possible, watch the movie, and be as inconspicuous as possible in behavior. A true lady and gentleman always remember that in a theatre, 'Silence is golden'."

Pennsylvania Columbia

Harry Dembow closed his Alto.

Lancaster

The bidding which has prevailed among the first-runs has ended, with the key first-runs splitting product of the various companies.

New Philadelphia

The Sacred Heart Auditorium installed high intensity lamps and rectifiers in the school auditorium through Vincent M. Tate Theatre Equipment, Forty-Fort, Wilkes-Barre, Pa.

Reading

Dr. Harry J. Schad, president, Schad Theatres, Inc., owner, Astor, and the Strand, gave the Berks County Board for Assessments and Tax Revision food

TRADE SCREENINGS

PHILADELPHIA

MGM—(1233 Summer) Dec. 29, 2, "Rogues' March" (Peter Lawford, Janice Rile, Richard Greene).

WARNERS—(230 North 13th) Jan. 14, 2, "The Jazz Singer" (Danny Thomas, Peggy Lee, Allyn Joslyn) (Technicolor).

for thought in the hearing of his appeal on the Strand assessment from \$60,250 to \$64,500. The assessment boost, like thousands of other assessment increases in Reading and Berks, preceded notice that the 1953 tax rate is going to be increased, instead of reduced after higher assessments. A tax cut, instead of an increase, had been promised by city authorities for 1953. "You know how the picture business is," Doctor Schad told the assessment board. "Even on a rating of one-third market value, the \$60,250 assessment was too high, and the increase puts it still further out of line. We don't want to close the Strand, but we do, however, expect to close it temporarily, for a week or two before Christmas."

Dr. Harry J. Shad, Astor, chairman of the committee handling contributions to the Shriners' Crippled Children's Hospital, Philadelphia, got a lift out of the December ceremonial of Rajah Temple, Mystic Shriners, collection for the hospital in Philadelphia. He set a goal of \$1,000 in pass-the-hat contributions, but hardly expected to make it. The total raised was exactly \$1,001.25. The November Shrine Bowl football game here, the second annual event of its kind sponsored by Rajah Temple for the Shrine Hospital, passed the \$12,000 mark. Dr. Schad and Mrs. Schad are leaving shortly for their mid-winter stay in the South.

The Plaza was showing "Brotherhood," and "The Prince of Peace."

A shortage of girls and boys for jobs in theatres is reported.

Variety Club Tent 13, Philadelphia

A New Year's party will be held in the clubrooms on Dec. 31. Tax is \$15 per couple. Due to limited reservations, it is important that those planning to attend mail in checks early. . . . "Stars and Stripes Forever" was screened through the courtesy of 20th-Fox.

Ralph W. Pries, Chief Barker elect, Variety Club, Tent 13, with the aid of TWA airlines, pulled some magic whereby he sent a flock of postal cards from Paris, France, urging everyone to sell as many Heart Fund tickets as they possibly could.

The tent sponsored a benefit at the Wynne with Barker Harry Jacobs donating the use of the theatre and Columbia donating "The Four Poster." Admission was by contribution, with all proceeds going to the Camp for Handicapped Children and the Will Rogers Memorial Hospital.

All members are urged to get their reservations for the testimonial dinner on Jan. 5. It will be an outstanding affair.

Allied Artists

(For Monogram releases, see Monogram)

- BATTLE ZONE**—ACD—John Hodiak, Linda Christian, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 Issue—(AA22).
- TORPEDO ALLEY**—MD—Mark Stevens, Dorothy Malone, Charles Winninger—Okeh service film can be exploited—84m.—see Nov. 19 issue—(AA-23).
- TO BE REVIEWED OR IN PRODUCTION**
- AFFAIR IN MONTE CARLO**—Richard Todd, Merle Oberon, Leo Genn—(Technicolor)—(English-made).
- COPPERHEADS**—Bill Elliott, Marjorie Lord.
- COW COUNTRY**—Edmond O'Brien, Helen Westcott, Peggy Castle.
- FORT VENGEANCE**—James Craig, Reginald Denny, Rita Moreno—(Cinecolor).
- HOMESTEADERS, THE**—Bill Elliott, Barbara Allen, Robert Lowry.
- JALOPY**—Bowery Boys, Jane Easton.
- KANSAS PACIFIC**—Sterling Hayden, Eve Miller, Barton MacLane—(Cinecolor).
- MARKSMAN, THE**—Wayne Morris, Elena Verudgo, Stanford Jolley.
- ROAR OF THE CROWD, THE**—Howard Duff, Helene Stanley.
- SON OF BELLE STARR**—Keth Larsen, Peggie Castle, Dona Drake—(Cinecolor).
- STAR OF TEXAS, THE**—Wayne Morris, Robert Lee Brice, Stanford Jolley, Lyle Talbot.
- WHITE LIGHTNING**—Stanley Clements, Barbara Bestar, Steve Brodie.

Columbia

(1951-52 releases from 401
1952-53 releases from 501)

- AFFAIR IN TRINIDAD**—MD—Rita Hayworth, Glenn Ford, Alexander Scourby—Hayworth draw should bring this into the better money—98m.—see Sept. 10 Issue—Leg.: B—(501).
- APACHE COUNTRY**—W—Gene Autry, Carrollna Cotton, Pat Buttram—Standard Autry—62m.—see June 4 Issue—(474).
- ASSIGNMENT—PARIS**—MD—Dana Andrews, Marta Toren, George Sanders—Interesting topical meller can be sold—85m.—see Sept. 10 issue—(507).
- BARBED WIRE**—W—Gene Autry, Pat Buttram, Anne James—Routine series entry—61m.—see July 16 issue—(474).
- BLUE CANADIAN ROCKIES**—WMD—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—58m.—see Nov. 19 issue—(472).
- BRIGAND, THE—COSMD**—Anthony Dexter, Jody Lawrence, Gale Robbins, Anthony Quinn—Interesting costume meller has the angles—94m.—see June 4 Issue—Leg.: B—(Technicolor)—(437).
- CALIFORNIA CONQUEST**—MD—Cornel Wilde, Teresa Wright, Alfonso Bedoya—Names should help melodrama—79m.—see July 30 Issue—(Technicolor)—(440).
- CAPTAIN PIRATE**—MD—Louis Hayward, Patricia Medina, John Sutton—Good swashbuckler for the duallers—85m.—see Sept. 10 Issue—(Technicolor)—(502).
- CLOUDED YELLOW, THE—MYMD**—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—89m.—see Sept. 10 issue—(English-made)—(509).
- CRIPPLE CREEK**—W—George Montgomery, Karin Booth, Jerome Courtland—Standard western is okeh for the duallers—78m.—see July 2 Issue—(Technicolor)—(442).
- EIGHT IRON MEN**—MD—Mary Castle, David McMahon, Bonar Colleano—Suspensive war film—80m.—see Oct. 22 issue—(515).
- FOUR POSTER, THE—CD**—Lilli Palmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 Issue.
- GOLDEN HAWK, THE**—MD—Rhonda Fleming, Sterling Hayden, Helena Carter—Swashbuckler should do okeh in the action spots—83m.—see Sept. 10 Issue—(Technicolor)—Leg.: B—(508).
- HANGMAN'S KNOT**—OMD—Randolph Scott, Donna Reed, Claude Jarman, Jr.—Okeh action entry—81m.—see Nov. 5 issue—(Technicolor)—(512).
- HAPPY TIME, THE—C**—Charles Boyer, Louis Jourdan, Marsha Hunt, Bobby Driscoll—Delightful comedy—94m.—see Sept. 10 Issue—(506).
- HAREM GIRL**—F—Joan Davis, Peggie Castle, Arthur Blake—For the lower half—70m.—see Jan. 30 issue—(422).
- INVASION U.S.A.**—MD—Gerald Mohr, Peggie Castle, Dan O'Herlihy—For the duallers—74m.—Leg.: B—see Dec. 17 issue—(513).
- JUNCTION CITY**—W—Charles Starrett, Smiley Burnette, Jack Mahoney, Kathleen Case—Standard series entry—54m.—see July 16 issue—(486).
- KID FROM BROKEN GUN, THE—W**—Charles Starrett, Smiley Burnette, Angela Stevens—Fair series entry—56m.—see Aug. 13 Issue—(481).
- LADIES OF THE CHORUS—ROMCMU**—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help reissue—61m.—see Oct. 22 issue—(514).
- LADY AND THE BANDIT, THE—AD**—Louis Hayward, Patricia Medina, Suzanne Dalbert—Okeh action drama for the duallers—79m.—see Aug. 13 Issue—(403).
- LAST TRAIN FROM BOMBAY**—MD—Jon Hall, Christine Larson, Lisa Ferraday—Average lower half entry—72m.—see Sept. 10 Issue—(504).
- MEMBER OF THE WEDDING, THE—D**—Ethel Waters, Julie Harris, Brandon De Wilde—Interesting drama will best fit into the art and specialty spots—91m.—see Dec. 31 issue.
- MINE WITH THE IRON DOOR, THE—MD**—Richard Arlen, Cecilia Parker, Henry B. Walthall—Reissue has the angles—66m.—see Sept. 10 Issue—(510).
- MONTANA TERRITORY—OMD**—Lon McCallister, Wanda Hendrix, Preston Foster—Outdoor action meller will fit into the twin bills—64m.—see June 18 Issue—(Technicolor)—(438).
- RAINBOW 'ROUND MY SHOULDER**—MU—Frankie Laine, Billy Daniels, Charlotte Austin—Okeh programmer with plenty of angles—78m.—see Sept. 10 Issue—(Technicolor)—(503).

EXHIBITOR

SERVISECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 49, No. 8

DECEMBER 24, 1952

- RED SNOW**—MD—Guy Madison, Ray Mala, Carole Mathews—For the lower half—75m.—see July 2 Issue—(439).
- ROUGH, TOUGH WEST, THE—W**—Charles Starrett, Smiley Burnette, Carolina Cotton—Standard series entry—54m.—see July 2 Issue—(487).
- STRANGE FASCINATION**—D—Cleo Moore, Hugo Haas, Mona Barrie—Interesting programmer for the lower half—80m.—see Oct. 8 issue—(505).
- TARGET HONG KONG**—MD—Richard Denning, Nancy Gates, Richard Loo—Routine melodrama for the lower half—66m.—see Dec. 17 issue—(517).
- VOODOO TIGER**—AD—Johnny Weissmuller, Jean Byron, James Seay, Jeanne Dean—Okeh series entry for the lower half—67m.—Leg.: B—see Nov. 5 issue—(518).
- WAGON TEAM**—W—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—61m.—see Sept. 24 issue—(476).

TO BE REVIEWED OR IN PRODUCTION

- ALL ASHORE**—Mickey Rooney, Peggy Ryan, Dick Haymes—(Technicolor).
- AMBUSH AT TOMAHAWK GAP**—David Brian, John Hodiak, Maria Elena Marques—(Technicolor).
- CONQUEST OF COCHISE**—John Hodiak, Robert Stack, Joy Page—(Technicolor).
- CRUISIN' DOWN THE RIVER**—Dick Haymes, Connie Russell, Billy Daniels—(Technicolor).
- 5,000 FINGERS OF DR. T., THE**—Peter Lind Hayes, Mary Healy, Tommy Rettig—(Technicolor).
- FLAME OF CALCUTTA**—Denise Darcel, Patric Knowles—(Technicolor).
- 49 MEN**—John Ireland, Richard Denning, Suzanne Dalbert.
- GLASS WALL, THE**—Vittorio Gassman, Gloria Grahame, Robert Raymond.

- GOLDTOWN GHOST RIDERS**—Gene Autry, Smiley Burnette, Gail Davis.
- JACK McCALL, DESPERADO**—George Montgomery, Angela Stevens, Douglas Kennedy—(Technicolor).
- JUGGLER, THE**—Kirk Douglas, Milly Vitale, Paul Stewart.
- LAST OF THE COMANCHES**—Broderick Crawford, Barbara Hale, Johnny Stewart—(Technicolor)—(511).
- LE PLAISIR**—Jean Gabin, Simone Simon—(French-made).
- LET'S DO IT AGAIN**—Jane Wyman, Ray Milland, Aldo Ray, Valerie Bettis—(Technicolor).
- ON TOP OF OLD SMOKY**—Gene Autry, Smiley Burnette.
- ONE GIRL'S CONFESSION**—Hugo Haas, Cleo Moore.
- OUTLAW TAMER, THE**—Charles Starrett, Smiley Burnette, Nancy Saunders.
- PACK TRAIN**—Gene Autry, Smiley Burnette, Gail Davis.
- PANHANDLE TERRITORY**—Jack Mahoney, Smiley Burnette, Jarma Lewis.
- PATHFINDER, THE**—George Montgomery, Helena Carter, Elena Verduga—(Technicolor)—78m.—(516).
- POSSE**—Broderick Crawford, Wanda Hendrix, John Derek, Charles Bickford.
- PRINCE OF PIRATES**—John Derek, Barbara Rush—(Technicolor).
- RED BERET, THE**—Alan Ladd, Susan Stephens, Leo Genn—(Technicolor)—(Made In England).
- SALOME, THE DANCE OF THE SEVEN VEILS**—Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson—(Technicolor).
- SAVAGE MUTINY**—Johnny Weissmuller, Angela Stevens, Gregory Gay.
- SERPENT OF THE NILE**—Rhonda Fleming, William Lundigan, Raymond Burr—(Technicolor).
- SIREN OF BAGDAD**—Paul Henreid, Patricia Medina, Laurette Leuz—(Technicolor).
- SLAVES OF BABYLON**—Richard Conte, Linda Christian, Terry Kilburn—(Technicolor).
- TOUGH GIRL**—Hugo Haas, Cleo Moore, Glenn Langan.
- WINNING OF THE WEST**—Gene Autry, Smiley Burnette, Gail Davis—57m.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion.

- Abbreviations following titles indicate type of picture.
- | | |
|-------------------------------------|----------------------------------|
| AD—Adventure drama | MUCD—Musical comedy drama |
| ACD—Action drama | MU—Musical |
| ACMU—Action musical | MUSAT—Musical satire |
| ADMD—Adult melodrama | MUW—Musical western |
| BID—Biographical drama | MY—Mystery |
| BIDMU—Biographical drama with music | MYC—Mystery comedy |
| BUR—Burlesque | MYCM—Mystery comedy musical |
| C—Comedy | MYD—Mystery drama |
| CAR—Cartoon feature | MYMD—Mystery melodrama |
| CD—Comedy drama | MYMU—Mystery musical |
| CDMU—Comedy drama musical | MYW—Mystery western |
| CFAN—Comedy fantasy | NOV—Novelty |
| CFANMU—Comedy fantasy musical | OPC—Operatic comedy |
| CMD—Comedy melodrama | OPD—Operatic drama |
| CMU—Comedy musical | OD—Outdoor drama |
| COMP—Compilation | OMD—Outdoor melodrama |
| COSMD—Costume melodrama | PD—Psychological drama |
| D—Drama | ROMC—Romantic comedy |
| DFAN—Drama fantasy | ROMCMU—Romantic comedy musical |
| DMU—Dramatic musical | ROMD—Romantic drama |
| DOC—Documentary | ROMDMU—Romantic drama with music |
| DOCD—Documentary drama | SAT—Satire |
| DOCMD—Documentary melodrama | SCD—Sex-comedy drama |
| ED—Educational feature | TRAV—Travelogue |
| F—Farce | W—Western |
| FAN—Fantasy | WC—Western comedy |
| FANMU—Fantasy musical | WCMU—Western comedy musical |
| FMD—Farce musical | WD—Western drama |
| HISD—Historical drama | WMD—Western melodrama |
| MDMU—Melodrama musical | WMDMU—Western melodrama musical |
| MD—Melodrama | WMU—Western musical |
| MUC—Musical comedy | |

Lippert

(1951-52 releases from 5101)

- GAMBLER AND THE LADY**—MD—Dane Clark, Kathleen Byron, Naomi Chance—Gangster meller will fit into the bottom half—71m.—see Dec. 17 issue—(English-made)—(5204).

We "LAY IT ON THE LINE" . . .
and call a "Stinker" a "Stinker"



There was no bunk or side stepping in our original **FACTUALLY HONEST "Pink Section" REVIEWS . . .** and in this "Yellow Section" **CHECK-UP** is a summary of the same **HONEST FACTS.**

Check these running times and other data against your records!

HELLGATE—MD—Sterling Hayden, Joan Leslie, Ward Bond—Exploitable prison film has the angles for the selling—87m.—see Aug. 27 issue—Leg.: B—(5113).

JUNGLE, THE—MD—Rod Cameron, Marie Windsor, Cesar Romero—Tale of Indian jungle should be helped by exploitation values—74m.—see July 16 issue—(5112).

MR. WALKIE TALKIE—C—William Tracy, Joe Sawyer, Margia Dean—Service comedy for the lower half—65m.—see Dec. 31 issue—(5203).

PIRATE SUBMARINE—MD—Pierre Daud, Gerard Landry, Jean Vilar—Import will fit into the lower half—69m.—see Sept. 10 issue—(French-made)—(Dubbed English dialogue)—(5110).

SCOTLAND YARD INSPECTOR—MD—Cesar Romero, Lois Maxwell, Bernadette O'Farrell—For the duallers—79m.—see Nov. 5 issue—(English-made)—(5202).

SECRET PEOPLE—MD—Valentina Cortesa, Audrey Hepburn, Serge Reggiani—Import for the lower half—87m.—see July issue—(English-made)—(5116).

STOLEN FACE—MD—Paul Henreid, Elizabeth Scott, Andrew Morell—Name strength should help mild import—71m.—see June 4 issue—(English-made)—Leg.: B—(5109).

TROMBA, THE TIGER MAN—MD—Rene Deltgen, Angelika Hauff, Krone Circus—Import will fit into the lower half—63m.—see Nov. 5 issue—(German-made)—(Dubbed English dialogue)—(5201).

UNKNOWN WORLD—FANMD—Victor Killan, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).

TO BE REVIEWED OR IN PRODUCTION

BAD BLONDE—Barbara Payton, Tony Hughes—(English-made).

CAIRO—George Raft, Maria Canale—(Made in Italy).

I'LL GET YOU—George Raft, Sally Gray—(English-made)—(5206).

JOHNNY THE GIANT KILLER—Animation feature—(Technicolor)—(French-made)—(5205).

SPACEWAYS—Howard Duff, Eva Bartok.

TALL TEXAN, THE—Lloyd Bridges, Marie Windsor, Lee J. Cobb—(5207).

Metro

(1951-52 releases from 201
1952-53 releases from 301)

ABOVE AND BEYOND—D—Robert Taylor, Eleanor Parker, James Whitmore—Well-made drama—122m.—see Nov. 19 issue—(313).

APACHE WAR SMOKE—OMD—Gilbert Roland, Glenda Farrell, Robert Horton—Okeh action show for the lower half—67m.—see Sept. 24 issue—(305).

BAD AND THE BEAUTIFUL, THE—D—Lana Turner, Kirk Douglas, Barry Sullivan, Dick Powell—Name values should make the difference—117m.—see Dec. 3 issue—Leg.: B—(315).

BECAUSE YOU'RE MINE—CDMU—Mario Lanza, Doretta Morrow, James Whitmore—Headed for the better money—103m.—see Sept. 10 issue—(Technicolor)—(304).

DESPERATE SEARCH—MD—Howard Keel, Jane Greer, Patricia Medina—Search meller will fit into the duallers—71m.—see Dec. 3 issue—Leg.: B—(314).

DEVIL MAKES THREE, THE—MD—Gene Kelly, Pier Angeli, Richard Rober—Names should help interesting melodrama of post-war Germany—89m.—see Sept. 10 issue—(Made in Europe)—(302).

EVERYTHING I HAVE IS YOURS—CMU—Marge Champion, Gower Champion, Dennis O'Keefe—Champions' dancing should help pleasing musical—91m.—see Oct. 1 issue—(Technicolor)—(306).

FEARLESS FAGAN—C—Janet Leigh, Carleton Carpenter, Keenan Wynn—For the lower half—79m.—see July 16 issue—(241).

GLORY ALLEY—D—Leslie Coron, Ralph Meeker, Kurt Kasznar—For the lower half—79m.—see June 4 issue—Leg.: B—(234).

HOAXTERS, THE—DOC—Narrated by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon, Dore Schary, Barry Sullivan, Robert Taylor and James Whitmore—High rating expose of Communist danger has lots of selling angles—37m.—see Dec. 17 issue.

HOLIDAY FOR SINNERS—D—Gig Young, Keenan Wynn, Janice Rule—Far the lower half—72m.—see July 2 issue—(239).

HOUR OF 13, THE—CMY—Peter Lawford, Dawn Addams, Roland Culver—Far the lower half—78m.—see Oct. 8 issue—(Made in England)—(309).

IVANHOE—COSMD—Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders—High rating adventure entry—106m.—see July 2 issue—(Technicolor)—(Made in England)—(307).

LOVELY TO LOOK AT—MUC—Kathryn Grayson, Red Skelton, Howard Keel—Entertaining musical has much to offer—102m.—see June 4 issue—(Technicolor)—(237).

MERRY WIDOW, THE—MCD—Lana Turner, Fernanda Lamas, Una Merkel—Musical should waltz into the better grosses—105m.—see Sept. 10 issue—(Technicolor)—(301).

MILLION DOLLAR MERMAID—BID—Esther Williams, Victor Mature, Walter Pidgeon—Headed for the better money—114m.—see Nov. 19 issue—(Technicolor)—(312).

MY MAN AND I—MD—Shelley Winters, Ricardo Montalban, Wendell Corey—Slow moving meller will need benefit of name strength—99m.—see Sept. 10 issue—(303).

PLYMOUTH ADVENTURE—D—Spencer Tracy, Gene Tierney, Van Johnson—Picturization of voyage of Pilgrims deserves the best selling—104m.—see Nov. 5 issue—(Technicolor)—(310).

PRISONER OF ZENDA, THE—COSMD—Stewart Granger, Deborah Kerr, James Mason—Headed for the better money—101m.—see Oct. 22 issue—(Technicolor)—(308).

SKY FULL OF MOON—D—Carleton Carpenter, Jan Sterling, Keenan Wynn—Okeh programmer for the duallers—73m.—see Nov. 5 issue—(311).

WASHINGTON STORY—D—Van Johnson, Patricia Neal, Louis Calhern—Fair programmer—81m.—see July 2 issue—(238).

YOU FOR ME—CD—Peter Lawford, Jane Greer, Gig Young—Entertaining lower half entry—71m.—see July 30 issue—Leg.: B—(240).

TO BE REVIEWED OR IN PRODUCTION

ALL THE BROTHERS WERE VALIANT—Robert Taylor, Stewart Granger, Elizabeth Taylor.

BAND WAGON, THE—Fred Astaire, Cyd Chariss, Nanette Fabray—(Technicolor).

BATTLE CIRCUS—Humphrey Bogart, June Allyson, Keenan Wynn.

BIG MIKE—Gig Young, Jane Greer, Robert Horton.

CLOWN, THE—Red Skelton, Jane Greer, Timothy Conside.

CODE TWO—Ralph Meeker, Sally Forrest, Keenan Wynn, Robert Horton.

CONFIDENTIALLY CONNIE—Janet Leigh, Van Johnson, Louis Calhern.

CRY OF THE HUNTED—Vittorio Gassman, Barry Sullivan, Polly Bergen.

DANGEROUS WHEN WET—Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel—(Technicolor).

DREAM WIFE—Cary Grant, Deborah Kerr, Walter Pidgeon.

FAST COMPANY—Howard Keel, Polly Bergen, Nina Foch.

GIRL WHO HAD EVERYTHING, THE—Elizabeth Taylor, Fernando Lamas, William Powell.

GIVE A GIRL A BREAK—Marge and Gower Champion, Debbie Reynolds—(Technicolor).

GREAT DIAMOND ROBBERY, THE—Red Skelton, Cara Williams, James Whitmore.

I LOVE MELVIN—Donald O'Connor, Debbie Reynolds, Dean Miller—(Technicolor).

INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet—(Technicolor)—(Made in England).

JEOPARDY—Barbara Stanwyck, Barry Sullivan, Ralph Meeker.

JULIUS CAESAR—Marlon Brando, James Mason, Greer Garson, Deborah Kerr.

LATIN LOVERS—Lana Turner, Ricardo Montalban, John Lund—(Technicolor).

LILI—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—(Technicolor).

MAIN STREET TO BROADWAY—Tallulah Bankhead, Olivia de Havilland, Henry Fonda, Tom Morton.

MOGAMBO—Clark Gable, Ava Gardner, Grace Kelly—(Technicolor).

NAKED SPUR, THE—James Stewart, Robert Ryan, Janet Leigh—(Technicolor).

NEVER LET ME GO—Clark Gable, Gene Tierney, Richard Haydn—(Made in England).

REMAINS TO BE SEEN—June Allyson, Van Johnson, Louis Calhern.

ROGUES' MARCH—Peter Lawford, Janice Rule, Richard Greene.

SAADIA—Cornel Wilde, Mel Ferrer, Rita Gam.

SEE HOW THEY RUN—Dorothy Dandridge, Robert Horton, Harry Belafonte.

SMALL TOWN GIRL—Jane Powell, Farley Granger, Ann Miller—(Technicolor).

SOMBRERO—Pier Angeli, Ricard Montalban, Yvonne De Carlo—(Technicolor)—(Made in Mexico).

SLIGHT CASE OF LARCENY, A—Mickey Rooney, Marilyn Erskine, Eddie Bracken.

STORY OF THREE LOVES—Leslie Caron, Farley Granger, Ethel Barrymore—(Technicolor).

TIME BOMB—Glenn Ford, Anne Vernon, Victor Maddern—(English-made).

VAQUERO—Robert Taylor, Ann Gardner, Howard Keel—(Anscolor).

VICKIE—Greer Garson, Walter Pidgeon, Agnes Moorehead—(Technicolor).

YEARS AGO—Spencer Tracy, Jean Simmons, Teresa Wright.

YOUNG BESS—Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton—(Technicolor).

Monogram

(For Allied Artists releases, see Allied Artists)
(1951-52 releases from 5100
1952-53 releases from 5201)

ARCTIC FLIGHT—MD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting melodrama—78m.—see Aug. 13 issue—(5210).

ARMY BOUND—MD—Stanley Clements, Karen Sharpe, Steve Brodie—Routine programmer for the lower half—61m.—see Sept. 10 issue—(5216).

BOMBA AND THE JUNGLE GIRL—AD—Johnny Sheffield, Karen Sharpe, Suzette Harbin—Okeh series entry for the duallers—70m.—see Dec. 17 issue—(5208).

CANYON AMBUSH—W—Johnny Mack Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244).

DEAD MAN'S TRAIL—W—Johnny Mack Brown, Jimmy Ellison, Barbara Allen—Series average—54m.—see Aug. 27 issue—(5243).

FARGO—W—Bill Elliott, Phyllis Coates, Myron Healey—Okeh western—69m.—see Sept. 24 issue—(5226).

FEUDIN' FOOLS—C—Leo Gorcey, Huntz Hall, Dorothy Ford—"Bowery Boys" entry will fit into the duallers—63m.—see Sept. 10 issue—(5213).

FLAT TOP—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinacolor)—(5201).

GOLD FEVER—OD—John Calvert, Ralph Morgan, Ann Cornell—For the lower half—63m.—see June 4 issue—(5220).

GUNMAN, THE—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Okeh series entry—52m.—see July 2 issue—(5252).

HIAWATHA—MD—Vincent Edwards, Yvette Dugay, Keith Larsen—Well-made entry should please younger crowd and family trade—79m.—see Dec. 17 issue—(Cinacolor)—(5202).

JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).

MONTANA INCIDENT—W—Whip Wilson, Rand Brooks, Noel Neill—Good series entry—54m.—see Sept. 10 issue—(5253).

NIGHT RAIDERS—W—Whip Wilson, Fuzzy Knight, Lois Hall—Average western—52m.—see June 4 issue—(5251).

NO HOLDS BARRED—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214).

OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57 1/2m.—see May 24 issue—(4952).

ROSE BOWL STORY, THE—CD—Marshall Thompson, Vera Miles, James Dobson—Pleasing football yarn has plenty of angles—73m.—see Aug. 27 issue—(Cinacolor)—(5204).

SEA TIGER—MD—Marguerite Chapman, John Archer, Harry Lautner—For the lower half—71m.—see Aug. 13 issue—(5218).

WAGONS WEST—W—Rod Cameron, Peggie Castle, Michael Chaplin—Standard outdoor show—72m.—see June 18 issue—(Cinacolor)—(5203).

WYOMING ROUNDUP—W—Whip Wilson, Tommy Farrell, Phyllis Coates—Routine series entry—53m.—see Dec. 3 issue—(5254).

YUKON GOLD—MD—Kirby Grant, Chinook, Martha Hyer—Okeh series entry for the duallers—62m.—see Sept. 10 issue—(5221).

TO BE REVIEWED OR IN PRODUCTION

BRONC RIDER—Whip Wilson, Fuzzy Knight, Pamela Duncan.

MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Cinacolor).

MAVERICK, THE—Wild Bill Elliott, Phyllis Coates, Myron Healey.

TANGIER INCIDENT—George Brent, Marl Alden.

TIMBER WOLF—Kirby Grant, Chinook, Inga Borg—(5222).

Paramount

(1951-52 releases from 5101
1952-53 releases from 5200)

BLAZING FOREST, THE—MD—John Payne, William Demarest, Agnes Moorehead—Fair action meller—90m.—see Oct. 1 issue—(Technicolor)—(5207).

CARIBBEAN—COSMD—John Payne, Arlene Dahl, Sir Cedric Hardwicke—Okeh swashbuckler, with plenty of merchandising angles—97m.—see Sept. 10 issue—(Technicolor)—(5202).

CARRIE—D—Laurence Olivier, Jennifer Jones, Miriam Hopkins—Picturization of Theodore Dreiser novel should be strongest in close spots—120m.—see June 18 issue—Leg.: B—(5123).

COME BACK, LITTLE SHEBA—D—Burt Lancaster, Shirley Booth, Terry Moore—Well-made adult drama—99m.—see Dec. 17 issue—Leg.: B—(5213).

HURRICANE SMITH—MD—Yvonne DeCarlo, John Ireland, Forrest Tucker—Okeh adventure programmer—90m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(5204).

JUMPING JACKS—F—Dean Martin, Jerry Lewis, Mona Freeman—Martin and Lewis force will ride into the better money—96m.—see June 18 issue—(5121).

JUST FOR YOU—CDMU—Bing Crosby, Jane Wyman, Ethel Barrymore—Good Crosby—104m.—see Sept. 10 issue—(Technicolor)—(5201).

ROAD TO BALI—C—Bob Hope, Bing Crosby, Dorothy Lamour—Star studded comedy is headed for the better grosses—90m.—see Dec. 3 issue—(Technicolor)—(5209).

SAVAGE, THE—OMD—Charlton Heston, Susan Morrow, Peter Hanson—Indians vs. cavalry film should satisfy the outdoor trade—95m.—see Sept. 24 issue—(Technicolor)—(5206).

SOMEBODY LOVES ME—CDMU—Betty Hutton, Ralph Meeker, Robert Keith—Star value and production numbers should make the difference—97m.—see Sept. 10 issue—(Technicolor)—(5203).

SON OF PALEFACE—C—Bob Hope, Jane Russell, Roy Rogers—Should ride into the better money—95m.—see July 16 issue—Leg.: B—(Technicolor)—(5124).

STOOGIE, THE—C—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff—Martin and Lewis starrer will run into the better money—100m.—see Oct. 22 issue—(5212).

THUNDER IN THE EAST—MD—Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet—Name strength will have to make the difference—98m.—see Nov. 5 issue—(5210).

TROPIC ZONE—MD—Ronald Reagan, Rhonda Fleming, Estelita—Okeh program melodrama—94m.—see Dec. 17 issue—(Technicolor)—(5211).

TURNING POINT, THE—MD—William Holden, Edmond O'Brien, Alexis Smith—Interesting meller—85m.—see Sept. 24 issue—(5205).

TO BE REVIEWED OR IN PRODUCTION

ARROWHEAD—Charlton Heston, Mary Sinclair, Jack Palance—(Technicolor).

BIG SONG AND DANCE, THE—Donald O'Connor, Joanne Gilbert—(Technicolor).

BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).

CONQUERORS, THE—John Payne, Jan Sterling, Lyle Bettger—(Technicolor).

FOREVER FEMALE—Ginger Rogers, William Holden, Paul Douglas.

HERE COME THE GIRLS—Bob Hope, Tony Martin, Rosemary Clooney—(Technicolor).

HOUDINI—Tony Curtis, Janet Leigh, Torin Thatcher—(Technicolor).
JAMAICA—Ray Milland, Arlene Dahl, Wendell Corey—(Technicolor).
LITTLE BOY LOST—Bing Crosby, Claude Dauphin, Nicole Maurey.
OFF LIMITS—Bob Hope, Mickey Rooney, Marilyn Maxwell Eddie Mayehoff.
PLEASURE ISLAND—Don Taylor, Audrey Dalton, Elsa Lanchester, Leo Genn—(Technicolor)—(5215).
PONY EXPRESS—Charlton Heston, Forrest Tucker, Rhonda Fleming, Jan Sterling—(Technicolor).
ROMAN HOLIDAY—Gregory Peck, Audrey Hepburn, Eddie Albert—(Made in Italy).
SANGAREE—Fernando Lamas, Arlene Dahl, Patricia Medina—(Technicolor).
SCARED STIFF—Dean Martin, Jerry Lewis, Carmen Miranda.
SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
STALAG 17—William Holden, Don Taylor, Otto Preminger.
STARS ARE SINGING, THE—Anna Marla Alberghetti, Rosemary Clooney, Lauritz Melchior, Tom Morton—(Technicolor)—(5214).
WAR OF THE WORLDS, THE—Gene Barry, Ann Robinson, Lee Tremayne—(Technicolor).
WHITE CHRISTMAS—Bing Crosby, Fred Astaire, Rosemary Clooney—(Technicolor).

RKO

(1951-52 releases from 201
 1952-53 releases from 301)

ALLEGHENY UPRISING—MD—Claire Trevor, John Wayne, George Sanders—Star values should help—81m.—see Sept. 10 issue—(384).
ANDROCLES AND THE LION—C—Jean Simmons, Alan Young, Victor Mature, Robert Newton—Will have strongest appeal for the art and class spots—98m.—Leg.: B—see Nov. 5 issue—(368).
ANGEL FACE—MD—Robert Mitchum, Jean Simmons, Mona Freeman—Name draw should help slowly paced melodrama—91m.—see Dec. 17 issue—Leg.: B—(312).
ANNIE OAKLEY—CD—Barbara Stanwyck, Preston Foster, Melvyn Douglas—Reissue has the names and angles—91m.—see Sept. 10 issue—(383).
BACHELOR AND THE BOBBY SOXER, THE—C—Cary Grant, Myrna Loy, Shirley Temple—Reissue has the names to help—94m.—see Dec. 17 issue—(385).
BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Names should help reissue—82m.—see Dec. 17 issue—(386).
BEWARE MY LOVELY—MD—Ida Lupino, Robert Ryan, Taylor Holmes—Fair meller will fit into the duallers—77m.—see Sept. 10 issue—(302).
BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Thraatt—Good adventure yarn—122m.—see Sept. 10 issue—(361).
BLACKBEARD, THE PIRATE—MD—Robert Newton, Linda Darnell, William Bendix—Better pirate show is crammed with angles—99m.—see Dec. 3 issue—Leg.: B—(Technicolor)—(307).
CAPTIVE WOMEN—MD—Robert Clarke, Margaret Field, Gloria Saunders—Exploitable meller for the duallers—65m.—see Oct. 8 issue—Leg.: B—(306).
FACE TO FACE—COMP—James Mason, Robert Preston, Marjorie Steele—Okeh for the art and specialty spots—89m.—see Nov. 19 issue—Leg.: B—(309-310-311).
FAITHFUL CITY—D—Jamie Smith, Ben Josef, John Slater—Highly interesting Israeli import—86m.—see Sept. 10 issue—(Israeli-made)—(303).
HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanmaire—Highly entertaining—111m.—see Dec. 3 issue—(Technicolor)—(Goldwyn).
LOOK WHO'S LAUGHING—F—Edgar Bergen, Charlie McCarthy, Lucille Ball—Reissue has names to help—79m.—see Sept. 10 issue—(381).
LUSTY MEN, THE—D—Susan Hayward, Robert Mitchum, Arthur Kennedy—Interesting action drama has the names to help—113m.—see Oct. 8 issue—(304).
MONTANA BELLE—OD—Jane Russell, Scott Brady, George Brent—Name draw should help familiar outdoor show—81m.—Leg.: B—see Nov. 5 issue—(Tricolor)—(308).
NO TIME FOR FLOWERS—CD—Viveca Lindfors, Paul Christian, Ludwig Stossel—Entertaining import will fit into the duallers—82m.—see Dec. 17 issue—(Made in Austria)—(313).
ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth, William Talman—Well-made Korean war story has angles for the selling—105m.—see Sept. 10 issue—(301).
ROAD AGENT—W—Tim Holt, Richard Martin, Noreen Nash—Okeh western—60m.—see Feb. 13 issue—(223).
SUDDEN FEAR—D—Joan Crawford, Jack Palance, Gloria Grahame—High rating suspenseful drama—110m.—see Sept. 10 issue—(362).
TOO MANY GIRLS—MUC—Lucille Ball, Desi Arnaz, Richard Carlson—Names should be factor—85m.—see Sept. 10 issue—(382).
UNDER THE RED SEA—DOC—Dr. Hans Hass, Lottie Berl—Interesting documentary has angles for the class and art spots—67m.—see Oct. 8 issue—(Made in Africa)—(305).
WILD HEART, THE—D—Jennifer Jones, David Farrar, Cyril Cusack—Maody import will need plenty of push—81m.—see June 4 issue—(English-made)—(Technicolor)—Leg.: B—(Selznick)—(274).

TO BE REVIEWED OR IN PRODUCTION

BEAUTIFUL BUT DANGEROUS—Jean Simmons, Robert Mitchum, Arthur Hunnicutt.
BREAK-UP—Victor Mature, Jean Simmons, James Gleason, Mary Jo Tarola.
GAMBLER MOON—Robert Mitchum, Robert Ryan, Ursula Thiess.
JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
MAUD—Robert Preston, Marjorie Steele.

MICKY MOUSE'S BIRTHDAY PARTY—Six most popular Mickey Mouse cartoons of the past 25 years.
NEVER WAVE AT A WAC—Rosalind Russell, Marie Wilson, Paul Douglas.
PERSUADER, THE—Frank Lovejoy, Edmund O'Brien, Elizabeth Fraser.
PETER PAN—Disney cartoon feature—(Technicolor).
SEA AROUND US, THE—Documentary based on Rachel Carson's book—(Technicolor).
SEA DEVILS—Yvonne DeCarlo, Rock Hudson, Maxwell Reed—(Made in England)—(Technicolor).
SPLIT SECOND—Stephen McNally, Jan Sterling, Alexis Smith.
SWORD AND THE ROSE, THE—Richard Todd, Geynis Johns, Michael Gough—(English-made)—(Technicolor)—(Disney).
SWORD OF VENUS—Robert Clarke, Catherine McLeod, Rennee De Marco.
TARZAN AND THE SHE DEVIL—Lex Barker, Joyce McKenzie, Raymond Burr.

Republic

(1951-52 releases from 5101)

BAL TABARIN—MYDMU—Muriel Lawrence, William Ching, Claire Carleton—For the lower half—84m.—(Partly made in France)—see July 2 issue—Leg.: B—(5129).
BLACK HILLS AMBUSH—W—Allan "Rocky" Lane, Eddy Waller, Leslye Banning—Standard Lane—54m.—see June 18 issue—(5172).
DESPERADOES' OUTPOST—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Okeh series entry—54m.—see Oct. 22 issue—(5174).
I DREAM OF JEANIE—DMU—Ray Middleton, Bill Shirley, Muriel Lawrence—Family trade should like picturization of Stephen Foster's life—90m.—see June 4 issue—(Tricolor)—(5106).
OLD OKLAHOMA PLAINS—W—Rex Allen, Slim Pickens, Elaine Edwards—Okeh Allen—60m.—see Aug. 27 issue—(5144).
RIDE THE MAN DOWN—W—Brian Donlevy, Rod Cameron, Ella Raines—Satisfactory outdoor action show—90m.—see Nov. 5 issue—(Tricolor)—(5202).
SOUTH PACIFIC TRAIL—WMU—Rex Allen Estelita, Slim Pickens—Usual series entry—60m.—see Nov. 19 issue—(5145).
THUNDERBIRDS—ACD—John Derek, John Barrymore, Jr., Mona Freeman—Realistic war drama has the angles—99m.—see Nov. 19 issue—(5201).
THUNDERING CARAVANS—W—Allan "Rocky" Lane, Eddy Waller, Mona Knox—Good Rocky Lane—54m.—see Aug. 13 issue—(5173).
TOUGHEST MAN IN ARIZONA—W—Vaughn Monroe, Joan Leslie, Victor Jory—Vaughn Monroe draw should help outdoor show—90m.—see Oct. 22 issue—(Tricolor)—(5109).
TROPICAL HEAT WAVE—CMD—Estelita, Robert Hutton, Grant Withers—For the lower half—74m.—see Oct. 8 issue—(5126).
WAC FROM WALLA WALLA, THE—C—Judy Canova, Stephen Dunne—Okeh programmer for the duallers—83m.—see Nov. 5 issue—(5123).
WOMAN OF THE NORTH COUNTRY—MD—Ruth Hussey, Rod Cameron, John Agar, Gale Storm—Meller has names to help—90m.—see July 30 issue—(Tricolor)—(5107).

TO BE REVIEWED OR IN PRODUCTION

CITY THAT NEVER SLEEPS—Gig Young, Mala Powers, Edward Arnold.
FAIR WIND TO JAVA—Fred MacMurray, Vera Ralston, Victor McLaglen—(Tricolor).
FLYING SQUADRON, THE—Massimo Serato, Dina Salsoli, Umberto Spadaro—(Italian-made).
LADY WANTS MINK, THE—Ruth Hussey, Dennis O'Keefe, Eve Arden, William Demarest—(Tricolor).
LAUGHING ANN—Forrest Tucker, Margaret Lockwood, Ronald Shiner—(Technicolor)—(Made in England).
MARSHAL OF CEDAR ROCK—Allan "Rocky" Lane, Eddy Waller, Phyllis Coates.
OLD OVERLAND TRAIL—Rex Allen, Virginia Hall, Slim Pickens.
PERILOUS VOYAGE, A—Vera Ralston, Scott Brady, David Brian.
SAN ANTONE—Rod Cameron, Arleen Whelan, Forrest Tucker.
SUN SHINES BRIGHT, THE—Charles Winninger, Arleen Whelan, John Russell.
SWEETHEART TIME—Ray Middleton, Lucille Norman, Eileen Christy.
WOMAN THEY ALMOST LYNCHED, THE—John Lund, Brian Donlevy, Audrey Totter.

20th Century-Fox

(1951 releases from 101
 1952 releases from 201)

BLACK SWAN, THE—MD—Tyrone Power, Maureen O'Hara, Laird Cregar—Reissue has the names and angles—85m.—see July 2 issue—(258).
BLOODHOUNDS OF BROADWAY—CMU—Mitzi Gaynor, Scott Brady, Mitzi Green—Pleasing musical—91m.—see Nov. 5 issue—(Technicolor)—Leg.: B—(236).
DIPLOMATIC COURIER—MD—Tyrone Power, Patricia Neal, Stephen McNally—Well-made spy thriller has the angles—97m.—see June 18 issue—(Partly made in Europe)—(222).
DON'T BOTHER TO KNOCK—MD—Richard Widmark, Marilyn Monroe, Anne Bancroft—Will need plenty of push—76m.—see July 16 issue—Leg.: B—(224).
DREAMBOAT—CMU—Clifton Webb, Ginger Rogers, Anna Francis—Amusing comedy—83m.—see July 30 issue—(223).
GUNFIGHTER, THE—W—Gregory Peck, Helen Westcott, Millard Mitchell—Re-release has the names and angles—84m.—see Dec. 3 issue—(348).
I DON'T CARE GIRL, THE—CMU—Mitzi Gaynor, David Wayne, Oscar Levant—Name draw should make the difference—78m.—see Dec. 31 issue—(Technicolor)—(302).

KANGAROO—MD—Maureen O'Hara, Peter Lawford, Finlay Currie—Interesting Australian-made meller is packed with selling angles—84m.—see June 4 issue—(Made in Australia)—(Technicolor)—(217).
LADY IN THE IRON MASK—MD—Louis Hayward, Patricia Medina, Alan Hale, Jr.—Okeh programmer for the twin bills—78m.—see June 18 issue—(Natural Color)—(218).
LAURA—MYD—Gene Tierney, Dana Andrews, Clifton Webb—Fair reissue—88m.—see July 2 issue—(252).
LES MISERABLES—MD—Michael Rennie, Debra Paget, Robert Newton—Impressive picturization of classic—104m.—see July 30 issue—(225).
LURE OF THE WILDERNESS—OD—Jean Peters, Jeffrey Hunter, Constance Smith, Walter Brennan—Outdoor drama has the angles—92m.—see July 30 issue—(Technicolor)—(227).
LYDIA BAILEY—MD—Dale Robertson, Anne Francis, Charles Korvin—Colorful picturization of best-seller is loaded with merchandising opportunities—89m.—see June 4 issue—(Technicolor)—(219).
MONKEY BUSINESS—C—Cary Grant, Ginger Rogers, Charles Coburn—Amusing entry has the names and angles—97m.—see Sept. 10 issue—Leg.: B—(230).
MY COUSIN RACHEL—D—Olivia de Havilland, Richard Burton, John Sutton—Picturization of best-seller is headed for the better money—100m.—see Dec. 31 issue—(301).
MY PAL GUS—CD—Richard Widmark, Joanne Dru, Audrey Totter—Fair programmer—83m.—Leg.: B—see Nov. 5 issue—(233).
MY WIFE'S BEST FRIEND—C—Anne Baxter, Macdonald Carey, Cecil Kellaway—Pleasant programmer—87m.—see Oct. 8 issue—(231).
NIGHT WITHOUT SLEEP—D—Linda Darnell, Gary Merrill, Hildegard Neff—Name draw will have to make the difference—77m.—see Oct. 8 issue—Leg.: B—(235).
O. HENRY'S FULL HOUSE—COMP—Jeanne Crain, Farley Granger, Charles Laughton, David Wayne, Richard Widmark, Dale Robertson, Anne Baxter, Jean Peters, Fred Allen, Marilyn Monroe—Entertaining package—118m.—see Aug. 27 issue—(228).
PONY SOLDIER—OD—Tyrone Power, Cameron Mitchell, Penny Edwards—Good outdoor show—83m.—see Nov. 5 issue—(Technicolor)—(237).
RUBY GENTRY—D—Jennifer Jones, Charlton Heston, Karl Malden—Headed for the better money—82m.—see Dec. 31 issue—(303).
SNOWS OF KILIMANJARO, THE—D—Gregory Peck, Susan Hayward, Ava Gardner—Star-packed drama has potentialities for the better grosses—114m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(247).
SOMETHING FOR THE BIRDS—C—Patricia Neal, Victor Mature, Edmund Gwenn—Amusing programmer—82m.—see Oct. 22 issue—(238).
STARS AND STRIPES FOREVER—MU—Clifton Webb, Debra Paget, Robert Wagner—Good programmer—89m.—see Nov. 19 issue—(Technicolor)—(239).
STEEL TRAP, THE—MD—Joseph Cotten, Teresa Wright—Suspensive melodrama has names to help—87m.—see Oct. 22 issue—(232).
THIEF OF VENICE, THE—MD—Maria Montez, Paul Christian, Massimo Serato—Impart is packed with the angles—91m.—see Nov. 19 issue—(Made in Italy)—(304).
THIS ABOVE ALL—D—Tyrone Power, Joan Fontaine, Thomas Mitchell—World War II reissue has names to help—110m.—see July 2 issue—(253).
TO THE SHORES OF TRIPOLI—CD—John Payne, Maureen O'Hara, Randolph Scott—Name values should aid reissue—86m.—see July 2 issue—(257).
WAIT 'TIL THE SUN SHINES, NELLIE—CD—Jean Peters, David Wayne, Hugh Marlowe—Nostalgic comedy drama has the angles—108m.—see June 4 issue—(Technicolor)—(220).
WAY OF A GAUCHO—OD—Rory Calhoun, Gene Tierney, Richard Boone—Unusual outdoor drama of early gaucho days has plenty of angles for the selling—91m.—see Oct. 8 issue—(Partly made in Argentina)—(Technicolor)—(229).
WE'RE NOT MARRIED—C—Ginger Rogers, Fred Allen, Victor Moore, Marilyn Monroe, David Wayne, Louis Calhern, Zsa Zsa Gabor, Paul Douglas, Eve Arden, Eddie Bracken, Mitzl Gaynor—Names should help amusing comedy—85m.—see July 2 issue—Leg.: B—(221).
WHAT PRICE GLORY?—CDMU—James Cagney, Corinne Calvet, Dan Dailey—Should ride into the better money—see July 30 issue—111m.—(Technicolor)—(226).
YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark—Names should help re-release—98m.—see Dec. 3 issue—(349).

TO BE REVIEWED OR IN PRODUCTION

BAPTISM OF FIRE—Victor Mature, Alvy Moore, Greer Mitchell.
CALL ME MADAM—Ethel Merman, Vera-Ellen, George Sanders, Donald O'Connor—(Technicolor).
DESERT RATS, THE—James Mason, Richard Burton, Chips Rafferty.
DESTINATION GOBI—Richard Widmark, Don Taylor, Judy Dans—(Technicolor).
DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor)—Leg.: B—(214).
FARMER TAKES A WIFE, THE—Betty Grable, Dale Robertson, Thelma Ritter—(Technicolor)—(307).
FIGHT TOWN—Jeanne Crain, Dale Robertson—(Technicolor).
GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Elliot Reid—(Technicolor).
GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).
INVADERS FROM MARS—Jimmy Hunt, Helena Carter, Arthur Franz.
MAREL AND ME—Dan Dailey, Corinne Calvet
MAN ON A TIGHTROPE—Fredric March, Terry Moore, Cameron Mitchell, Gloria Grahame—(Made in Germany).

NEARER MY GOD TO THEE—Clifton Webb, Barbara Stanwyck, Thelma Ritter, Richard Basehart.
 NIAGARA—Joseph Cotten, Jean Peters, Marilyn Monroe—(Technicolor)—(306).
 PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter.
 POWDER RIVER—Rory Calhoun, Cameron Mitchell, Corinne Calvert, Penny Edwards—(Technicolor).
 PRESIDENT'S LADY, THE—Susan Hayward, Charlton Heston, Fay Bainter.
 SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made in England).
 SILVER WHIP, THE—Rory Calhoun, Kathleen Crowley, Dale Robertson—(309).
 STAR, THE—Bette Davis, Sterling Hayden, Natalie Wood.
 TAXI—Dan Dailey, Constance Smith, Blanche Yurka—(305).
 TONIGHT WE SING—Exio Pinza, Roberta Peters, David Wayne—(Technicolor).
 TREASURE OF GOLDEN CONDOR, THE—Cornel Wilde, Constance Smith, Finlay Currie—(Technicolor)—(Partly made in Guatemala)—(308).
 WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum—(Technicolor).

United Artists

ACTORS AND SIN—CD—Edward G. Robinson, Marsha Hunt, Eddie Albert—Two-part offering is best for the art and specialty spots—83½m.—see June 4 issue—(Kuller).
 BABES IN BAGDAD—CMD—Paulette Goddard, Gypsy Rose Lee, Richard Ney—Programmer will fit into the dualers—79m.—see Dec. 17 issue—(Exotic Color)—(Made in Spain)—(Danziger).
 BREAKING THE SOUND BARRIER—D—Ralph Richardson, Ann Todd, Nigel Patrick—Interesting import has the angles—111m.—see Nov. 19 issue—(English-made)—(Lean).
 CONFIDENCE GIRL—MD—Tom Conway, Hillary Brooke, Eddie Marr—Interesting programmer for the lower half—81m.—see June 18 issue—(Stone).
 GUEST WIFE—C—Claudette Colbert, Don Ameche, Richard Foran—Name draw will help reissue—87m.—see Sept. 10 issue—(Reissue)—(Skirball).
 ISLAND OF DESIRE—AD—Linda Darnell, Tab Hunter, Donald Gray—Fair romantic adventure entry—93m.—see Aug. 13 issue—Leg.: 8—(Made in Jamaica, B.W.I.)—(Technicolor)—(Rose).
 IT'S IN THE BAG—C—Fred Allen, Jack Benny, Binnie Barnes—Reissue has names to sell—87m.—see Sept. 10 issue—(Skirball).
 KANSAS CITY CONFIDENTIAL—MD—John Payne, Coleen Gray, Preston Foster—Suspenseful meller—98m.—see Nov. 19 issue—Leg.: 8—(Small).
 LADY VANISHES, THE—MYD—Margaret Lockwood, Michael Redgrave, Paul Lukas—Reissue has the angles for the selling—95m.—see Sept. 10 issue—(English-made)—(Hitchcock).
 LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metropolitan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).
 ONE BIG AFFAIR—C—Evelyn Keyes, Dennis O'Keefe, Mary Anderson—Fair comedy for the dualers—80m.—see Mar. 12 issue—Leg.: B—(Bogaus).
 OUTPOST IN MALAYA—MD—Claudette Colbert, Jack Hawkins, Anthony Steel—Programmer will fit into the dualers—88m.—see Nov. 19 issue—(Made in Malaya and England)—(Stafford).
 PARK ROW—MD—Gene Evans, Mary Welch, Bela Kovacs—Hard-hitting newspaper meller has the angles—83m.—see Aug. 13 issue—(Fuller).
 RED PLANET MARS—D—Peter Graves, Andrea King, Orley Lindgren—Drama of inter-planetary communication will fit into the dualers—87m.—see June 4 issue—(Hyde-Weiler).
 RED RIVER—OD—John Wayne, Montgomery Clift, Joanne Dru, Walter Brennan—Reissue has the names to help—125m.—see June 4 issue—(Monterey).
 RING, THE—MD—Gerald Mohr, Rita Moreno, Lala Rios—Will fit into the dualers—78m.—see Aug. 27 issue—(King).
 THIEF, THE—D—Ray Milland, Martin Gabel, Rita Gam—Suspenseful drama without dialogue should land in the better money—85m.—see Sept. 24 issue—(Popkin).
 TULSA—MD—Susan Hayward, Robert Preston, Pedro Armendariz—Reissue has the angles—88m.—see June 4 issue—(Technicolor)—(Wanger).
 UNTAMED WOMEN—MD—Mikel Conrad, Doris Merrick, Richard Monahan—Duller has exploitation angles—70m.—see Aug. 27 issue—(Jewell).

TO BE REVIEWED OR IN PRODUCTION

BANDITS OF CORSICA, THE—Louis Hayward, Richard Greene, Paula Raymond—(Small).
 DARK OF NIGHT—Teresa Wright, MacDonald Carey—(Bogaus).
 ENCOUNTER—Paul Muni, Joan Loring, Vittorio Manunta—(Made in Italy)—(Riviera).
 ESPERENZA—(Argentine-made)—(Ben Ami).
 FAKE, THE—Dennis O'Keefe, Coleen Gray—(Pallos).
 GIRL ON THE VIA FLAMINA, THE—Kirk Douglas, Dany Robin—(Litvak).
 GUERRILLA GIRL—Helmut Dantine, Mariana—(Made in Greece)—(Christian).
 LUXURY GIRLS—Susan Stephen, Laurence Ward, Anna Maria Ferrero—(Made in Italy)—(Riviera).
 MELBA—Patrice Munsel, Robert Morley, Martita Hunt—(Technicolor)—(Made in Europe)—(Eagle).
 MISS HARGREAVES—Katharine Hepburn—(Huston).
 MONSOON—Ursula Thiess, Diana Douglas, George Nader—(Made in India)—(Technicolor)—(Film Group).
 MOULIN ROUGE—Jose Ferrer, Collette Marchand, Zsa Zsa Gabor—(Technicolor)—(Made in France)—(Huston).
 PHANTOM FROM SPACE—Noreen Nash, Ted Cooper, Harry Landers—(Wilder).

RETURN TO PARADISE—Gary Cooper, Barry Jones, Moira, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).
 ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Stross).
 SAVAGE FRONTIER—Yvonne De Carlo—(Small).
 SCARLET SPEAR, THE—John Archer, Martha Hyers—(Anscolor)—(Made in Africa)—(Breakston-Stahl).
 SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).
 SWORDS AGAINST THE MAST—John Payne, Donna Reed, Lon Chaney—(Technicolor)—(Small).
 TOMBSTONE TRAIL—George Montgomery, Tab Hunter, Helen Westcott—(Small).
 WITNESS, THE—Ingrid Bergman, Marlon Brando—(Made in Europe)—(Eagle).

Universal-International

(1951-52 releases from 201
 1952-53 releases from 301)

AGAINST ALL FLAGS—AD—Errol Flynn, Maureen O'Hara, Anthony Quinn—Colorful pirate drama has the names to help—84m.—see Dec. 3 issue—(Technicolor)—(305).
 BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's show—95m.—see Oct. 8 issue—(302).
 BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 issue—(304).
 BONZO GOES TO COLLEGE—F—Maureen O'Sullivan, Edmund Gwenn, Charles Drake—Amusing programmer—79½m.—see Sept. 10 issue—(232).
 DUEL AT SILVER CREEK—OACD—Audie Murphy, Faith Domergue, Stephen McNally—Okeh outdoor show—77m.—see July 16 issue—(Technicolor)—(228).
 FRANCIS GOES TO WEST POINT—F—Donald O'Connor, Alice Kelley, Lori Nelson—Series entry should have plenty of appeal—81m.—see June 18 issue—(224).
 HAS ANYBODY SEEN MY GAL—CMU—Charles Coburn, Piper Laurie, Rock Hudson, Gigi Perreau—Pleasing musical has plenty of entertainment—89m.—see June 18 issue—(Technicolor)—(226).
 HORIZONS WEST—OMD—Robert Ryan, Julia Adams, Rock Hudson—Names should help standard outdoor show—81m.—see Sept. 24 issue—(Technicolor)—(235).
 IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).
 ISLAND ESCAPE—AD—David Niven, Glynis Johns, George Coulouris—Pleasing war film for the art and class spots—87m.—see July 2 issue—(English-made)—(Rank)—(283).
 IT GROWS ON TREES—C—Irene Dunne, Dean Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).
 JUST ACROSS THE STREET—C—Ann Sheridan, John Lund, Robert Keith—Amusing comedy—78m.—see June 4 issue—(223).
 LAWLESS BREED, THE—W—Rock Hudson, Julia Adams, Mary Castle—Better than average western—83m.—see Dec. 17 issue—(Technicolor)—(306).
 LOST IN ALASKA—F—Bud Abbott, Lou Costello, Mltzi Green—Name draw will make the difference—76m.—see July 30 issue—(229).
 MEET ME AT THE FAIR—CDMU—Dan Dailey, Diana Lynn, Chet Allen—Pleasing musical—87m.—see Dec. 17 issue—(Technicolor)—(507).
 PROMOTER, THE—C—Alec Guinness, Glynis Johns, Valerie Hobson—Good entry for the art spots—88m.—see Sept. 24 issue—(English-made)—(Rank)—(285).
 RAIDERS, THE—WD—Richard Conte, Viveca Lindfors, Barbara Britton—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).
 SALLY AND SAINT ANNE—CD—Ann Blyth, Edmund Gwenn, John McIntire—Entertaining comedy—90m.—see July 2 issue—(225).
 SCARLET ANGEL—MD—Yvonne De Carlo, Rock Hudson, Richard Denning—Okeh programmer—81m.—see June 4 issue—Leg.: B—(Technicolor)—(222).
 SON OF ALL BABA—COSMD—Tony Curtis, Piper Laurie, Susan Cabot—Routine Arabian Nights type entertainment—75m.—see Aug. 27 issue—(Technicolor)—(231).
 STORY OF MANDY, THE—D—Phyllis Calvert, Jack Hawkins, Terence Moegan, Mandy Miller—Import is good tear jerker—93m.—see Dec. 3 issue—(English-made)—(Rank).
 STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Bogarde, Jon Whitely, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 issue—(English-made)—(284).
 UNTAMED FRONTIER—OMD—Joseph Cotten, Shelley Winters, Scott Brady—Name values help moderate outdoor show—75m.—see July 30 issue—(Technicolor)—(230).
 WILLIE AND JOE IN BACK AT THE FRONT—C—Tom Ewell, Harvey Lembeck, Mari Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 issue—(233).
 WORLD IN HIS ARMS, THE—MD—Gregory Peck, Ann Blyth, Anthony Quinn—High rating—104m.—see June 18 issue—(Technicolor)—(227).
 YANKEE BUCCANEER—MD—Jeff Chandler, Scott Brady, Suzan Ball—Okeh adventure show—86m.—see Sept. 24 issue—(Technicolor)—(234).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO GO TO MARS—Bud Abbott, Lou Costello, Mari Blanchard.
 CITY BENEATH THE SEA—Robert Ryan, Suzan Ball, Anthony Quinn—(Technicolor)—(308).
 CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Moira Lister—(English-made)—(Rank).
 COLUMN SOUTH—Audie Murphy, Jean Evans, Robert Sterling—(Technicolor).
 DESERT LEGION—Alan Ladd, Richard Conte, Ariene Dahl—(Technicolor).
 DRIFTING—Tony Curtis, Joanne Dru.

EAST OF SUMATRA—Jeff Chandler, Marilyn Maxwell—(Technicolor).
 FLAME OF TIMBERLINE—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).
 FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild.
 GIRLS IN THE NIGHT—Patricia Hardy, Joyce Holden, Leonard Freeman.
 GOLDEN BLADE, THE—Rock Hudson, Piper Laurie—(Technicolor).
 GREAT SIOUX UPRISING, THE—Jeff Chandler, Lyle Bettger, Faith Domergue—(Technicolor).
 IMPORTANCE OF BEING EARNEST, THE—Michael Redgrave, Joan Greenwood, Dame Edith Edwards—(Technicolor)—(Rank)—(English-made).
 IT HAPPENS EVERY THURSDAY—Loretta Young, John Forsythe.
 LAW AND ORDER—Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster—(Technicolor).
 LONE HAND—Joel McCrea, Barbara Hale, Alex Nicol—(Technicolor).
 MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.
 MA AND PA KETTLE ON VACATION—Marjorie Main, Percy Kilbride, Ray Collins.
 MALTA STORY, THE—Alec Guinness, Jack Hawkins, Anthony Steel—(English-made)—(Rank).
 MAN'S COUNTRY, A—Audie Murphy, Susan Cabot, Paul Kelly—(Technicolor).
 MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Technicolor).
 MISSISSIPPI GAMBLER, THE—Tyrone Power, Piper Laurie, Julia Adams—(Technicolor)—(310).
 NIGHT FLOWERS—Patricia Hardy, Leonard Freeman, Harvey Lembeck.
 PENNY PRINCESS, THE—Yolande Donlan, Kirk Bogarde—(Technicolor)—(English-made).
 PRINCE OF BAGDAD—Victor Mature, Mari Blanchard—(Technicolor).
 REDHEAD FROM WYOMING, THE—Maureen O'Hara, Alex Nicol, Hugh O'Brien—(Technicolor)—(309).
 SEMINOLE—Rock Hudson, Barbara Hale, Anthony Quinn—(Technicolor).
 SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(Rank)—(380).
 STAND AT APACHE RIVER, THE—Stephen McNally, Julia Adams, Hugh Marlowe—(Technicolor).
 THUNDER BAY—James Stewart, Joanne Dru, Marcia Henderson—(Technicolor).

Warners

(1951-52 releases from 101
 1952-53 releases from 201)

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—F—Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke—Amusing farce has the angles—70m.—see Dec. 3 issue—(SuperCinecolor)—(208).
 APRIL IN PARIS—CMU—Doris Day, Ray Bolger, Claude Dauphin—Highly entertaining—101m.—see Nov. 19 issue—Leg.: B—(Technicolor)—(209).
 BIG JIM McLAIN—D—John Wayne, Nancy Olson—Wayne entry will need plenty of push—90m.—see Sept. 10 issue—(Partly made in Hawaii)—(201).
 CATTLE TOWN—W—Dennis Morgan, Philip Carey, Amanda Blake—Routine outdoor show—71m.—see Dec. 3 issue—(207).
 CRIMSON PIRATE, THE—MD—Burt Lancaster, Nick Cravat, Eva Bartok—Good melodrama—104m.—see Sept. 10 issue—(Made in Europe)—(Technicolor)—(202).
 HIGH SIERRA—MD—Humphrey Bogart, Ida Lupino, Jean Leslie—Reissue has some name values—see July 2 issue—95m.—(126).
 IRON MISTRESS, THE—BID—Alan Ladd, Virginia Mayo, Joseph Calleia—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).
 MIRACLE OF OUR LADY OF FATIMA, THE—D—Gilbert Roland, Angela Clark, Frank Silvera—Well-made religious film—102m.—see Sept. 10 issue—(WarnerColor)—(203).
 OPERATION SECRET—MD—Cornel Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—108m.—see Oct. 22 issue—Leg.: B—(205).
 SHE'S WORKING HER WAY THROUGH COLLEGE—CMU—Virginia Mayo, Ronald Reagan, Gene Nelson—Entertaining musical should benefit from name draw—101m.—see June 18 issue—Leg.: B—(Technicolor)—(128).
 SPRINGFIELD RIFLE—ACD—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better money—93m.—see Oct. 8 issue—(WarnerColor)—(204).
 STOP, YOU'RE KILLING ME—C—Broderick Crawford, Claire Trevor, Virginia Gibson—Amusing comedy—86m.—see Dec. 17 issue—(WarnerColor)—(210).
 STORY OF WILL ROGERS, THE—BID—Will Rogers, Jr., Jane Wyman, Carl Benton Reid—Biographical drama has the angles—109m.—see July 30 issue—(Technicolor)—(129).
 TO HAVE AND TO HAVE NOT—MD—Humphrey Bogart, Lauren Bacall, Walter Brennan—Names may help reissue—see July 2 issue—100m.—(127).
 3 FOR BEDROOM C—C—Gloria Swanson, James Warren, Janine Perreau—Fair comedy for the dualers—74m.—see June 4 issue—(NaturalColor)—(124).
 WHERE'S CHARLEY?—CMU—Ray Bolger, Allyn McLerie, Mary Germaine—Musical version of "Charley's Aunt" has the angles for the selling—see July 2 issue—97m.—(Made in England)—(Technicolor)—(130).
 WINNING TEAM, THE—BID—Ronald Reagan, Doris Day, Frank Lovejoy—Name values should assist baseball show—98m.—see June 4 issue—(125).

TO BE REVIEWED OR IN PRODUCTION

BLOWING WILD—Gary Cooper, Barbara Stanwyck—(Technicolor)—(Made in Mexico).
BLUE GARDENIA, THE—Anne Baxter, Richard Conte, Ann Southern, Nat "King" Cole.
BY THE LIGHT OF THE SILVER MOON—Doris Day, Gordon MacRae, Rosemary DeCamp—(Technicolor).
CALAMITY JANE—Doris Day, Howard Keel, Gene Nelson—(Technicolor)—(207).
CITY IS DARK, THE—Gene Nelson, Phyllis Kirk, Sterling Hayden.
DESERT SONG, THE—Gordon MacRae, Kathryn Grayson, Steve Cochran—(Technicolor).
END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.
GRACE MOORE STORY, THE—Kathryn Grayson, Merv Griffin—(Technicolor).
HIS MAJESTY O'KEEFE—Burt Lancaster, Joan Rice, Benson Fong—(Technicolor)—(Made in Fiji Islands).
I CONFESS—Montgomery Clift, Anne Baxter, Karl Malden.
JAZZ SINGER, THE—Danny Thomas, Peggy Lee, Allyn Joslyn—(Technicolor).
LION IS IN THE STREETS, A—James Cagney, Barbara Hale, Ann Francis—(Technicolor).
MAN BEHIND A GUN, THE—Randolph Scott, Patrice Wymore, Phillip Carey—(Technicolor)—(211).
MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).
NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.
PLUNDER OF THE SUN—Glenn Ford, Diana Lynn, Patricia Medina.
SHE'S BACK ON BROADWAY—Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore, Phyllis Coates—(WarnerColor).
SYSTEM, THE—Frank Lovejoy, Joan Weldon, Dan Seymour.
THUNDER OVER THE PLAINS—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).
TOP OF THE WORLD—Frank Lovejoy, Steve Cochran.
TROUBLE ALONG THE WAY—John Wayne, Donna Reed, Charles Coburn.
WONDER BAR—Danny Thomas—(Technicolor).

Miscellaneous

(Distributors' addresses will be furnished on request)

BATTLES OF CHIEF PONTIAC—OMD—Lex Barker, Helen Westcott, Lon Chaney—Indian entry will fit into the lower half—72m.—see Nov. 19 Issue—(Realart).
BELA LUGOSI MEETS A BROOKLYN GORILLA—CMD—Bela Lugosi, Duke Mitchell, Sammy Petrillo, Charlita—For exploitation spots and lower half—74m.—see Sept. 24 Issue—Leg.: B—(Realart).
BREAKDOWN—D—Ann Richards, William Bishop, Ann Gwynne, Sheldon Leonard—Okeh for the lower half—75m.—see July 30 Issue—(Realart).
BWANA DEVIL—AD—Robert Stack, Barbara Britton, Nigel Bruce—Novelty third-dimensional film can be exploited to the hilt—91m.—see Dec. 17 Issue—(Partly made in Africa)—(Anso Color)—(Natural Vision).
DU PONT STORY, THE—HISD—Eduard Franz, Marcel Journet, Sigrid Gurle—Impressive history of Du Pont Company holds interest—72m.—see July 16 Issue—(Technicolor)—(Modern).
GEISHA GIRL—CMD—Martha Hyer, William Andrews, Archer MacDonald—Okeh for the exploitation spots and duallers—67m.—see June 18 Issue—(Made in Japan)—(English dialogue)—Leg.: B—(Realart).
JULIUS CAESAR—D—Charlton Heston, Harold Tasker, Helen Ross—Amateur-made production may be attractive to some art spots—90m.—see Dec. 17 Issue—(Brandon).
ORIENTAL EVIL—MD—Martha Hyer, Byron Michie, George Breakston—Routine meller—65m.—see Sept. 24 Issue—(Made in Japan)—(Classic).
SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 Issue—(Astor).

Foreign-Made

(Distributors' addresses will be furnished on request)

AFFAIRS OF A MODEL—CD—Alf Kjellin, Maj-Britt Nilsson, Marianne Lofgren—Swedish import has some angles—80m.—see Aug. 13 Issue—(Swedish-made)—(English titles)—(Unlon).
AMAZING MONSIEUR FABRE, THE—BID—Pierre Fresnay, Elina La Bourdette, Andre Randall—High rating import—89m.—see Sept. 24 Issue—(French-made)—(English dialogue)—(Futter).
ANGEL STREET—MD—Anton Walbrook, Diana Wynyard, Frank Pettingell—Slow moving British import—80m.—see Nov. 19 Issue—(English-made)—(Commercial).
ANNA—D—Silvana Mangano, Gaby Morlay, Vittorio Gassman—Well-made but lengthy import—111m.—see July 30 Issue—(Italian-made)—(English titles)—(Lux).
ANGELO IN THE CROWD—CD—Angelo Maggio, Umberto Spadaro, Isa Pola—Dreary Italian import—82m.—see Oct. 22 Issue—(Italian-made)—(English titles)—(Continental).
BEAUTY AND THE DEVIL—DFAN—Michel Simon, Gerold Philippe, Nicole Besnard—Engrossing art house entry—95m.—see Sept. 10 Issue—(French-made)—(English titles)—(Davla).
BEHIND CLOSED SHUTTERS—MD—Massimo Girotti, Eleonora Rossi, Giuletta Masina—Mediocre Italian meller—91m.—see July 16 Issue—(Italian-made)—(English dubbing)—Leg.: C—(Lux).
BERLINER, THE—SAT—Gert Frobe, Aribert Wäscher, Tatjana Sais—Minor German import—80m.—see Nov. 5 Issue—(German-made)—(English titles and narration)—(Burstyn).

BRAVE DON'T CRY, THE—D—John Gregson, Meg Buchanan, John Rae—Okeh dramatic import for the art spots—90m.—see Dec. 3 Issue—(English-made)—(Mayer-Kingsley).
BRANDY FOR THE PARSON—CD—James Donald, Kenneth More, Jean Lodge—Amusing British offering should please art house audiences—75m.—see Sept. 24 Issue—(English-made)—(Mayer Kingsley).
CADETS OF GUASCOGNA, THE—CMU—Ferruccio Tagliavini, Luciano Sangiorgi, Fulvia Mammi—Okeh comedy for Italian audiences—103m.—see Oct. 22 Issue—(Italian-made)—(English titles)—(Continental).
CAIRO ROAD—MD—Eric Portman, Laurence Harvey, Maria Mauben—Import will fit into the lower half—82m.—see Aug. 27 Issue—(English-made)—(Realart).
CAPTAIN BLACK JACK—MD—George Sanders, Herbert Marshall, Patricia Roc—Interesting import has names to help—90m.—see Sept. 10 Issue—(European-made)—(Classic).
CASQUE D'OR, THE STORY OF A BLONDE—MD—Simone Signoret, Serge Reggiani, Claude Dauphin—French meller has the angles—95m.—see Sept. 24 Issue—(French-made)—(English titles)—(Discina).
CASTLE IN THE AIR—C—David Tomlinson, Helen Cherry, Margaret Rutherford—Okeh import for the art and specialty spots—90m.—see Dec. 17 Issue—(English-made)—(Stratford).
CLIFF OF SIN, THE—MD—Gino Cervi, Margaret Genske, Ermanno Randi, Delfia Scala—Italian import has exploitation possibilities—94m.—see Dec. 31 Issue—(Italian-made)—(English titles)—(Continental).
CURTAIN UP—C—Robert Morley, Margaret Rutherford, Olive Sloane—Some art spots may be able to use it—93m.—see Sept. 24 Issue—(English-made)—(Fine Arts).
CUPBOARD WAS BARE, THE—Fernandel, Berthe Bovy, Dinan—Macabre French farce for the art spots—85m.—see June 18 Issue—(French-made)—(English titles)—(Hakim).
DANCE HALL GIRLS—DMU—Bonar Colleano, Donald Houston, Diana Dors—Import will fit into the lower half—67m.—see Sept. 24 Issue—Leg.: B—(English-made)—(Bell).
DANGEROUS ASSIGNMENT—MYC—Brian Reece, Joy Shelton, Christine Norden—Routine British whodunit—67m.—see Sept. 10 Issue—(English-made)—(Famous).
DARK MAN, THE—MD—Edward Underdown, Maxwell Reed, Natasha Parry—Interesting British meller—73m.—see July 2 Issue—(English-made)—(Fine Arts).
DAY WILL COME, THE—D—Dieter Borsche, Maria Schell, Lil Dagover—Well made German import—92m.—see June 4 Issue—(German-made)—(English titles)—(Lux).
DEATH OF AN ANGEL—MYMD—Patrick Barr, Jane Baxter, Julie Somers—Routine import—65m.—see Sept. 24 Issue—(English-made)—(Famous).
DERBY DAY—D—Anna Neagle, Michael Wilding, Gogie Withers—Okeh for the art spots—84m.—see Dec. 3 Issue—(English-made)—(Wilcox-Neagle).
ELUSIVE PIMPERNEL, THE—MD—David Niven, Margaret Leighton, Cyril Cusack—Okeh for the art houses—107m.—see July 2 Issue—(English-made)—(Technicolor)—(Rank).
FALL OF BERLIN, THE—AD—M. Gelovani, Boris Andreyev, M. Kovaleva—Okeh offering for houses playing Russian films—125m.—see July 2 Issue—(Magcolor)—(Russian-made)—(English titles)—(Artkino).
FALL OF THE HOUSE OF USHER, THE—Kay Tendeter, Gwendoline Watford, Irving Steen—Mediocre horror import—70m.—see June 18 Issue—(English-made)—(Bernard-Manson).
FATHER'S DILEMMA—F—Aldo Fabrizi, Gaby Moray, Adrianna Mazzotti—Highly amusing import—80m.—see Nov. 5 Issue—(Italian-made)—(English titles and narration)—Leg.: B—(Arthur Davls).
FLOWERS OF ST. FRANCIS—BID—Aldo Fabrizi, monks of Nocere Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 Issue—(Italian-made)—(English titles)—(Burstyn).
FORCE OF DESTINY, THE—OPD—Nelly Corradi, Gino Sinimberghi, Tito Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 Issue—(Italian-made)—(English narration)—(Screen Arts Sales).
FOUR STEPS, THE—CD—Ginette Lagace, Nicos Hadjisicos, John Prineas—Pleasant entertainment for Greek audiences—110m.—see Nov. 19 Issue—(Greek-made)—(No English titles)—(Metaxas).
FRENCH WAY, THE—ROMCMU—Josephine Baker, Michelle Puelle, Georges Marchal—Slow-moving French import—74m.—see Sept. 24 Issue—(French-made)—(English titles)—(Manor).
GODS OF BALI, THE—DOC—Balinese film can be exploited—61m.—see Nov. 5 Issue—(Filmed in Bali)—(English narration)—(Classic).
GRAND CONCERT, THE—MU—Valeriya Borsova, Kseniya Derzhinskaya, Olga Lepeshinskaya—Topnotch Soviet entry—100m.—see Sept. 24 Issue—(Magcolor)—(Russian-made)—(English titles)—(Artkino).
HIGH TREASON—MD—Liam Redmond, Mary Morris, Andre Morrell—Good British spy meller—90m.—see June 18 Issue—(English-made)—(Pacemaker).
HIS EXCELLENCY—C—Eric Portman, Cecil Parker, Helen Cherry—Moderate art house fare—84m.—see July 16 Issue—(English-made)—(Rank).
HOUSE OF DARKNESS—MD—Lesley Brook, Lawrence Harvey, John Stuart—Minor import for the duallers—66m.—see Dec. 17 Issue—(English-made)—(Realart).
I BELIEVE IN YOU—D—Cecil Parker, Celia Johnson, Harry Fowler—Exploitation may sell ordinary import—96m.—see Sept. 24 Issue—(English-made)—(Rank).
KATY'S LOVE AFFAIR—D—Anna Neagle, Michael Wilding, Gladys Young—Okeh offering for the art and class spots—76m.—see July 16 Issue—(English-made)—(Snader).

LADY GODIVA RIDES AGAIN—C—Dennis Price, John McCallum, Stanley Holloway—Minor import has obvious selling angles—98m.—see Sept. 24 Issue—(English-made)—(London).
LAST MISSION, THE—MD—Smaroula Yiouli, Miranda Myrat, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 Issue—(Greek-made)—(no English titles)—(Finos).
LEONARDO DA VINCI—DOC—Produced by Leonid Kipnis and Herman Starr, narrated by Albert Dekker—Fine depiction of Da Vinci's life and works is best suited to the art houses—70m.—see Dec. 3 Issue—(Italian-made)—(Partly in Technicolor)—(Pictura).
LIFE BEGINS TOMORROW—FAN—Jean Pierre Aumont, Andre Labarthe, Jean Paul Sartre, Daniel Lagache, Jean Rostand, Le Corbusier, Picasso, Andre Gide and Dominique—Interesting film for the art and class spots—86m.—see Dec. 17 Issue—(French-made)—(English titles)—(Mayer-Kingsley).
MAGIC BOX, THE—BID—Robert Donat, Margaret Johnson, Maria Schnell—Superior English import—103m.—see Oct. 22 Issue—(English-made)—(Technicolor)—(Mayer-Kingsley).
MAGIC SWORD, THE—DFAN—Rade Markovich, Milvoje Zhivanovich, Vera Ilich-Djukich—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 Issue—(Yugoslav-made)—(English titles)—(Elli).
MERRY WIVES OF WINDSOR, THE—OPC—Sonja Ziemann, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 Issue—(German-made)—(English titles)—(Central Cinema).
MR. DENNING DRIVES NORTH—MD—John Mills, Phyllis Calvert, Sam Wanamaker—Good melodramatic import—93m.—see Sept. 24 Issue—(English-made)—(London).
NEW CHINA, THE—DOC—Directed by Sergei Gerasimov—Excellent study of Red China—103m.—see Oct. 22 Issue—(Russian-made)—(Made in China)—(Artkino).
NIGHTMARE IN RED CHINA—D—No cast available—Mediocre exploitation film—63m.—Leg.: B—see Nov. 19 Issue—(Made in China)—(English dialogue)—(Friedgen).
OLD MOTHER RILEY—F—Arthur Lucan, Kitty McShane, Lill Bouchier—Zany English farce will fit into the lower half—67m.—see July 16 Issue—(English-made)—(Bristol).
PRIZE, THE—F—Bourvil, Baconnet, Duvaleix—Well spiced Gallic import—88m.—see June 18 Issue—(French-made)—(English titles)—(Classic).
ROBINSON CRUSOE—C—Stan Laurel, Oliver Hardy, Susy Delair—Laurel and Hardy import may satisfy the juvenile trade—82m.—see Sept. 24 Issue—(French-made)—(Dubbed in English)—(Franco-London).
SAVAGE TRIANGLE—D—Maeleine Robinson, Frank Villard, Pierre Michell—High rating French import—112m.—see Oct. 22 Issue—(French-made)—(English titles)—Leg.: C—(Burstyn).
SKIPPER NEXT TO GOD—MD—Pierre Brasseur, Jacques Francois, Jean Mercure—Slow moving import—83m.—see Dec. 17 Issue—(French-made)—(English titles)—(Excelsior).
STRANGE ONES, THE—DFAN—Nicole Stephane, Edouard Dermithe, Renee Cosima—Import has limited art house appeal—98m.—see Sept. 10 Issue—(French-made)—(English titles)—(Mayer-Kingsley).
STREETS OF SORROW—D—Geraldine Brooks, Vittorio Gassman, Franca Marzi—Mediocre Italian import has the angles for the selling—75m.—see Dec. 3 Issue—(Italian-made)—(Union).
TARAS SHEVCHENKO—BID—Sergei Bondarchuk, Ivan Pereverez, Gnat Yura—Okeh Soviet import—102m.—see Sept. 24 Issue—(Russian-made)—(English titles)—(Magcolor)—(Artkino).
THIRST OF MEN, THE—D—Georges Marchal, Dany Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 Issue—(French-made)—(English titles)—(Union).
THREE SINNERS—D—Fernandel, Jacques Barennes, Raymond Souplex, Jeanne Moreau—Gallic entry has limited art house appeal—84m.—see July 30 Issue—(French-made)—(English titles)—(Sachsen).
TRAIN OF EVENTS—D—Valerie Hobson, John Clements, Irina Baronova—Routine British offering—67m.—see June 18 Issue—(English-made)—(Fine Arts).
TRIP TO AMERICA—MUCD—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 Issue—(French-made)—(English titles)—(Lewis).
TOPAZE—C—Fernandel, Helene Perdier, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 Issue—(French-made)—(English titles)—(Discina).
VENETIAN BIRD—MD—Richard Todd, Eva Bartok, Walter Rilla—Names should help interesting import—95m.—see Dec. 3 Issue—(English-made)—(Rank).
WHALE HUNT, THE—DOC—Overly long, repetitious import—55m.—see Dec. 17 Issue—(Magcolor)—(Russian-made)—(English narration)—(Artkino).
WHITE CORRIDORS—D—Google Withers, James Donald, Godfrey Tearle—Interesting import for the art spots—102m.—see July 16 Issue—(English-made)—(Rank).
WHITE LINE, THE—D—Gina Lollobrigido, Raf Vallone, Enzo Stajola—Better than average import—74m.—see Dec. 31 Issue—(Italian-made)—(English titles)—(Lux).
WOMAN'S ANGLE, THE—85m.—CD—Edward Underdown, Cathy O'Donnell, Lois Maxwell—Moderate British import—85m.—see Dec. 17 Issue—(English-made)—(Stratford).
WORLD FESTIVAL OF SONG AND DANCE—MU—Delegations from various countries performing at the 1951 World Festival of Youth in Berlin—Overlong package of folk song and dance may appeal to some art spots—78m.—see Dec. 17 Issue—(Magneticolor)—(Russian-made)—(English narration)—(Artkino).
YOU CAN'T BEAT THE IRISH—CD—Jack Warner, Barbara Mullen, Joan Kenny—Laugh-filled art house offering—73m.—see June 18 Issue—(English-made)—(Stratford).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hooked And Rooked (Clyde)	F	16 1/2m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15 1/2m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)			
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunc, Dance (Foy)	G	18 1/2m.	3425
5423	(Jan. 3)	Kiss And Wake Up (Downs)			
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Lave Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Berth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Scare	F	16 1/2m.	3434
5434	(Jan. 17)	One Too Many			
SERIALS (3)					
5120	(Nov. 6)	Son Of Geronimo	G	15ep.	3410
(.....) The Secret Code (Reprint)					
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16 1/2m.	3392
5402	(Oct. 16)	Three Dark Horses	F	16m.	3434
5403	(Dec. 4)	Cuckoo On A Choo Choo	F	15m.	3425
One Reel ANIMAL CAVALCADES (8)					
5651	(Nov. 20)	Chimp-Antics	G	10 1/2m.	3418
CANDID MICROPHONES (6)					
5551	(Oct. 16)	No. 1	F	10 1/2m.	3404
5552	(Dec. 4)	No. 2	F	10 1/2m.	3435
COLOR FAVORITES (15)					
(Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Grapes	G	8m.	3379
5602	(Oct. 2)	Wacky Wigwags	G	8m.	3404
5603	(Nov. 6)	Toll Bridge Troubles	F	7m.	3425
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	3425
5605	(Dec. 11)	Cinderella Goes To A Party	F	7m.	3425
5606	(Jan. 10)	Plenty Below Zero			
JOLLY FROLICS (6)					
(Technicolor)					
5501	(Sept. 25)	Pete Hothead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
5503	(.....)	Gerald McBoing Boing's Symphony	E	7 1/2m.	3435
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Footsy	G	6 1/2m.	3392
5702	(Dec. 25)	Captain Outrageous			
SCREEN SNAPSHOTS (12)					
(Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun		10m.	
5854	(Dec. 18)	Young Hollywood	F	10 1/2m.	
5855	(Jan. 24)	Spike Janes In Hollywood			
THRILLS OF MUSIC (8)					
(Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Ray McKinley and Orch.	G	9m.	3435
5953	(Dec. 25)	Ray Anthony and Orch.	G	10 1/2m.	3425
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9 1/2m.	3426
5803	(Nov. 20)	Rasslin' Mat-Adars	F	10m.	3435
5804	(Dec. 25)	Water Rodeo			
MGM					
One Reel CARTOONS (16)					
(Technicolor)					
W-431	(Sept. 6)	Pushbutton Kitty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Caballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387
W-434	(Nov. 18)	Little Wise Quacker	G	7m.	3402
W-435	(Nov. 29)	The Dog House (T-J)	G	7m.	3392
W-436	(Dec. 20)	Busybody Bear	G	7m.	3418
(.....)		The Missing Mouse (T-J)	E	7m.	3418
(.....)		Barney's Hungry Cousin	F	7m.	3425
FITZPATRICK TRAVELTALKS (8)					
(Technicolor)					
T-411	(Sept. 20)	Pretoria To Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404
T-413	(.....)	Calling On Capetown	F	7m.	3426
GOLD MEDAL REPRINT CARTOONS (6)					
(Technicolor)					
W-461	(Oct. 4)	Wild And Woolfy	G	8m.	3380
W-462	(Dec. 6)	Mouse In Manhattan	F	6 1/2m.	3435

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
PETE SMITH SPECIALTIES (10)					
S-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
S-452	(Oct. 4)	Sweet Memories	G	9m.	3404
S-453	(Nov. 29)	Keep It Clean	E	9m.	3426
(.....)		I Love Children, But	G	9m.	3435
Paramount					
Two Reel MUSICAL PARADES (6)					
(Reissues)					
(Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Champagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Samba Mania	G	18m.	3375
FF12-12	(June 27)	Catalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6)					
(Technicolor)					
B12-1	(Oct. 24)	True Boo	G	7m.	3410
GRANTLAND RICE SPORTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rangers	G	9m.	3388
R12-2	(Oct. 24)	Canine I. Q.	G	9m.	3426
R12-3	(Dec. 19)	Highland Sports			
R12-4	(Jan. 2)	The Speed Queen			
R12-5	(Jan. 16)	Brittania's Athletic Cadets			
HERMAN AND KATNIP (4)					
H12-1	(Oct. 3)	Mice Capades	G	7m.	3410
KARTUNES (6)					
(Technicolor)					
X12-1	(Nov. 14)	Fareast Fantasy	G	7m.	3425
X12-2	(Jan. 23)	Hysterical History			
NOVELTOONS (6)					
(Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cockeyed Canary			
P12-2	(Dec. 26)	Feast And Furious			
PACEMAKERS (6)					
K12-1	(Oct. 3)	Parlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Have A Parade	G	10m.	3426
K12-3	(Dec. 26)	All Girls On Deck			
POPEYE CARTOONS (8)					
(Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-3	(Jan. 30)	Ancient Fistory			
E12-4	(Dec. 12)	Big Bad Sindbad	F	10m.	3425
POPEYE CHAMPIONS (4)					
(Technicolor)					
(Reissues)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7 1/2m.	3379
Z12-3	(Oct. 3)	Pitching Woo At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	7 1/2m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In Interesting People	G	10m.	3426
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
RKO					
Two Reel EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375
33502	(Oct. 17)	The Kitchen Cynic	F	18m.	3375
33503	(Nov. 14)	You Drive Me Crazy	F	17m.	3375
33504	(Dec. 12)	Radio Rampage	F	16m.	3375
33505	(Jan. 9)	Alibi Baby	F	18m.	3374
33506	(Feb. 6)	Mother-in-Law's Day	F	20m.	3375
GIL LAMB COMEDIES (4)					
(.....)		Pardon My Wrench			
(.....)		Lost In A Turkish Bath			
(.....)		The Fresh Painter			
LEON ERROL REISSUES (6)					
33701	(Sept. 5)	A Polo Phony	F	18m.	3375
33702	(Oct. 3)	Who's A Dummy	G	17m.	3375
33703	(Oct. 31)	The Wrong Room	G	19m.	3375
33704	(Nov. 28)	He Asked For It	F	18m.	3374
33705	(Dec. 26)	A Panic In The Parlar	F	18m.	3375
33706	(Jan. 23)	Home Wark	F	19m.	3374
MUSICAL REVIEWS (2)					
(Reissues)					
33201	(Sept. 12)	Harris In The Spring	F	19m.	3375
33202	(Oct. 10)	Louis Prima—Swing It	F	16m.	3379
NEWLYWED COMEDIES (4)					
(.....)		Three Chairs For Betty			
(.....)		Half Dressed For Dinner			
(.....)		Baby Makes Two			
SPECIALS (13)					
33101	(Aug. 15)	Professor F.B.I.	E	15m.	3387
33102	(Sept. 12)	I Am A Paratrooper	G	15m.	3392
33103	(Oct. 10)	Caution, Danger Ahead	F	15m.	3410
33104	(Nov. 7)	Men Of Science	G	16m.	3435
(.....)		Racing Heritage			
SPORT SPECIALS (2)					
(Sept. 24)		Walcott-Marciana Fight	G	21m.	3392
33901	(Dec. 12)	Football Highlights Of 1952	G	16 1/2m.	
33801	(Apr. 17)	Basketball Highlights			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
TECHNICOLOR SPECIALS					
33001	(Jan. 16)	Operations A-Bomb	E	16m.	3434
TRUE-LIFE ADVENTURES (2)					
(Technicolor)					
33301	(June 26)	Water Birds	E	31m.	3387
One Reel SCREENLINERS (13)					
34201	(July 4)	Sweet Land Of Liberty	E	9m.	3380
34202	(July 25)	Male Vanity	G	8m.	3380
34203	(Aug. 15)	Mexican Rhythm	G	8m.	3380
34204	(Sept. 5)	Flying Pinwheels	F	8m.	3392
34205	(Sept. 26)	Porpoise Roundup	G	8m.	3412
34206	(Oct. 17)	Log Jam	F	9m.	3412
34207	(Nov. 7)	Callege Circus	G	8m.	3435
34208	(Nov. 28)	Johnny Gets His Route	F	9m.	3435
34209	(Dec. 19)	Way Back When	G	8m.	3435
SPORTSCOPES (13)					
34301	(July 11)	Aqua Champs	G	8m.	3380
34302	(Aug. 10)	Let's Go Fishing	G	8m.	3380
34303	(Aug. 22)	Lure Of The Turf	F	9m.	3396
34304	(Sept. 12)	The Roaring Game	F	10m.	3396
34305	(Oct. 3)	Sportsmen's Playground	F	8m.	3412
34306	(Oct. 24)	Husky Dog	F	8m.	3418
34307	(Nov. 14)	King Of Clubs	G	8m.	3435
34308	(Dec. 5)	Bobby Shantz	F	8m.	3435
WALT DISNEY CARTOONS (18)					
(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluta; F—Figaro; S—Special)					
34101	(Sept. 19)	Pluta's Party (M&P)	F	6m.	3388
34102	(Oct. 10)	Trick/Or Treat (D)	G	8m.	3392
34103	(Oct. 31)	Twa Weeks Vacation (G)	F	6m.	3410
34104	(Nov. 21)	Pluto's Christmas Tree (M)	F	7m.	3379
34105	(Dec. 12)	How To Be A Detective (G)	E	7m.	3379
34106	(Mar. 28)	Father's Day Off (G)			
34107	(Apr. 18)	The Simple Things (M & P)		7m.	
34108	(May 9)	Father's Week End (G)			
34109	(May 30)	Fountain Of Youth			
34110	(June 10)	How To Dance			
34111	(July 11)	Football (Now And Then)			
34112	(Aug. 7)	The New Neighbor			
Republic					
SERIALS (4)					
5281	(July 16)	Zombies Of The Stratosphere	F	12ep.	3348
5282	(Oct. 8)	Dick Tracy vs. The Phantom Empire (Reissue of Dick Tracy vs. Crime, Inc.)	G	16ep.	3392
One Reel THIS WORLD OF OURS (6)					
(Trucolor)					
5185	(Apr. 15)	Israel	G	10m.	3287
5186	(July 1)	India	G	9m.	3327
5187	(Aug. 25)	The Philippines	G	9m.	3357
20th Century-Fox					
One Reel ART FILMS (7)					
(Technicolor)					
7251	(Sept.)	I Remember The Glory	G	9m.	3301
7252	(Sept.)	Curtain Call	G	10m.	3289
7253	(Sept.)	Light In The Window	G	10m.	3402
7254	(Oct.)	Birth Of Venus	E	9m.	3435
7255	(Oct.)	Joy Of Living	E	10m.	3402
7256	(Nov.)	The Young Immortal	G	10m.	3402
7257	(.....)	The Nightwatch			
LEW LEHR RE-RELEASES (2)					
9281	(Feb.)	Fuss And Feathers	G	9m.	3294
9282	(June)	Jungle Land	G	9m.	3335
SPORTS (6)					
3201	(Feb.)	The Fighting Cohoes	G	9m.	3311
3202	(Apr.)	Sails And Blades	G	8m.	3319
3203	(July)	Mel Allen's Football Review	G	10m.	3348
3204	(Sept.)	U. S. Olympic Champions	G	9m.	3396
3205	(Oct.)	Kalamazoo Klouters	F	9m.	3412
(.....)		(Reissues)			
2201	(Nov.)	Conquering The Colorado	E	9m.	3418
TERRYTOONS (26)					
(Technicolor)					
5201	(Jan.)	Papa's Little Helpers	G		

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5213	(June)	Mighty Mouse In Hansel and Gretel	F	7m. 3301	
5214	(June)	Flipper Fralics	F	7m. 3318	
5215	(July)	Terry Bears In Little Anglers	F	7m. 3301	
5216	(July)	Dinky In The Faalish Duckling	G	7m. 3326	
5217	(Aug.)	Heckle and Jeckle In House Busters	F	7m. 3310	
5218	(Aug.)	The Mysterious Cowboy	E	7m. 3318	
5219	(Sept.)	Aesop's Fable: Happy Valley	G	7m. 3326	
5220	(Sept.)	Little Roquefort In Good Mausekeeping	G	7m. 3333	
5221	(Oct.)	Terry Bears In Nice Doggy	F	7m. 3342	
5222	(Oct.)	Mighty Mouse In Happy Holland	F	7m. 3348	
5223	(Oct.)	Heckle And Jeckle In Moose On The Loose	F	7m. 3348	
5224	(Nov.)	Dinky In Sink Or Swim	G	7m. 3387	
5225	(Dec.)	Little Roquefort In Flop Secret	F	7m. 3388	
5226	(Dec.)	Terry Bears In Picnic With Papa	G	7m. 3402	
(Re-releases) (4)					
5227	(Jan.)	Harvest Time	F	7m. 3219	
5228	(Feb.)	Plane Gaofy	F	7m. 3219	
5229	(Apr.)	The First Rabin	F	7m. 3219	
5230	(May)	Billy Mouse's Awkwacade	G	7m. 3294	
(1952-53) (26)					
5301	(Jan.)	Mighty Mouse In A Saapy Opera	F	7m. 3402	
5302	(Jan.)	Terry Bears In Thrifty Cubs	F	7m. 3410	
5303	(Feb.)	Heckle And Jeckle In Hair Cut-Ups	F	7m. 3418	
5304	(Feb.)	Dinky In Wise Quacks	G	7m. 3435	
5305	(Mar.)	Little Roquefort In Mause Meets Bird	F	7m.	
5306	(Mar.)	Terry Bears In Snappy Snapshots			
5307	(Mar.)	Mighty Mouse In Hera For A Day			
5308	(Apr.)	Heckle and Jeckle In Pill Peddlers			
5309	(Apr.)	Dinky In Featherweight Champ			
(Re-releases) (4)					
5327	(Jan.)	The Owl And The Pussy Cat	G	7m. 3425	
5328	(Feb.)	Slap Happy Hunters	F	7m. 3425	
5329	(Apr.)	Happy Circus Days	G	7m. 3425	

United Artists

Two Reel

MEDAL OF HONOR (4)

(.....)	Richard P. Habson	G	26 1/2m. 3410
(.....)	Dr. Mary Walker	G	26m. 3410
(.....)	Julius Langbein	G	26 1/2m. 3410
(.....)	Joseph C. Rodriguez	G	27 1/2m. 3410

Universal-International

Two Reel

NAME BAND MUSICALS (13)

7301	(Nov. 7)	Tommy Dorsey and his Orchestra	E	15m. 3185
7302	(Dec. 5)	Woody Herman's Varieties	G	15m. 3185
7303	(Jan. 9)	Nat "King" Cole and Joe Adams' Orchestra	G	15m. 3218
7304	(Jan. 30)	Dick Stabile And His Orch.	G	15m. 3218
7305	(Mar. 12)	Blue Barron and Orch.	G	15m. 3243
7306	(May 7)	Ada Leonard & Her All Girl Orch. with Cannee Boswell	G	15m. 3318
7307	(June 18)	Buddy Morrow & Orch.	G	15m. 3326
7308	(July 2)	Perez Prada & Orch.	F	15m. 3341
7309	(July 30)	Dick Jurgens & Orch.	G	15m. 3341
7310	(Aug. 20)	Billy May & Orch.	G	15m. 3341
7311	(Sept. 25)	Jimmy Dorsey Varieties	G	15m. 3379

MUSICAL FEATURETTES (13)

8301	(Nov. 16)	Xavier Cugat and his Orchestra	G	15m. 3418
8302	(Dec. 4)	Dan Carnell Sings	G	15m. 3418
8303	(Jan. 1)	The Madernaires with Lawrence Welk's Orchestra	F	15m. 3418

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
SPECIALS (2)					
7201	(Dec. 19)	Danger Under The Sea	E	16 1/2m. 3185	
7202	(June 18)	Knights Of The Highway	E	17m. 3318	
THE EARTH AND ITS PEOPLE (13)					
7361	(Nov. 5)	Namads Of The Jungle	E	22m. 3167	
7362	(Nov. 26)	Water For Dry Lands	G	19m. 3167	
7363	(Dec. 24)	An Island Nation	E	21m. 3167	
7364	(Jan. 21)	Desert Nomads	G	22m. 3219	
7365	(Feb. 18)	Eskimo Sea Hunters	E	21m. 3243	
7366	(Mar. 17)	Living In A Metropolis	G	20m. 3266	
7367	(Apr. 21)	Land Behind The Dikes	E	20m. 3279	
7368	(May 19)	Tropical Mountain Island	G	21m. 3318	
7369	(June 16)	Food For Paris Markets	E	22m. 3326	
7370	(July 14)	Farming In South China	F	19m. 3342	
7371	(Aug. 11)	Cattle And The Corn Belt	G	20m. 3341	
7372	(Sept. 8)	Tropical Lawlands	G	21m. 3375	
7373	(Oct. 6)	Riches Of The Veld	E	19 1/2m. 3387	
(1952-53) (13)					
8361	(Nov. 3)	Horsemen Of The Pampa	G	21m. 3417	
CARTOON MELODIES (8)					
7381	(Nov. 12)	Reuben, Reuben	G	10m. 3185	
7382	(Dec. 31)	Uncle Sam's Songs	G	10m. 3211	
7383	(Mar. 17)	Songs That Live	F	10m. 3243	
7384	(May 19)	Memory Sang Baak	G	10m. 3243	
7385	(June 23)	Song Dreams	G	10m. 3267	
7386	(July 28)	Toasts Of Song	G	10m. 3418	
SPECIAL					
(.....)		From Then Till Now	G	9m. 3333	
VARJETRY VIEWS (8)					
7341	(Nov. 5)	Italian Interlude	G	9m. 3212	
7342	(Jan. 21)	Brooktyn Goes South	G	9m. 3219	
7343	(Feb. 25)	Sail Ha	E	9m. 3219	
7344	(Apr. 14)	Rhythm On The Reef	E	9m. 3219	
7345	(June 16)	The Army's Finest	G	9m. 3267	
7346	(Aug. 4)	Future Generals	G	9m. 3380	
7347	(Sept. 8)	Village Metropolis	G	9m. 3327	
7348	(Oct. 13)	Man In The Peace Tower	F	9m. 3418	
WALTER LANTZ CARTUNES (13)					
(Reissues)					
(Technicolor)					
7321	(Oct. 29)	Loose Nut	G	7m. 3185	
7322	(Nov. 19)	Abou Ben Boogie	F	7m. 3185	
7323	(Dec. 10)	Painter And Pointer	F	7m. 3211	
7324	(Jan. 7)	Bathing Buddies	G	7m. 3219	
7325	(Feb. 4)	Sliphorn King Of Palaroo	F	7m. 3219	
7326	(Mar. 3)	Crow Crazy	G	7m. 3251	
7327	(Mar. 31)	Reckless Driver	G	7m. 3294	
7328	(Apr. 28)	Poet And Peasant	G	7m. 3294	
7329	(May 26)	Mausie Come Home	F	7m. 3311	
7330	(June 23)	Fairweather Fiends	F	7m. 3333	
7331	(July 21)	Apple Andy	G	7m. 3333	
7332	(Aug. 18)	Wacky Weed	F	7m. 3333	
7333	(Sept. 15)	Musical Moments	G	8m. 3388	
WOODY WOODPECKER CARTUNES (6)					
(Technicolor)					
7351	(Dec. 24)	Destinatian Meatball	G	7m. 3185	
7352	(Feb. 25)	Born Ta Peck	G	7m. 3243	
7353	(Apr. 21)	Stage Haax	F	7m. 3266	
7354	(Aug. 11)	Woodpecker In The Rough	F	7m. 3318	
7355	(Sept. 8)	Scalp Treatment	F	7m. 3380	
7356	(Oct. 6)	The Great Who-Dood-It	F	7m. 3379	

Warners

Two Reel

SPECIALS (8)

(Technicolor)

9001	(Sept. 6)	Killers Of The Swamp	G	17m. 3387	
9002	(Oct. 25)	Man Without A Country	E	21m. 3387	
9003	(Dec. 6)	Cruise Of The Zaca	F	17m. 3425	
9004	(Jan. 24)	Flag Of Humanity			
CLASSICS OF THE SCREEN (6)					
9101	(Sept. 27)	Monsters Of The Deep	G	20m. 3387	
9102	(Nov. 22)	Oklahoma Outlaws	E	20m. 3410	
9103	(Dec. 27)	Are Animals Actors?	E	20m. 3434	

One Reel

BLUE RIBBON HIT PARADES (13)

(Reissues)

(Technicolor)

9301	(Sept. 13)	A Feud There Was	G	7m. 3387
9302	(Oct. 11)	Daffy Doodles	G	7m. 3387
9303	(Nov. 8)	Day At The Zoo	E	7m. 3410
9304	(Nov. 29)	Early Warm Gets The Bird	G	7m. 3410

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9305	(Jan. 10)	Tale Of Two Mice	G	7m. 3425	
9306	(Feb. 7)	Bashful Buzzard			
BUGS BUNNY SPECIALS (8)					
(Technical)					
9723	(Sept. 20)	Rabbit Seasoning	F	7m. 3392	
9724	(Nov. 15)	Rabbit's Kin	G	7m. 3425	
9725	(Dec. 20)	Hare Lift	G	7m. 3435	
9726	(Feb. 14)	Forward, March Hare			
JOE McDOAKES COMEDIES (6)					
9401	(Sept. 20)	So You're Going To the Dentist	G	10m. 3392	
9402	(Nov. 8)	So You Want To Wear The Pants	G	10m. 3412	
9403	(Jan. 10)	So You Want To Be A Musician	F	10m.	
MELODY MASTER BANDS (6)					
9801	(Oct. 11)	Freddie Fisher And Band	G	10m. 3388	
9802	(Nov. 15)	Junior Jive Bombers	E	10m. 3412	
9803	(Dec. 27)	Circus Band	G	9m. 3425	
MERRIE MELODIES (22)					
(Technicolor)					
9701	(Sept. 6)	Mousewarming	F	7m. 3388	
9702	(Oct. 4)	The Egg-cited Rooster	G	7m. 3392	
9703	(Oct. 18)	Tree For Two	F	7m. 3410	
9704	(Nov. 1)	The Super Snooper	G	7m. 3410	
9705	(Nov. 29)	Terrier Stricken	F	7m. 3425	
9706	(Dec. 13)	Faol Coverage	G	7m. 3435	
9707	(Jan. 13)	Don't Give Up The Sheep	G	7m.	
9708	(Jan. 17)	Snow Business			
9709	(Jan. 31)	A Mouse Divided			
9710	(Feb. 21)	Kiss Me Cat			
9711	(Feb. 28)	Duck Amuck			
THE SPORTS PARADE (10)					
(Technical)					
9501	(Oct. 4)	They Fly Through The Air	E	10m. 3388	
9502	(Nov. 1)	Unfamiliar Sparts	F	10m. 3412	
9503	(Dec. 20)	Fiesta For Sparts	F	9m. 3426	
9504	(Jan. 31)	Sparting Courage			
9505	(Feb. 28)	Birthplace Of Hockey			
VITAPHONE NOVELTIES (7)					
9601	(Sept. 13)	Ain't Rio Grande	F	9m. 3396	
9602	(.....)	I Saw It Happen			
9603	(Oct. 18)	Hunting The Devil Cat	G	10m. 3418	
9604	(Jan. 3)	Too Much Speed	E	10m. 3435	
9605	(Feb. 14)	I Remember When			

Miscellaneous

Art Survives The Times (AF)					
			G	10m. 3435	
Championship Race, The (Artkino)					
			G	20m. 3387	
Charm Of Life (Pictura)					
			G	15m. 3387	
Eva Peron Story, The (Astor)					
			G	29m. 3387	
Images From Debussy (AF)					
			E	18m. 3402	
Images Medievaes (AF)					
			E	18m.	
Gallery Of Modern Sculptars (AF)					
			G	14m. 3417	
Glasgow Orpheus Choir (BIS)					
			G	14m. 3425	
Kabylia (AF)					
			F	9m. 3418	
Legend Of The Pallamid Mountains (Italian Tourist Bureau)					
			F	10m. 3435	
Lifelines Of Defense (Bandy)					
			F	14m. 3425	
Prisoners Of The Tower (Baker-Brill)					
			G	17m. 3410	
Queen Of The Border (Tech.) (BIS)					
			G	10m. 3426	
Sea Hunt (AF)					
			G	20m.	
Stranger Left No Card, The (Meteor)					
			E	23m. 3410	
Suite Of Barber Dances (AF)					
			G	10m. 3404	
Survival Under Atomic Attack (Civil Defense Force) (Castle)					
			E	9m. 3425	
Teen Age Menace (Broadway Angels)					
			G	26 1/2m. 3434	
White Continent, The (BIS)					
			G	20m. 3435	
Zanzabelle In Paris (Discina)					
			G	15m. 3392	

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THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatched . . .

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|-----------------------------|----------------------------|
| 1. TITLE | 5. ONE-LINE CRITICISM |
| 2. TYPE OF SHOW | 6. RUNNING TIME |
| 3. COLOR or BLACK AND WHITE | 7. PRODUCTION NUMBER |
| 4. LEADING PLAYERS | 8. DATE OF COMPLETE REVIEW |
| 9. LEGION OF DECENCY RATING | |

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BEST—of all Theatre Services come from . . .

COLUMBIA	LIPPETT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS	
NOVEMBER Hangman's Knot R. Scott, D. Reed, C. Jarmon, Jr. (Technicolor) Voodoo Tiger J. Weismuller, J. Burkhardt, J. Dean Blue Canadian Rockies G. Aury, G. Davis, P. Buttram Ladies Of The Charus M. Monroe, A. Jergens, R. Brooks (Reissue)	NOVEMBER Tramba, The Tiger Man Krone Circus (Foreign-made) Mr. Walkie Talkie W. Tracy, J. Sawyer	NOVEMBER Plymouth Adventure S. Tracy, G. Tierney, V. Johnson (Technicolor) The Prisoner Of Zenda S. Granger, P. Mason (Technicolor) The Hour Of 13 P. Lawford, D. Addams (Made in England)	NOVEMBER Flat Top S. Hoyden, R. Carlson, P. Coates (Cinecolor) Wyoming Roundup, W. W. Wilson, P. Coates, T. Farrell No Halds Barred Bowery Boys	NOVEMBER The Savage C. Heston, P. Hanson, J. Taylor, S. Morrow (Technicolor) The Turning Point W. Holden, A. Smith, E. O'Brien	NOVEMBER Face To Face J. Mason, M. Steele, G. Lockhart, R. Preston Montana Belle J. Russell, G. Brent, S. Brody (Trucolor)	NOVEMBER Thunderbirds J. Derek, J. Barrymore, Jr., M. Freeman, G. Evans	NOVEMBER Night Without Sleep L. Darnell, G. Merrill, H. Neff The Steel Trap J. Cotton, T. Wright Bloodhounds Of Broadway M. Gaynor, S. Brody, M. Chapman (Technicolor) Pony Soldier T. Power, C. Mitchell, P. Edwards, T. Gamez (Technicolor)	NOVEMBER Outpost In Malaya C. Colbert, J. Hawkins (Stafford) (Made in Malaya) and England) Breaking The Saund Barrier R. Richardson, A. Todd, N. Patrick (Lean) (English-made)	NOVEMBER Because Of You L. Young, J. Chandler, A. Nicol It Grows On Trees I. Dunne, D. Jagger, J. Evans The Raiders R. Conte, V. Lindfors, B. Britton (Technicolor)	NOVEMBER Operation Secret C. Wilde, S. Cochran, P. Thaxter The Iron Mistress A. Ladd, V. Mayo, J. Colleio (Technicolor)	
DECEMBER Eight Iron Men M. Castle, D. McMahon, B. Calleano Strange Fascination C. Moore, H. Haas, M. Borrie The Happy Time C. Boyer, L. Jourdan, M. Hunt, B. Driscoll Invasion, U.S.A. P. Castle, G. Mohr, E. Blythe	DECEMBER Gambler and The Lady D. Clark, N. Chance (English-made)	DECEMBER Million Dollar Mermaid E. Williams, V. Mature, W. Pidgeon (Technicolor) Sky Full Of Maon J. Sterling, C. Carpenter, K. Wynn	DECEMBER Hiawatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Bomba And The Jungle Girl J. Sheffield, K. Sharpe Kansas Pacific S. Hoyden, E. Miller, B. McLene (Cinecolor) (AA) The Maverick W. Elliott, P. Coates, M. Healey	DECEMBER The Blazing Farest J. Payne, A. Moorehead, S. Morrow (Technicolor) Cleopatra C. Colbert, W. William, H. Wilcoxon (Reissue)	DECEMBER Blackbeard The Pirate R. Newton, L. Darnell, K. Andes, W. Bendix (Technicolor) Hans Christian Andersen D. Koye, Jeanmarie, F. Granger (Technicolor) (Goldwyn) Captive Women R. Clarke, M. Field, G. Saunders The Bachelor And The Bobby Soxer Bachelor Mather (Re-releases)	DECEMBER Marshal of Cedar Rock, W R. Lone, E. Waller, P. Coates Stars And Stripes Forever C. Webb, R. Hussey, D. Paget, R. Wagner (Technicolor)	DECEMBER My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Tatter Against All Flags U. Thless, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Babes In Bagdad P. Goddard, G. R. Lee, R. Noy (Danziger) (Made in Spain)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) Monsoon U. Thless, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) The Black Castle S. McNally, P. Corday, R. Green B. Karloff, L. Chaney	DECEMBER Cattle Tawn D. Morgan, R. Moreno, P. Carey Abbott and Castello Meet Captain Kidd B. Abbot, L. Costello, C. Laughton, H. Brooke (SuperCinecolor)	DECEMBER The Four Poster R. Harrison, L. Palmer The Pothfinder G. Montgomery, H. Carter, E. Verdugo (Technicolor) Winning Of The West G. Aury, S. Burnette, G. Davis	JANUARY I'll Get You G. Rofi, S. Gray
JANUARY The Four Poster R. Harrison, L. Palmer The Pothfinder G. Montgomery, H. Carter, E. Verdugo (Technicolor) Winning Of The West G. Aury, S. Burnette, G. Davis	JANUARY I'll Get You G. Rofi, S. Gray	JANUARY Above And Beyond R. Taylor, E. Parker, J. Whitmore The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan The Clown R. Skelton, J. Greer	JANUARY Torpeda Alley M. Stevens, D. Malone, B. Williams (AA) Timber Wolf K. Grant, I. Borg, Chinook (AA) The Star Of Texas W. Morris, R. L. Brice, S. Jolley (AA)	JANUARY Road To Bali B. Crosby, B. Hope, D. Lamour (Technicolor) Thunder In The East A. Ladd, D. Kerr, C. Boyer, C. Calver Tropic Zane R. Reagan, R. Fleming, Estelita (Technicolor)	JANUARY Andracles And The Lian J. Simmons, A. Young, V. Mature, R. Newton Never Wave At A WAC R. Russell, M. Wilson, P. Douglas No Time For Flowers V. Lindfors, P. Christian (Made in Austria)	JANUARY Ride The Man Down B. Danlevy, R. Cameron, E. Raines, F. Tucker (Trucolor) The Thief Of Venice M. Montez, P. Christian (Made in Europe) My Cousin Rachel O. DeHavilland, R. Burton The I Don't Care Girl M. Gaynor, D. Wayne, O. Levont (Technicolor) Ruby Gentry J. Jones, C. Heston, K. Malden The Gunfighter Yellow Sky (Re-releases)	JANUARY The Thief Of Venice M. Montez, P. Christian (Made in Europe) My Cousin Rachel O. DeHavilland, R. Burton The I Don't Care Girl M. Gaynor, D. Wayne, O. Levont (Technicolor) Ruby Gentry J. Jones, C. Heston, K. Malden The Gunfighter Yellow Sky (Re-releases)	JANUARY Guerilla Girl H. Dantine, Mortonna (Foreign-mode) (Christian) Luxury Girls S. Stephen, A. M. Ferrero, R. Podesta (Italian-mode) (Riviera) Meet Me At The Fair D. Doiley, D. Lynn, C. Allen (Technicolor)	JANUARY The Lowless Breed R. Hudson, J. Adams, M. Castle (Technicolor) The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicolor) Meet Me At The Fair D. Doiley, D. Lynn, C. Allen (Technicolor)	JANUARY April In Paris D. Day, R. Bolger, C. Dauphin (Technicolor) Stop, You're Killing Me B. Crawford, C. Trevor (WarnerColor) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicolor)	

OBSERVANCES

Jan. 1—New Year's Day

November—Flame and The Devil—M. Auer, M. Bueford (Foreign-made)
 Battles Of Chief Pontiac—L. Borker, H. Westcott
 Lucy Goes Wild—L. Ball, G. Brent (Reissue)
 Cuban Pete—D. Arnez, E. Smith (Reissue)

REALART

December—Inside Job—A. Curtis, A. Rutherford (Reissue)
 Mug Town—Dead End Kids (Reissue)
 My Death Is A Mockery—D. Huston, K. Byron
 (English-made)
 Wide Boy—S. Shaw, S. Tafler (English-made)

January—The Vanishing Body—N. Karloff, B. Lugosi (Reissue)
 Calling Dr. Death—L. Chaney (Reissue)
 The Missing Head—L. Chaney (Reissue)

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Ruby for
Great Grosses!

The story
of a flame
named Ruby
... who wrecked
a whole town
... *SIN BY SIN!*



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Produced by JOSEPH BERNHARD and KING VIDOR · Directed by KING VIDOR · Screenplay by SILVIA RICHARDS
Story by ARTHUR FITZ-RICHARD · A Bernhard Vidor Presentation · Released by 20th Century-Fox

Ruby Gentry

49 Number 9 DECEMBER 31, 1952
Two Sections: Section One

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GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring THE SERVICE SECTION



The New Year brings
a wonderful surprise,
a screenful of
emotion in a funny,
touching, brilliant
motion picture,
a truly great
attraction,
M-G-M's
"THE CLOWN"

It happens only occasionally that a picture comes to the screen so rich in all the values of audience appeal, story, performance, humor, action, heart-throb, background that one may truthfully say: "Everything clicked!" THIS IS BOX-OFFICE!

This is the story of a comic, once a Ziegfeld star, who is lifted from the low estate to which he has fallen by the faith and love of his young son.

Red Skelton contributes to the Screen Hall of Fame a masterful performance, a role that ranges from hilarious to heart-breaking, a characterization which takes him from the category of screen comedian to actor extraordinary. And as though inspired by this history-making delineation, a youngster named Tim Considine delivers in his first screen appearance a job that will zoom him to fame and stardom.

This picture truly has everything. It is a great show to see and to hear. It combines heart appeal with uproarious fun; it is a triumph of showmanship for showmen who know and understand that THIS IS BOX-OFFICE!



M-G-M presents "THE CLOWN" starring Red Skelton • Jane Greer • with Tim Considine • Screen Play by Martin Rackin • From An Adaptation by Leonard Praskins • Story by Frances Marion Directed by Robert Z. Leonard • Produced by William H. Wright



As good way to end the old year as any is with this bit of poetry, sent out by an exhibitor organization to its members.

Are you an active member,
The kind that's liked so well,
Or are you just contented
With the button in your lapel?
Do you attend the meetings
And mingle with the flock,
Or do you stay at home
And criticise and knock?
Do you take an active part
To help the work along,
Or are you satisfied
To be the kind who just belongs?
Do you help the cause along
And make things really tick,
Or leave the work to just a few
And talk about that clique?
Come to the meetings often
And help with hand and heart,
Don't be just a member
But take an active part.
Think this over, brother
You know right from wrong,
Are you an active member
Or do you just belong?
With this, the poetry quota is closed.



THE HOLIDAY spirit has been enlivened by the news that a group of Parisian can-can dancers will be imported to aid in the ballyhoo for a forthcoming film about a celebrated French painter.



A COAST TV survey showed that viewing of old movies is slipping.



A HAPPY NEW YEAR TO ALL.

—H. M. M.

I N D E X

VOL. 49, No. 9 DECEMBER 31, 1952

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"THIS MARRIAGE OF RADIO, TV, AND INDUSTRY CLICKS".....	4, 5
NEW YORK NEWS LETTER.....	6
THE INTERNATIONAL SCENE.....	8
IN THE NEWSREELS	9
THIS WAS THE WEEK WHEN.....	9
THE SCORE BOARD	9
PEOPLE	9
BETTER MANAGEMENT	10

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
--------------------------	-----------

THE COVER PHOTO

Herb Sheldon, left, and Fred J. Schwartz, chairman, Organization of the Motion Picture Industry, New York City, discuss program material relating to the OMPI-NBC mutual promotion.

EXHIBITOR

VOL. 49, No. 9



DECEMBER 31, 1952

There Are Opportunities

ONE hears a constant cry within the trade that opportunities for advancement in the industry are restricted, and that the turnover in personnel is due in a large measure to just that.

THERE are two shining examples at Universal-International which indicate otherwise.

BOTH Al Daff, executive vice-president, and Charles Feldman, general sales manager, are evidence that with the years come opportunity. Daff, for example, is now completing a third of a century with the company, while Feldman is ending his first 25 years with the organization.

EACH of these men came up from the ranks, which should be a reminder to those who opine that in this industry chances to get ahead aren't as prevalent as they should be. Not only have both Daff and Feldman made progress, but they have also added to the stature of U-I as they came up within it. As one commentator put it, "Their accomplishments bear striking testimony to the wisdom they have shown in staying with a good thing."

MANPOWER has long been a problem in this business. Therefore, the advancement of Messrs. Daff and Feldman through the years should serve as an incentive to those who cast their lot with our industry.

INCIDENTALLY, both men are being honored by having sales drives devoted to them.

IT GOES without saying that as the two have advanced, their reputations have also been heightened among the exhibitors. That, too, is something that is extremely important in any review of their careers to date.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 8113 1/2 West Fourth Street, Los Angeles 48, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibsan, circulation manager; George Nonamaker and Mel Konec-off, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia-Washington, Southern, Mideast, Midwest-Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address all correspondence to the Philadelphia office.



SKITCH HENDERSON, SEEN BEFORE THE WNBT-TV CAMERAS IN NEW YORK CITY, URGES HIS VIEWERS TO ATTEND THE NEIGHBORHOOD THEATRES.

This Marriage of Radio, TV, And Industry Clicks

New York City's Exhibitors, Launched On A Successful Institutional Campaign, Have Reason To Be Proud



Charles F. McCarthy, WNBC announcer, recommends films for children during the "Howdy Doody" show as "Howdy" and Bob Smith look.

EXHIBITORS are a funny breed of people. They usually turn the other cheek readily until they get angry and decide to do something, whether it affects their boxoffice, public relations, intra-industry relations, etc.

The Organization of Motion Picture Industry came into being in New York City on May 1, 1951, following a prolonged period of poor industry public relations, with the business being on the receiving end of a number of damaging stories in newspapers, magazines, etc.

In addition, receipts at the boxoffice were off.

There was no one organization in the city which could speak for the entire industry locally so film companies, theatre circuits, and exhibitor associations banded together to become OMPI.

At the outset, public relations expert Lynn Farnol was engaged to launch the program, which included setting up

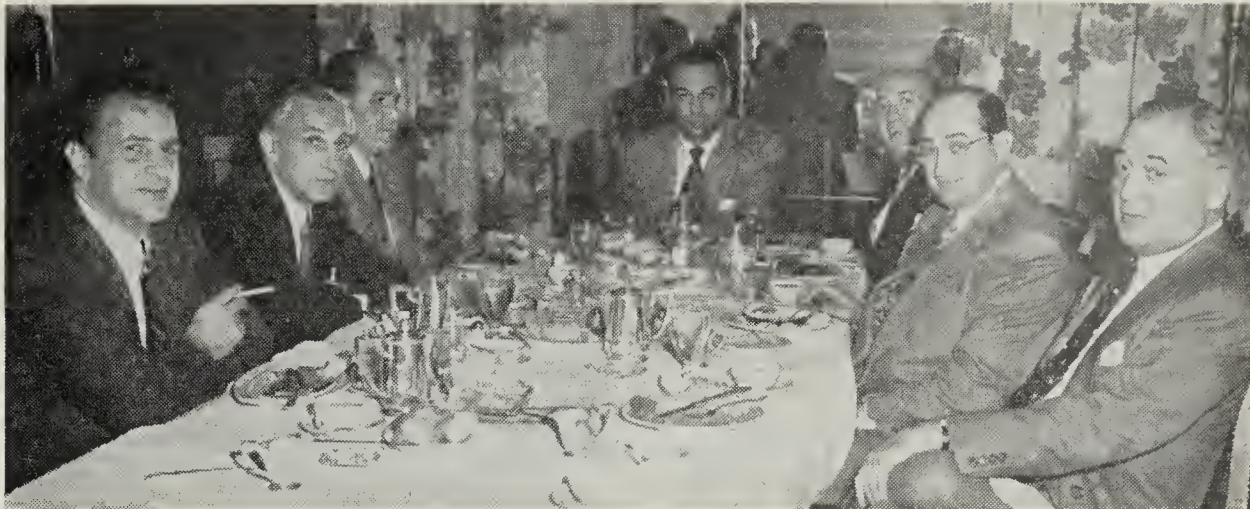
Macy's "Movie of the Month", a course of study in motion picture appreciation with the Board of Education, a series of school exhibits of feature films, the local "Movie-time, U.S.A." campaign, etc.

In May, 1952, the duties of the Farnol organization were assigned to D. John Phillips and Mort Sunshine, executive directors, Metropolitan Motion Picture Theatres Association and Independent Theatre Owners Association, respectively. As a result of OMPI activities, movie news is on the upbeat, with optimism and enthusiasm prevailing. The papers herald the fine features currently playing or on their way to theatres, with the neighborhood operation coming into its proper spot in the setup.

OMPI is acting as a watchdog, hitting back with facts and figures, with the result that the papers, columnists, commentators, etc., are taking serious notice of it.



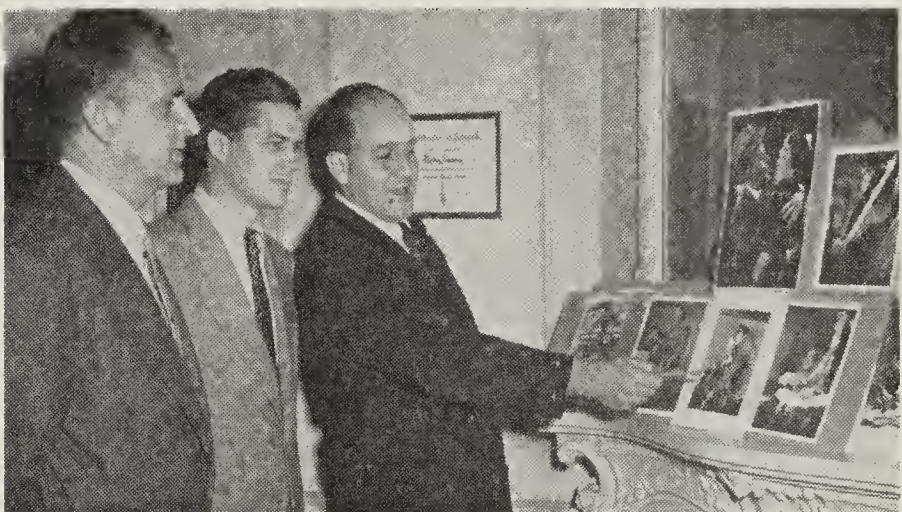
Harry Lyons, manager, RKO 61st Street, typifies motion picture reciprocation for the radio and TV programs promoting movie-going. Posters on his candy stand promote the Skitch Henderson TV and "Hollywood, U.S.A." radio shows. Trailers are also run on screens for TV and radio.



An executive committee representing theatres in New York City meets to plan details of the OMPI plan of cooperation with other media. Shown, left to right, are: D. John Phillips, MMPTA executive director; Max A. Cohen, Cinema Circuit head and ITOA vice-president; Morton Sunshine, ITOA executive director; Schwartz, Century Circuit vice-president and OMPI chairman; Harry Brandt, ITOA president; Emanuel Frisch, MMPTA president, and Oscar A. Doob, Loew's Theatres executive. The meetings resulted in a 13-week cooperative agreement with NBC to publicize films on both radio and television.



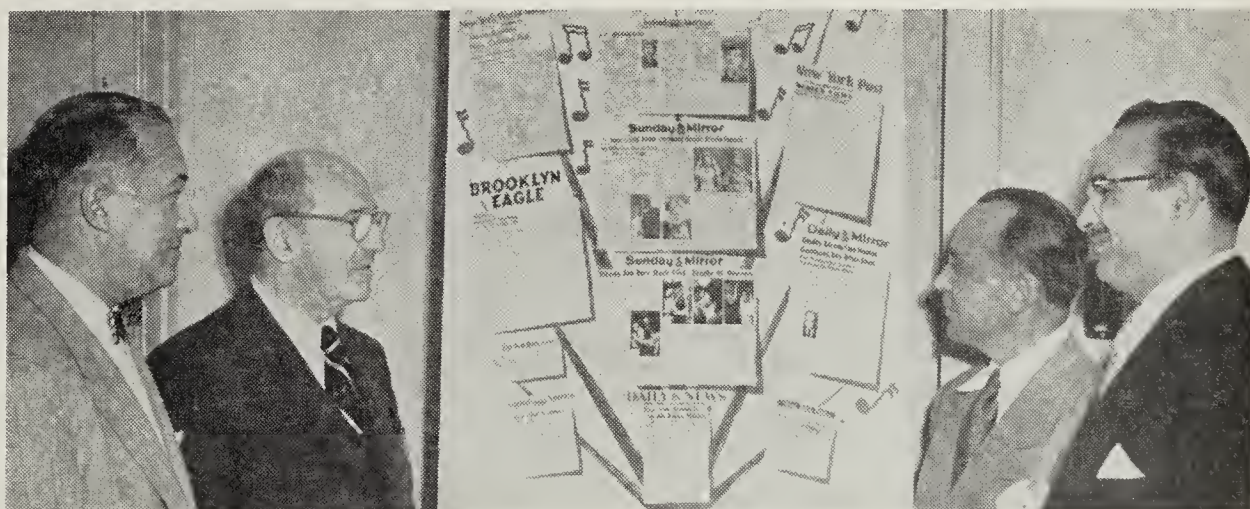
Schwartz, left, and Ted Cott, vice-president, NBC, in charge of WNBC and WNBT, look on approvingly as actress Patricia Neal reads the agreement under which both industries agree to promote each other's programs.



Looking over mats employed by NBC to promote motion picture theatre going on various television and radio shows are, left to right, Phillips, Frank Fitzgerald, coordinator for NBC, and Sunshine, coordinator for OMPI.



Television star and former film great Conrad Nagel discusses today's films with exhibitor Fred Schwartz, head of OMPI, in the NBC studios.



A group of metropolitan exhibitors, at a progress meeting of OMPI, looks over a display featuring improved newspaper coverage. Seen, left to right, are: Julius Sanders, OMPI treasurer and ITOA vice-president; Leon Rosenblatt and Sam Einhorn, Rosenblatt-Welt, and Martin Wurtzberg, Five Boro.

In addition to special deals on theatre listings, the organization in October consummated a mutual 13-week promotion pact with the National Broadcasting Company which permits picture plugs, scene stills, personal appearances by stars and technical people, etc., on several radio and television shows daily and on week-ends, with the scripts and stills geared to leave the listening and viewing public asking for more, and being able to see the films in question at their local theatres.

A contest is planned in which the theatre stub will play an important part, and greater participation via open end transcriptions and more personal appearances are in the offing.

Plugs, too, are forthcoming on other shows, and this, it is hoped, will be increased. Scripts will continue to be prepared by OMPI, and will continue to emphasize the wealth and variety of entertainment available at neighborhood theatres, with different pictures treated and recommended each day.

As part of the deal, OMPI urges its members to exhibit trailers and display posters promoting the radio and TV programs that are cooperating.

The recommendations are for shows that usually don't interfere with the times of the movie-going public. The result has been that both sides of the promotion are happy, and renewal likely.

Samples of the radio broadcast type of material indicate that, in addition to plugging individual attractions, the copy emphasizes institutional aspects of the motion picture industry to the best advantage.

To sum up, briefly, it can be seen that while other people talk about stimulating business, OMPI is doing something active and constructive about the apathy of the public.

Cost has been kept down to a minimum, and the results have been very high. A vote of gratitude is especially due Sunshine, who has been acting as coordinator of the radio and TV end of the program.

New York News Letter

— By Mel Konecoff —

MIKE HAMMER, that hard-hitting, hard-drinking, hard-boiled, yet soft-hearted, ugly, yet not too bad looking, private eye, who takes his women where



KONECOFF

he finds them, is due to hit the theatre screens of the nation next year if present plans follow through, and there is no good reason why they shouldn't since the contracts have been signed between Mickey Spillane, who sets the adventures of Hammer down on paper for some 16 million readers in this country alone, and Victor Saville, film producer-director.

When we caught up with Spillane, he was attired conventionally, and not in dungarees and sweatshirt as someone thought it might be (that A.A.), and he had the remarkable philosophy that the only thing he was really interested in was in taking things easy at home, and making money with his literary works, not being interested in the artistic side of things or in what the critics thought of his efforts.

He also related that the reason Saville was awarded the motion picture rights to at least six of his eight novels, all of which are top sellers, is that Saville seemed like a regular guy, with no high pressure routine.

The contract calls for the six pictures to be made over a five-year period, with Spillane getting \$210,000 over a period of years for the film rights. Saville was uncertain as to which film would be the first to go before the cameras sometime in March, when they get rolling on the coast, and he wasn't sure whether an established star would play Hammer or how the casting would work out. He also didn't have any plans as to who would distribute the films, stating that four majors were interested in releasing them.

Saville didn't anticipate any difficulty in preserving the distinctive flavor of the books when they are brought to the screen and, to make sure, Spillane will work on the script and dialogue before each story is finally set for filming. They will be made at the rate of two annually, with the first ready for release next spring. Included in the pact are the TV rights to the works.

Along these lines, a separate TV pact has been signed by Spillane with Dick Lewis and exhibitor Charlie Moss. This calls for a series of TV shows based on original Mike Hammer stories, which Saville will produce, and which will be shown on TV two years after the first film is released to theatres. If this were not



Earl Wilson, left, columnist, The New York Post, recently interviewed Julie Dorsey, who appears in MGM's "Million Dollar Mermaid," in the Shelton Hotel Pool. Silas F. Seadler, MGM advertising manager, who is an accomplished swimmer, was happy to lend a helping hand.

sufficient, Mike Hammer will also emerge as a comic strip hero shortly.

PREMIERE: TV viewers across the country last week saw for the first time a New York world-type premiere of an important Hollywood feature, 20th-Fox's "Stars And Stripes Forever", at the Roxy. The proceedings were covered by both radio and TV via the American Broadcasting Company, and Robert Q. Lewis and Maggie McNellis were sort of emceeing things, chatting with celebs, officials, and Al Lichtman, 20th-Fox executive.

The theatre also unveiled its mammoth ice stage in assorted colors in an extravaganza called "Crystal Circus" as the United States Marine Corps band played on. And so another premiere added a bit more glitter to the Gay White Way, with the publicity boys at 20th-Fox and the theatre staff turning in the usual fine job.

Incidentally, that network TV coverage is a good gimmick for plugging films and establishing "a want-to-see audience" amongst viewers.

TV IN COLOR, YET: The other day, in one of the nooks and crannies that make up the home office of Paramount, Chromatic Television Laboratories, a subsidiary of Paramount Pictures, demonstrated Chromatron, a color tube that can be installed in regular size sets. It shows clear color TV in conjunction with the CBS field sequential system and can be used with other systems. Press representatives saw Kodachrome slides prepared for TV experimentation by the industry slide across a 22-inch screen, and they looked pretty good.

The tube, we were told, can show black and white pictures as well, and the cost should be about double that of regular black and white tubes. The company has not yet gotten around to experimenting with the tube with regard to theatre television.

CELEBRATION: Associated Motion Picture Advertisers, AMPA to you-all, held its annual Christmas party celebration at the Hotel Piccadilly, at which everyone walked off with at least some sort of prize.

The entertainment was supplied by Benny Fields, Joe E. Brown, and Boris Karloff. What a trio they would make. Aboard the dais were Harry McWilliams, president; Chet Friedman, who acted as

Holiday Brings Happy B'way Days

NEW YORK—Remarkable grosses were rung up over the holiday weekend, with the Roxy, Radio City Music Hall, Capitol, and Victoria all breaking records, and hitting new records. According to usually reliable reports reaching EXHIBITOR, the breakdown was as follows:

"APRIL IN PARIS" (WB). Paramount, with stage show, expected the opening week to hit \$108,000.

"STARS AND STRIPES FOREVER" (20th-Fox). Roxy, with ice colorama on stage, did \$134,000 from Tuesday through Sunday, with the first week sure to top \$160,000. On opening day, the house chalked up its best non-holiday business in a year and a half.

"MILLION DOLLAR MERMAID" (MGM). Radio City Music Hall, with Christmas stage show, garnered \$105,000 from Thursday through Sunday, with the fourth week heading toward an all-time record of \$187,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion expected the fifth week to tally \$53,000.

"MY COUSIN RACHEL" (20th-Fox). Rivoli claimed that the opening week would reach \$50,000.

"PONY SOLDIER" (20th-Fox). Globe announced that the second week would hit \$15,000.

"RUBY GENTRY" (20th-Fox). Mayfair opened to an estimated \$24,000 first week.

"LIMELIGHT" (UA). Astor claimed \$14,000 for the 10th week.

"BLACKBEARD, THE PIRATE" (RKO). Loew's State expected the opening week to tally \$40,000.

"AGAINST ALL FLAGS" (U-I). Capitol, with Johnny Ray on stage, was heading toward a \$98,000 first week.

"COME BACK, LITTLE SHEBA" (Para.). Victoria opened to a \$57,000 first week, a new house record.

toastmaster; Fields, Brown, Karloff, Rutgers Neilson, Leon Bamberger, Vincent Trotta, Al Floersheimer, Edgar Goth, Lige Brien, and Martin Starr. A special note for Friedman is in order for his fine organization of the affair.

THE METROPOLITAN SCENE: Season's greetings are in from Joseph Burstyn, Mort Nathanson, Leon Roth, John Flynn, Harry Goldstein, Blake McVeigh, Louis Frohlich, Samuel Goldwyn Productions, David Golding, Famous Studios, Italian Films Export, Jonas Rosenfield, Lynn Farnol, Harry Mandel, John Cassidy, George Nonamaker, Harold Rand, Al Picoult, Al Floersheimer, Harold Desfor and the RCA press gang, Al Tamarin, Ira Tulipan, Gene Autry, Hortense Schorr, Charlie Simonelli, Bea Ross and Walter Klein, Al Horwits, Burt Robbins, Sam Kestenbaum, Milt Livingston, William F. Rodgers, Dave Bader, creamed herring from "No Time For Flowers", Mort Sunshine, Steve Edwards, Herb Steinberg, Marathon Newsreel, Gil Golden, Fred Goldberg, Kilburn Clark, Sam Krumholz, Walt Disney and staff, Ray Murray, etc., etc. . . . "Moulin Rouge" is due to open at the Capitol late in January or early February. . . . Jim Michael, Mercury, Buffalo, was in for a visit. . . . Rita Hayworth's forthcoming "Salome" being plugged via a color still of Rita from said film. . . .

A HAPPY NEW YEAR TO ALL!

Distributors Would Discuss Arb. Objections

VCI Convention Now Set For May 18-22

NEW YORK—Luis Montez, chairman, Variety Clubs International 1953 convention, announced last week that the committee in charge had decided to change the dates of the Mexico City meetings to May 18-22.

John J. Chisholm, International Press Guy, also notified the organization that because of the interest shown by all who attended the recent Pittsburgh mid-winter meeting, when the idea of the "Good-Will" Milk Train was presented, Jack Beresin, International Chief Barker, has appointed William S. Koster, executive director, Variety Club of New England, to be general chairman of that program.

A salute to the VCI on the 25th anniversary was broadcast over the entire American Broadcasting Corporation radio network on Christmas Eve.

Chisholm also announced rules for the organization's photo contest, tent scrapbook contest, and contest for local tent press representatives.

U-I Schedules 58 Shorts

NEW YORK—U-I will release 58 short subjects, 29 one-reelers and 29 two-reelers, with color predominating, and 104 issues of the Universal-International Newsreel during the 1952-53 season, Irving Sochin, short subjects manager announced last week.

Highlighting the schedule will be the release of the two-reel Technicolor subject, "The World's Most Beautiful Girls", filmed at the "Miss Universe" Beauty Pageant in Pasadena, Cal., last June.

Walter Lantz will deliver seven new Technicolor cartoons in addition to the six "Woody Woodpecker Cartunes". U-I will also introduce a new series of one-reelers in color, "U-I Color Parade".

Expanding the company's "Name Band Musical" series of two-reelers, U-I will release a new series, "Musical Featuettes". There will be 13 in the two-reel Louis DeRochemont "The Earth And Its Peoples" series. Rounding out the program of two-reelers will be two specials, and completing the one-reelers will be the "Variety Views" series of eight one-reelers.

Fabian On NYU Board

NEW YORK—Simon H. Fabian, president, Fabian Enterprises, Inc., was last week named a member of the newly created Board for Development at New York University by Chancellor Henry T. Heald.

Fabian and other members of the new board will help determine and implement policies in connection with the University's 10-year \$102,000,000 program for new buildings and endowment. Chairman of the group is Charles R. Cox, president, Kennecott Copper Corporation and a member of the University Council.

Members of the board will work with Chancellor Heald, Frank L. Howley, vice-chancellor for University development, and a special development committee of the Council.

Coast Board Disturbed Over Nature Of Ads

HOLLYWOOD—Y. Frank Freeman, chairman of the board of directors, Association of Motion Picture Producers, Inc., last week stated that members of the association are disturbed over several instances of photograph ads that have appeared in trade papers and fan magazines. The photographs in question were said to be of girls in salacious postures and with undue and indecent breast exposure.

WCBS-TV Secures 104 Republic Films

NEW YORK—WCBS-TV announced last week that 104 Republic films were being released to the station for exclusive first-run television showings in New York, the largest deal negotiated to date between a film company and a TV station, and closed with Republic's distribution subsidiary, Hollywood Television Service, Inc.

It involves a group of features produced since 1945, with no westerns included. The deal required six months of negotiations between David Savage, WCBS-TV film manager, and Earl Collins, president of Hollywood Television Service.

The films will be shown first on "The Late Show" and "The Early Show", beginning on Feb. 1. Among the films are "Northwest Outpost", "Specter Of The Rose", "Casanova In Burlesque", "Steppin' Out In Society", "Madonna's Secret", "Scotland Yard Investigator", and "The Cheaters."

Walker, Tevlin In RKO Posts

NEW YORK—RKO's board of directors last week elected J. Miller Walker vice-president, general counsel, and secretary of the company. Walker, with RKO for 22 years, will continue to serve as a member of the board.

C. J. Tevlin, vice-president and studio head of operations, who left the company after Howard Hughes sold his interest to the syndicate headed by Ralph Stolkin, returned to his old office.

Meeting Of MPAA Committee Indicates Readiness To Talk Over Draft Arguments

NEW YORK—Distribution made a strong bid for an understanding on the subject of arbitration last fortnight when sales managers of film companies indicated a willingness to discuss objections to the proposed industry draft with representatives of exhibitor organizations.

The sales managers convened at a meeting of the MPAA distributors committee, presided over by Eric Johnston.

Others present were Joyce O'Hara, MPAA vice-president, Ralph D. Hetzel, Jr., vice-president in charge of the New York office, and Austin Keough, Adolph Schimel, and Robert Perkins, members of the distributors' legal committee.

Sentiment on the desirability of establishing a mutually beneficial industry-wide system of arbitration was reflected in an invitation to exhibitor organizations to propose any formal recommendations and suggestions for changes.

The meeting took up issues raised by exhibitors in criticism of the draft, such as arbitration of film rentals and pre-releases, and indications were that the pre-release problem was open to solution.

Johnston reiterated that there is no change in distribution's readiness to discuss possible changes in the system with exhibitor representatives.

The Theatre Owners of America has also indicated that it is again prepared to meet with distribution in another attempt to work out an arbitration system.

Despite the fact that a similar meeting in March, 1951, came to naught, TOA spokesmen have voiced confidence that a discussion of arbitration at this time with the company presidents might have a good effect.

WB Set 3rd Dimensional Deal

HOLLYWOOD—Jack L. Warner last week announced an agreement with Milton L. Gunzberg, president, Natural Vision Corporation, whereby Warners will be the first major company to produce a feature film in three dimensions. The feature, utilizes the Natural Vision process and Warner Color.



Meeting at the U-I studios in a recent series of top level planning meetings, executives discuss plans for the company's "Charles Feldman Silver Anniversary Drive." Seen, left to right, are: Edward Muhl, vice-president and general manager; David A. Lipton, vice-president in charge of advertising and publicity; Milton R. Rackmil, president; William Goetz, in charge of production; Feldman, general sales manager, and Alfred E. Daff, executive vice-president, as they examine an attractive sign.

The International Scene

Canada

Largest of the Christmas parties in Toronto's filmdom during the week was that held at the King Edward Hotel by Famous Players Canadian Corporation, the same day that employes received their annual Christmas bonus checks. The Variety Club was the scene of a number of exchange parties.

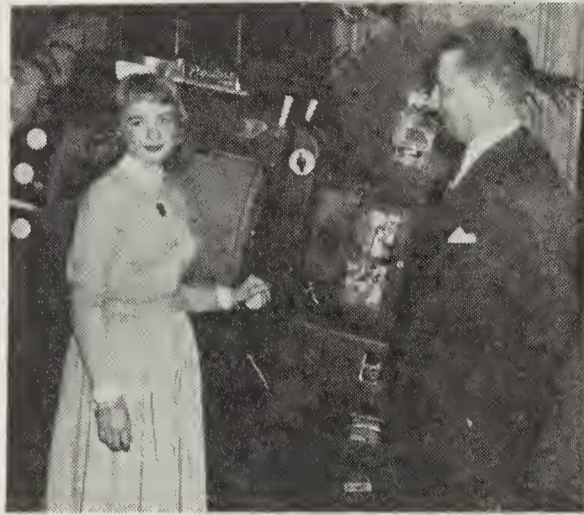
Signs are that the boxoffice gross in 1953 will be higher than in 1952. In 1952, an estimated \$100,000,000 was taken in at the boxoffices. Surest indication is a survey of the retail trade in Canada which found that sales this year are up 15 per cent over last year.

As Christmas brings its rewards in bonuses, so it brings recognition to a man long noted for his work on behalf of the Greek underprivileged, Basil C. Salamis, Montreal, who owns the Laval and Fairyland in that city. He is general secretary, Greek-Canadian Relief Fund, and, during World War II and since, has worked tirelessly on behalf of Greek relief agencies. He has received many honors and medals from the Greek government for his work and the latest he received at the Greek Embassy, Ottawa, was a medal of appreciation from the Friends of the Greek Scouts. He was decorated in the name of King Paul of Greece.

CANADIAN CLIPS: Harry Mandell and Nat Taylor, Twentieth Century Theatres, were Florida-bound. . . . Tony Ranicar, WB advertising-publicity chief in Canada, leaving soon to take up a similar post in Denver, entertained friends in and out of the trade. . . . Duncan MacDonald, who recently joined the staff of General Theatre Supply Company, in the sound department, was named an adjudicator at



Wolfe Cohen, president, Warners International, and Karl Macdonald, vice-president, attended the recent annual Latin America sales meeting of managers and division heads in Lima, Peru, and seen, left to right, are: Hugo Geri, Ecuador; Lester Cohen, Brazil; Jose Condemarin, Peru; Ary Lima, Atlantic division manager; Macdonald; Leo Green, Panama; Jack Mindis, Peru; Armando Trucios, Pacific division manager; Ira Beck, Colombia; Cohen; John Jones, Puerto Rico; Peter Colli, Caribbean division manager; C. Van Der Ree, Venezuela; Geza Polaty, Cuba; Cesar Aboaf, Argentina; R. Spierman, Trinidad; L. Lipsky, Chile.



Françoise Arnoul, French star of "Le Fruit Défendu," who recently visited Brussels for the film's premiere at the Metropole, poses with J. V. Cotton, director, La Cinégraphie Belge, at a cocktail party given by the Brockliss-Simplex Company, distributor of Simplex projectors and sound equipment, to celebrate the inauguration of the attractive new headquarters in Brussels.

the 12th Annual Diceson Drama Festival at Saint John, N. B. . . . Ralph Crawford, Orphenn, Moose Jaw, joined the ranks of the married. . . . Three new members of the Famous Players Canadian Corporation 25-Year-Club are Phil Tucker, manager, Capitol, Kamloops; Martin Cave, manager, Dominion, Victoria, and George Gerrard, projectionist, Strand, Vancouver. . . . Sam Glasier, director of advertising and publicity, 20th Century-Fox, Canada, announced that an international twin premiere of "Niagara" will be held in February when it will be shown simultaneously at Niagara Falls, Ont., and Niagara Falls, N. Y. Most of the outdoor footage for picture was shot in that area. . . . A charge of conducting a lottery laid against the Linden, Ottawa, was dismissed by the presiding judge. The charge was laid in connection with the theatre's operation of "Foto-Nite." . . . The Board of Control of Toronto has taken under study a proposal for a community television aerial franchise asked for by Famous Players Canadian Corporation. Under the proposal, the board was told that Famous proposes to erect a 300-foot antenna which would give subscribing set-owners in the city both regular and special pay-as-you-see programs. The community antenna would replace roof aerials, and it would pick up signals, amplify them, and distribute them by coaxial cable. . . . The story is told of a man attending a "Foto-Nite" contest at a drive-in in a western Ontario City, and hearing his name called to receive the \$1000 prize. The man didn't answer as the girl he was with was not his wife. . . . Censors in Canada are watching a test case on the question of censoring TV before declaring their intentions what they will do with TV. . . . Theatre operators in six Ontario cities and towns steered clear of plebiscites on the question of free observance of Sundays. At present, there are in effect in all province except Quebec, a closure rule against open Sundays, though, in a few spots, Sunday spectator sports are allowed during the afternoons.

—HARRY ALLEN, JR.

Bergman Offers Five-Point Program

NEW YORK—Speaking at the AMPA school last week, Maurice Bergman, U-I executive, offered a five-point public relations plan for the industry.

Highlights included:

Establishing an organized speakers bureau, full use of TV as a medium to acquaint the people about the industry, using screens to full advantage, establishing a school for training young talent and young executives and administrators, and financing, by the trade, of a feature to tell the industry story on the screens of theatres throughout the world.

Para. TV Unit Producing

NEW YORK—Paramount Television Productions, Inc., a wholly owned subsidiary of Paramount Pictures Corporation, last week announced its entrance into the field of production of films for television.

Paul Raibourn, president, Paramount Television, and vice-president, Paramount Pictures, made the following announcement:

"We have just completed arrangements with Edward J. and Harry Lee Danziger, successful independent producers of motion pictures for theatres, to produce a series of 39 half-hour dramatic films for television. Thirty-nine scripts have already been written for the series, and photography is scheduled to commence on Jan. 5. The programs will be produced under the supervision of Burt Balaban, director of programming and production for Paramount Television Productions, Inc."

John F. Howell, director of sales and merchandising, Paramount Television, announced that a merchandising and exploitation campaign is being prepared.

U-I Contracts Renewed

NEW YORK—The U-I board of directors last fortnight authorized new three-year employment contracts replacing one-year pacts expiring for Leon Goldberg, vice-president and treasurer; John J. O'Connor, vice-president; Adolph Schimel, vice-president, general counsel, and secretary, and Charles J. Feldman, general sales manager and vice-president of film exchanges.

Contracts completed earlier include those for Milton R. Rackmil, president; Nate J. Blumberg, board chairman; Alfred E. Daff, executive vice-president; David Lipton, vice-president in charge of advertising and publicity, and Edward Muhl, vice-president. William Goetz and Leo Spitz, studio executives, have another year remaining on their present contracts.

UA Drive Leaders Named

NEW YORK—Milton E. Cohen, James Velde, and Charles Chaplin, United Artists' eastern, western, and Canadian division managers, respectively, have been named co-captains of the company's "Bernie Kranze Drive", it was announced by William J. Heineman, vice-president in charge of distribution, last week.

The 26-week sales, billings, and liquidation drive, named in honor of Kranze, United Artists' newly-appointed general sales manager, will extend through June 20.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

COLUMBIA

"The Last Of The Comanches"—Typical outdoor show.

"The Pathfinder"—For the duallers.

U-I

"The Importance Of Being Earnest"—Best for the class and art spots.

MGM

"The Clown"—Skelton starrer can be sold.

"Rogue's March"—For the duallers.

UA

"Moulin Rouge"—High rating.

U-I

"The Redhead From Wyoming"—Satisfactory outdoor film.

WB

"The Man Behind The Gun"—Typical western.

RKO

"Never Wave At A WAC"—Service comedy has plenty of laughs.

Miscellaneous

In the Newsreels

IN ALL FIVE:

Near Moses Lake, Wash.: Worst air force disaster in air history. Korea: Reds killed in POW riot. Hollywood: Film stars fly overseas.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 35, No. 104) New York City: Demonstration against death sentences of Rosenbergs. New York City: Duke and Duchess of Windsor in for holidays. Canada: Small wrestlers in rough riot at Toronto.

NEWS OF THE DAY (Vol. XXIV, No. 234) New York: Freedoms Foundation honors Eisenhower. England: Queen Elizabeth II attends circus. Canada: School for ski fans.

PARAMOUNT NEWS: (No. 37) Washington, D. C.: President Truman welcomes Acheson home. Washington, D. C.: Lattimore arraigned for perjury. New York: Freedoms Foundation honors Eisenhower. England: Queen Elizabeth II attends circus.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 424) Italy: Floods. Detroit: Pro football: Lions, 31, Rams, 21. New York: Manhattan-Furman basketball.

WARNER PATHE NEWS (Vol. 24, No. 39) Washington, D. C.: Lattimore is arraigned for perjury. Washington, D. C.: President Truman welcomes Acheson home. San Diego, Cal.: Navy unveils new delta wing. England: Ready 'copters squadron for Malaya war. England: Queen Elizabeth II attends circus. Football: Lions beat Rams.

TELENEWS DIGEST (Vol. 6, No. 52-A) Near Leghorn, Italy: United States ship breaks up. New York City: Duke and Duchess of Windsor in for holidays. New York City: Waterfront crime probed. Korea: Christmas. Miami, Fla.: Celebrity golf.

IN ALL FIVE:

New York City: Eisenhower and MacArthur confer.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 35, No. 103) Near Leghorn, Italy: Ship breaks up. France:

This Was The Week When

The site of the Jan. 7 Hollywood dinner to Adolph Zukor was changed to the Palladium Ballroom because of the entertainment pattern. . . . UA's "Moulin Rouge" had its world premiere at the Fox Wilshire, Los Angeles. . . . A spokesman for David O. Selznick declared that the report that the latter had sold his pictures for TV was untrue, and that it is Selznick's intention of reissuing all his pictures theatrically. . . . Salt Lake City, Washington, and New York City were leading their divisions in the Allied Artists' sales drive. . . . MGM announced that "Ivanhoe" would be available for general release on Feb. 20. It was understood the terms would be a flat 40 per cent.

NATO nations meet. New York: "Operation Home" hit with GI's. Hollywood: Clifton Webb and Olivia de Havilland honored in cement at Grauman's Chinese. Miami Beach, Fla.: Bathing beauties have goose pimples. New York: Cardinal Spellman and Mrs. Dwight D. Eisenhower make Christmas visit to Foundling Hospital. England: Football teams play at Wembley Stadium, London.

NEWS OF THE DAY (Vol. XXIV, No. 233) Near Leghorn, Italy: Ship breaks up. Washington, D. C.: President Truman makes air awards. Venezuela: Caracas builds. Sweden: Three Americans receive Nobel Prize. Italy: Exotic footwear. Washington: Embassy children in holiday greetings.

PARAMOUNT NEWS (No. 36) Venezuela: Caracas builds. France: NATO nations meet in Paris. Near Leghorn, Italy: Ship breaks up. Palm Desert, Cal.: Diving carnival in the desert.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 423) France: NATO nations meet in Paris. USA: Quartermaster Corps displays new body armor. Washington, D. C.: President Truman makes air awards. Venezuela: Caracas builds. Italy: Art works shown. New York: Clothes for Korea. Washington: Embassy children in holiday greetings.

WARNER PATHE NEWS (Vol. 24, No. 38) Near Leghorn, Italy: Ship breaks up. Honolulu: Hawaii begins new bid for statehood. France: NATO nations meet. Washington, D. C.: President Truman makes air awards. Germany: Floating church for Hamburg skippers. Portugal: Resort fashions.

TELENEWS DIGEST (Vol. 6, No. 51-B) New York: Eisenhower and MacArthur confer on Korea's solution. France: NATO nations meet. Egypt: Syrian Chief of Staff visits Egypt's premier. Huntsville, Tex.: Prison without bars. Chicago: Monkey business at zoo.

NATIONAL BOARD OF REVIEW

Dec. 13, 1952

SELECTED FEATURES: "Come Back, Little Sheba" (Para.); "Curtain Up" (English-made) (Fine Arts).

More Zukor Fetes Set

HOLLYWOOD—Four additional Adolph Zukor Golden Jubilee celebrations will be held in the United States, Canada, and Mexico under the sponsorship of Variety Clubs International following the Zukor 80th birthday dinner which will be held in Hollywood at the Palladium on Jan. 7, national chairman R. J. O'Donnell announced last week.

Dallas will hold a dinner on Feb. 6, and New York City on March 4.

PEOPLE

NEW YORK—In a streamlining of United Artists' sales set-up, John Hughes and Arthur Reiman were last week promoted to head the newly-established contract departments of the eastern-southern and western and Canadian divisions, respectively, it was announced by B. G. Kranze, general sales manager.

The reorganization sets up two contract departments. One department, under Hughes, will handle the work of the eastern-southern division, headed by division manager Milton E. Cohen. The other contract department, under Reiman, will function in behalf of the western division, headed by division manager James Velde, and the Canadian division, headed by division manager Charles Chaplin.

NEW YORK—Si Seadler, national advertising and publicity chairman for the amusement industry's participation in "Brotherhood Week", Feb. 15-22, last week appointed two members to his committee. William Ornstein, Metro, will handle the trade publications, while George Ettinger, Columbia, will contact radio and television.

"The Hoaxters"

Dore Schary and MGM have combined to produce "The Hoaxters", an effective, hard hitting 37-minute subject, which is deserving of playing time in every theatre.

The narration uses the voices of Howard Keel, George Murphy, Walter Pidgeon, Schary, Barry Sullivan, Robert Taylor, James Whitmore, and Marilyn Erskine. It was written by Herman Hoffman, from material compiled and arranged by Victor Lasky and William Hebert.

Pointing up the menace of Communism, documented by the record, this is excellent in its editing and forceful in its approach. Making use of scenes showing the lies of Hitler, Mussolini, Stalin, Tojo, and other demagogues, it is an indictment of Communism and totalitarianism, presented in a manner which any audience will appreciate.

—H. M. M.

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BETTER MANAGEMENT

Exploitation Keys To Profitable Merchandising

Shoe Company Tieup Will Help "Peter Pan"

NEW YORK—The Walt Disney organization last fortnight completed a mammoth national tieup on behalf of "Peter Pan" with the Peters Shoe Company, representing 5000 Weather-Bird shoe dealers throughout the country.

The all-cartoon Technicolor feature will be plugged by the shoe company in national magazines and newspapers and on radio and television, with initial ads set to break in March issues of magazines. These same publications will repeat the ads in their April and May issues.

Half-page four-color newspaper ads are scheduled for March and April in 60 Sunday comic sections.

In addition, the Peters Company will use its Weather-Bird TV show to promote the picture, and will supply radio copy for spot announcements to their 5000 dealers.

Finally, the company will give away one million paper hats featuring "Peter Pan" figures, plugging the picture.

Special Aides For "Clown"

NEW YORK—Determined to take advantage of as many varied promotional ideas as possible on "The Clown", MGM is pivoting its promotion activities on a number of inexpensive tieups for exhibitors, it was announced last week.

Particular emphasis on "The Clown" is given to such available items as a special ring, balloons with "The Clown" in print and room for theatre listing, and a four-color plastic stick-on for glass doors, counters, and windows.

Also ready are such novelties as an animated flasher pictorial button similar to the ones used recently in the national elections, and smarty pants patches that glow in the dark, particularly designed for teen-agers, and made available in blue, orange, white, and luminous yellow.

Likewise there are fluorescent satin auto bumper strips, fluorescent satin usher badges, flags and pennants, a seven-piece fluorescent satin streamer 15 feet long, special flag wall banners, special masks and hats, and numerous other clown accouterments.

"Hiawatha" In NY Deal

NEW YORK—All New York public school students were alerted to view "Hiawatha", which was given its world premiere by Allied Artists at the Bijou on Christmas Day.

A letter praising the Walter Mirisch color production was sent to all teachers from the office of the Superintendent of the Board of Education, and was read to all classes.

The teachers also have been given permission to take their classes in groups to see the filmization of the Henry Wadsworth Longfellow literary classic.



Sheldon Kliman, Riviera, Hastings, Minn., one of the runners-up in the "When in Rome" promotion contest conducted by MGM, recently received his \$50 check from Ralph W. Mew, MGM district manager for the Minneapolis territory, while looking on was Thomas Letcher, Minneapolis.

Conn Tieup Assists "Stripes"

NEW YORK—The world's largest manufacturer of band and orchestra instruments, the C. G. Conn Company, and 20th Century-Fox have set a national tieup for "Stars And Stripes Forever". It was announced last week.

Utilizing the fact that Conn produced the original sousaphone for John Philip Sousa's band in 1898, and that the craftsman who created the instrument, Ted Pounder, is a 60-year veteran with the Conn organization, a series of activities are being set in conjunction with film openings.

One-sheets awarding full credits to "Stars And Stripes Forever" are going to the more than 800 Conn dealers around the country for use in window and in-store displays. Photographs showing Ted Pounder with F. L. Reed, Conn promotion manager, going over the campaign are being serviced to newspapers in key cities around the country.

The promotion will also serve as special impetus to the band contest.

Chicago Exhibitors Laud Newspaper Contest

CHICAGO—Jack Kirsch, president, Allied Theatres of Illinois, last fortnight lauded The Chicago Herald-American for the "Movie Limerick Contest" which that newspaper is conducting. Cash prizes are awarded weekly and guest tickets daily to winners in the promotional undertaking on behalf of the movies.

The contest specifies that all limericks entered in the contest must pertain in some way to going to the movies. All entries were to be sent to the newspaper Movie Limerick Editor. Attention was called to the contest by the newspaper both on and off the regular movie advertisements pages.

Feb. 28 Deadline For "Sousa" Contest

NEW YORK—Midnight, Feb. 28, will mark the closing date of the nationwide high school and college band contest launched by 20th Century-Fox in conjunction with the Technicolor John Philip Sousa story, "Stars And Stripes Forever."

The competition, initiated with the cooperation of the U. S. Marine Corps reserve districts and recruiting branches, reaches into every state. Two top national winners, one high school and one college band, will be selected by a special panel of three judges in New York, composed of Lieutenant Colonel William F. Santelman, leader, United States Marine Band; William C. Gens, president, Sousa Band Fraternal Society, and Fred G. Moritt, New York State Senator, ASCAP member, and general counsel, Music Publishers Contact Employes Association.

Contest regulations require competing bands to forward recordings of "Stars And Stripes Forever" and one optional Sousa selection to nearest Marine headquarters.

An engraved trophy will be awarded to each of the two winning bands, with a record album of Sousa music going to every musician in the top-ranking organizations.

Hudson Tours For "Breed"

HOLLYWOOD—Rock Hudson, star, who shares top billing with Julia Adams in "The Lawless Breed", will start in Denver on Jan. 6 a 16 city, five-week promotional tour on behalf of the picture. In addition to the critics in these 16 cities, he will meet the critics from 11 additional cities who will be brought into key sections of the country.

Hudson is scheduled to make television and radio appearances, and be available for newspaper interviews and promotional events in the cities he will visit. These cities include, besides Denver, Milwaukee, Indianapolis, Louisville, Ky., Cincinnati, Toronto, Detroit, Toledo, O., Cleveland, Pittsburgh, Philadelphia, Washington, Baltimore, Md., New York, New Haven, and Hartford, Conn. In addition, he will meet the critics from Canton, O., Charleston, W. Va., Columbus, Dayton, and Youngstown, all in Ohio; Wheeling, W. Va.; Scranton, Wilkes-Barre, Harrisburg, and Allentown, all in Pennsylvania, and Richmond, Va.

Endorsement To "Andersen"

NEW YORK—Samuel Goldwyn's "Hans Christian Andersen" last week received the unqualified endorsement of the General Federation of Women's Clubs representing a membership of 5,500,000 throughout the country.

Meanwhile, publicist Frank Braden has gone on the road, contacting 19 key cities on behalf of the production.

On his three-month trek, he will spend a minimum of two days in each city.

NEWS OF THE

Territory

BRANCHES

Atlanta

Republic and United Artists were hosts to their friends at their annual party. . . . W. Jackson and Mark S. Cummins are the new owners, Garden Drive-In, St. Petersburg, Fla.

Realart, Tampa, Fla., will close its doors as of Jan. 1. Branch manager Ray Edwards returns to Atlanta as special sales representative. . . . Miss Ruth Roberts, accounting department, Monogram Southern Exchanges, is back after a vacation in Sea Island, Ga. . . . Exhibitors Service Booking Company moved into a new office in the Walton building. . . . The 41 Drive-In, Shelbyville, Tenn., closed for the winter.

On the Row were: J. H. Thompson, Martin and Thompson Theatres, Georgia; Mose Labowitz and Jay Solomon, Tennessee; Gault Brown, Madisonville, Tenn.; Walter Morris, Knoxville, Tenn.; Colonel T. E. Orr, Amusement Enterprises, Albertsville, Ala.; George Gaston, and P. C. Gaston, Griffin, Ga.; D. L. Buzbee, Ritz, Dadeville, Ala., and Bill Griffin, Cullman Amusement Company, Cullman, Ala.

Charlotte

Bob Alander was elected Chief Barker, Tent 24, Variety Club, succeeding Don Graham. Cy Dillon is First Assistant Chief Barker, William P. White is Second Assistant, Bob Saunders is Dough Guy, and Bob Simril is Property Master. Six others named to the crew are Frank Beddingfield, J. E. Holston, W. Frank Lowry, Hugh Sykes, Jr., Johnny Vickers, and Walter Griffith.

Memphis

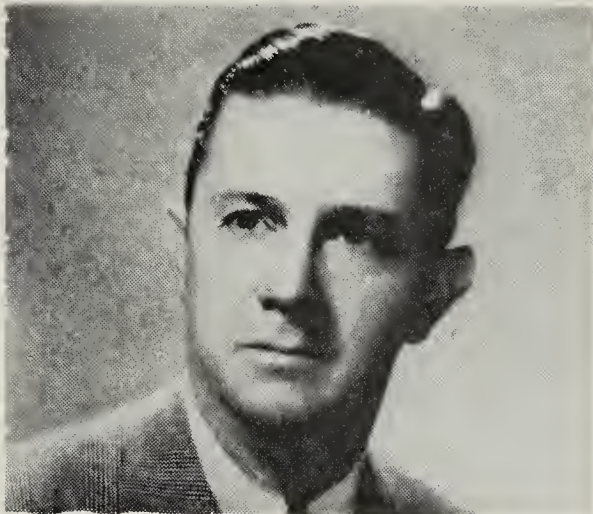
The Variety Club, Tent 20, reelected the following officers for the coming year: M. H. Brandon, Chief Barker; Bennie Bluestein, First Assistant; Tom Kirk, Second Assistant; Vernon Adams, Property Master, and Jack Sawyer, Dough Guy. John H. Rowley, Dallas, Second Assistant Chief Barker, Variety Clubs International, visited the club.

MONOGRAM — Vera Lee is the new assistant cashier. . . . C. T. Willis, Munford, Tenn., was visiting.

PARAMOUNT — The Christmas party was held in the office on Dec. 19.

RKO — The employees had a gay Christmas dinner-dance party at the Claridge Hotel.

20TH-FOX — Visiting exhibitors included Mr. and Mrs. Frank Patterson, Junction City, Ark.; Paul Schaffer, Marked Tree, Ark.; Mrs. J. C. Noble, Leland, Miss.; R. N. Shelton, Common-



R. M. Kennedy is chairman of the Alabama State committee in the current trade drive on behalf of the repeal of the 20 per cent amusement tax.

wealth, Kansas City; K. K. King, Searcy, Ark.; Mrs. H. A. Fitch, Erin, Tenn.; Orris Collins, Paragould, Ark.; W. C. Kroeger, Portageville, Mo.; Roy Cochran, North Little Rock, Ark.; Jack Watson, Tunica, Miss.; Carl Burton, Fort Smith, Ark.; Don Landers, Harrisburg, Ark.; K. H. Kinney, Hughes, Ark.; G. H. Goff, Parsons, Tenn., and Dr. L. T. Lowrey, Blue Mountain, Miss.

New Orleans

Joan McKelland, MGM starlet on tour in connection with "Million Dollar Mermaid," Loew's State, headed back to Hollywood after a busy visit. She was photographed by the newspapers, made radio and television appearances, and spoke at several social and club gatherings.

It was a busy week for Billy Fox Johnson. An urgent call sent him spinning back home to Alexandria, La. . . . Charles Lamantia, NSS field representative, was in. . . . Ann Dufour, UA booker, was out on account of illness.

George Baillo, Southern Amusement executive, Lake Charles, La., visited. . . . Manager Robert Kelly, Dixie, was out in the territory.

Exchange managers C. J. "Jimmy" Briant, MGM, William Holiday, Paramount; Roger Lamantia, RKO; Lucas Conner, Warners; William "Billy" Briant, 20th-Fox; Alex Maillho, UA; Milton Dureau, Masterpiece; Henry Glover, Monogram; theatre representa-

tive Page Baker, Lake Charles, La.; theatre owner George Baillo; UA southern district manager George Pabst; National Screen Service manager Louis Boyer, and Dan Brandon, Transway, Inc., met with E. V. Richards, chairman, Sesquicentennial Celebration, and its manager, Raymond F. Hufft, to discuss plans for the industry's participation. The celebration will start on Jan. 1.

Warren Salles, Covington, La.; Roy Pfeiffer, Istrouma, Baton Rouge, La.; "Preacher" Crossley, Laurel, Miss.; F. G. Prat, Jr., Vacherie, La., and Harold Dacey, Raceland-Lockport, La., were among those calling.

Lefty Cheramie, Rebstock, Golden Meadows, La., stated that the Jett Drive-In, that he, Richard Guidry, and R. J. Soignet have under construction near Cutoff, La., will be ready soon.

Abe Berenson, president, Allied Theatre Owners of Gulf State, received the news from Henderson Richey, MGM executive, that he will be among the many leaders to address the annual convention at the Jung Hotel on Jan. 13-14. Other personalities will be Abram F. Meyers, Colonel H. A. Cole, Max Youngstein, Wilbur Snaper, and Benny Berger.

Myrtle Leman has been added to Warners' payroll as a cashier. . . . Bob Roberts, who has followed the roadshow route for many years, is confined to conquer that exhausted feeling. He recently underwent a thorough checkup at Dibert Hospital.

Exhibitors visiting were: Mr. and Mrs. William Paternostro, Lyric, Delta, and Palace, Lake Charles, La.; manager Brown, Century, Mobile, Ala.; Nick Erdey, Fox, Livingston, La.; Charles Waterall, Jr., Prichard, Ala.; Jack Luster, W. W. Page Circuit, Robeline, La., and W. E. Limroth, general manager, Gidden and Rester Theatres, Mobile, Ala.

Mr. and Mrs. Charles Levy and daughter, Ritz, Hammond, La., were in on a combined business and pleasure jaunt. It was baby Sharon's first view of Film Row.



Joan McKellen, MGM's touring "Million Dollar Mermaid," was guest of honor at a country club dinner given recently by the Wilby-Kincey district manager and Montgomery S. Hill, manager, National, Charlotte. Seen, clockwise, around table, are: Mrs. Hill, back to camera; Tom Baldrige, MGM field representative; Miss McKellen; James Cartledge, manager, Center; Hill; Garland Hayworth; Mrs. Neil McGill, and McGill, manager, Carolina.

Jack Jackson, NSS road representative, was in. . . . Manager Billy Briant, 20th-Fox, was out in the territory. . . . Mrs. Ruby R. Macheca, mother of Mrs. Helen Simonson, 20th-Fox inspection department, passed away. She was 62. . . . The Hub Drive-In, Lafayette, La., is one of the ozoners, playing John Kenlo's "Street Corner."

Mr. and Mrs. Ed Thomasie, pioneer exhibitors, stopped in. Thomasie is fully in the pink of condition after a long spell of illness.

Milton Guidry returned after calling on his theatres in southwest Louisiana. . . . The old regulars, Ernest Delahaye, Maringuoin, La., and O. Gaude, Port Allen, La., were in.

Max Connett, Newton, Miss., spent a portion of the week at his offices. . . . Joel Blustone, buying and booking representative, kept the bookers in a jovial mood with dates. He now buys and books for the DeSoto Drive-In, Mansfield, La.; Chief Drive-In, Natchitoches, La.; Red River Drive-In and State, Texarkana, Tex.; Parkway Drive-In, Winfield, La., and the Owl Drive-In, Columbia, La.

J. G. Broggi, buying and booking representative, advised that Morgan Hicks and S. L. Graham, new owners of Lou-Miss Drive-In, Lucedale, Miss., will keep it closed until after Jan. 10. They recently took over ownership-operation from H. C. Cullpepper, Deer Park, Ala., who operates the Citronelle, Ala., Drive-In. Hicks and Graham also own the Ritz, Lucedale, with Graham at the helm.

Closed were the Fox Drive-In, Bunkie, La., owned and operated by Billy Fox Johnson, and the Dome, Hattiesburg, Miss., operated by Mrs. E. Hartman.

The friendly group at Masterpiece whose harmonious and cooperative business relations rode them to first place in a national playdate drive are: E. J. Lillies, president; Milton Dureau, vice-president and general manager; E. H. Lillies, secretary-treasurer; Mamie Dureau, office manager; Alton Dureau, salesman; Alberta Schindler, cashier; Pauline Elliott, availability clerk; Pat Hartong, stenographer - billing clerk; Ethel Pinto, Gladys Reidling, and Ernestine Glaser, inspectress; Dan Boudreaux, shipping clerk, and Kenneth Thomas, porter.

Judge Luther E. Hall signed a restraining order which stopped the proposed sale by the city of property it owns at Hibernia and Elysian Fields, which would, as contended by Albert E. Pittman, president, Pittman Theatres, Inc.,



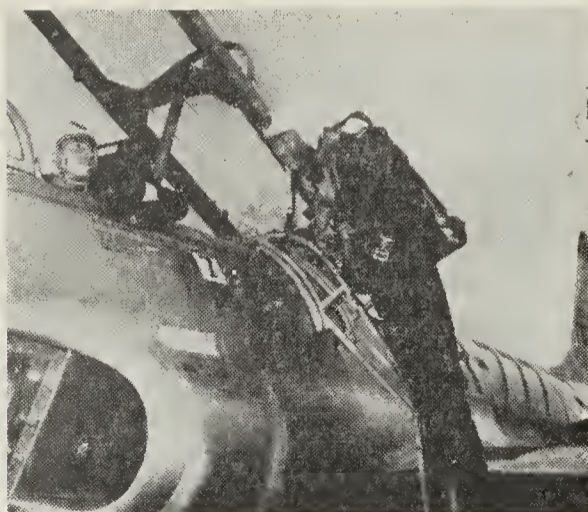
Seen discussing plans for a Paramount talent search on the coast recently are Anna Marie Alberghetti, child singer, and Lauritz Melchior, Wagnerian tenor, both starring in the forthcoming "The Stars Are Singing." Melchior will personally conduct the search in the 104 cities he will visit during his 1953 concert tour.

in an order of petition, block out means of ingress and egress to the Pitt.

20th-Fox and UA had a head start on all other exchanges spreading annual pre-Christmas tables. 20th-Fox selected a remote place in Jefferson Parish. At UA, it was open house and plenty crowded, too. It was a dual celebration, the pre-Christmas festivities and celebration of the double winning in the "Bill Heineman Drive," the exchange's winning of group "B" and George Pabst hitting the jackpot in the district managers' race.

Lew Andrews, Hallmark representative, was in. . . . Exhibitors making the rounds were Rene Brunet, Imperial; Paul Brunet, Dixie; E. W. Jones, manager, St. Bernard Drive-In, and S. E. Mortimore and Lyle Shiel, Skyvue Drive-In.

George Chadwick, 35 Drive-In, Carthage, Miss.; John Williams, State and Lamar, Jackson, Miss.; Ed Ortte, Cleremont Harbor, Miss.; William Butterfield, Lake Drive-In, Pascagoula, Miss.; Charles Butterfield, Rushton, La.; Frank Smith, Grand Isle, La.; Joel Bluestone, buying and booking representative; Milton Guidry; Ann Molzon, Labadieville, La., and Ed Delaney, Magnolia, Miss., were in.



Hal Wallis, Paramount producer, recently participated with 50 of the nation's business leaders in a 10-day Joint Civilian Orientation Conference sponsored by the Department of Defense. He flew in a jet fighter during the tour, and participated in carrier takeoffs and landings in the Atlantic.

Henry Wering, manager-coowner, Theatre Poster Exchange, Memphis, returned after business calls. . . . Milton Guidry was back after a call in Detroit. . . . John Serio, Century, Morganza, La., and E. Jenner, Ellisville, Miss., were in.

Gaston J. Dureau, Jr., president, Paramount Gulf Theatres, announced that the circuit would play Arch Oboler's "Bwana Devil" in Natural Vision three-dimension in 20 cities, starting at the Saenger.

Arkansas Little Rock

The Alicia, Alicia, Ark., and a cafe were destroyed by fire, with damage estimated at \$20,000. Mrs. Dora McCullough was the owner.

Florida Miami

Something of an oddity is the fact that Wometco coowner Mitchell Wolfson's first grandchild is a fourth-generation Floridian. There's very few who can claim that distinction in a state. . . . Lieutenant John W. French, an original "Thunderbird," appeared on the stage of the Embassy in connection with "Thunderbirds."

A choral group from the Miami Senior High School was a feature of the pre-Christmas stage attraction at the Olympia. . . . Back at his desk in the Wometco accounting department is Wally Becker, who saw service in Alaska, among other places, with the 435th Air Wing. . . . Jay Rayvid, Lincoln was called into service. . . . Back at his desk as district manager, Wometco, is Elmer Hecht, who underwent surgery.

Harold Clark, owner of property behind the old Club 86, once intended for a drive-in site, was ordered to clear it off or face court action. The El Portal Village Council gave the order. Clark had planned building a drive-in on the property, but, after learning many residents opposed the idea, never applied for a permit to do so.

Georgia Savannah

Superior Court Judge David S. Atkinson delayed his decision on a civil case against the city by G. F. McKenzie, who asks that the city be compelled to issue him a building permit for a proposed \$15,000 drive-in, which it has refused, and further that the city be enjoined from building a thoroughfare over land on which he wants to erect the project. The land involved is a 50-acre tract in the southeastern section of the city.

North Carolina Winston-Salem

The State closed for the second time in recent months. J. D. Deal, manager, returned to his former post as manager, Colonial, and Homer Lynch, recent manager, Colonial, has been moved to the Forsyth.



NEWS OF THE

Territory

Chicago

Robert James was appointed to the Palace staff.

Charles Morris was named Grand manager in Highland Park, Mich. . . . Paramount presented a Christmas gift of \$50 to all members of the staff earning less than \$100 a week.

The Palace may be the first here to get Cinerama. Owner Otto K. Eitel has been negotiating with Louis B. Mayer and his right hand man, Joe Kaufman.

Despite the night throngs of pedestrians passing the downtown Roosevelt, a gunman threatened Mrs. Mabel Banning at the cage. She handed him \$50, and the fellow escaped in the crowd.

The Famous, opened in 1915 by Verne Langdon and Arthur F. Sass and sold to Alamo Post, American Legion, has been converted into a dance hall and clubrooms.

Roger Hyde was named Bel-Park assistant manager. . . . Ben Eisenberg and Morrie Zimmerman, Royal owners, bought the Davis, closed by Essaness.

Chuch Becker, Alamo manager, gave his sixth annual Christmas show for children in cooperation with Alamo Post, American Legion. . . . Edna Frank, MGM office manager, vacationed in New Orleans.

The Hub Amusement Company, Rochelle, Ill., will build a drive-in there as soon as weather permits.

Joe Feulner, H. and E. Balaban booker-buyer, took a Florida trip. . . . Tom Letcher, assistant to Norm Pyle, MGM publicist, was transferred to Minneapolis.

Johnson Shupe was named assistant manager, Birmingham and Bloomfield, Birmingham, Mich.

Allied Theatres of Illinois, through President Jack Kirsch, lauded The Chicago Herald-American for the "Movie Limerick Contest" that newspaper is conducting. In a recent letter to William F. Carroll, manager, The Chicago Herald-American amusement department, Kirsch wrote: "The entire Allied membership was unanimous in its praise of The Chicago Herald-American for the great and valued service being rendered our industry through this contest, and wish to express their thanks and appreciation to yourself, Miss Ann Marsters, and Frank Ward for the splendid manner in which this 'Movie Limerick Contest' is being presented to your readers."

Mrs. Sonia Katz, 80, widow of Morris Katz, one of the Balaban and Katz founders, passed on. A son, Samuel, two daughters, and two brothers survive.

Harris Sears, Park manager, was presented with a new son. . . . Marauders gave up an attempt to enter the Southtown, Springfield, Ill. . . . Sidney Spielman, Essanjay office manager, and Dr. Benjamin Adelman were wed. . . . John Praught was named Bryn Mawr manager.

Mr. and Mrs. James Griffis bought the Kent, Kentland, Ind., from Dallas Cannon. . . . Clifton Webb came in for "Stars and Stripes Forever," Palace. . . . Jack Kirsch, president, Allied Theatres of Illinois, was made a Peoples National Bank director.

Joseph Sykes was named to manage the Zion and Dunes, Zion, Ill.

Sixteen houses enjoyed large attendances when electrical appliances were awarded. . . . Steve Halachoulis, Belmont assistant manager for several years, resigned. . . . Frank Riley, acting manager, Tower, was upped to a full managership when manager Ambrose Conroy resigned.


Dina Halpern, stage star and wife of Danny Newman, Astor owner, took a prominent part in the Hanukkah Festival. . . . Redick Hamer, Wyandotte, Wyandotte, Mich., manager, rejoined the army.

Roger Sher, former Lans manager, Lansing, Mich., is now operating the Holiday, suburban Park Forest. . . . The Nortown held a special children's show sponsored by a merchant.


Paul Heinz, Shakespeare assistant manager, received praise from the police

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The Trouperette
INCANDESCENT SPOTLIGHT
for small theatres, hotels, night clubs, schools and colleges. Projects 6½ times brighter headspots. Utilizes all the light through most of the spot sizes as contrasted to spotlights which vary spot size solely by iris, thus losing substantial light.

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Active in the industry's national tax repeal campaign are, in the usual left to right, top to bottom, order: Colonel H. A. Cole, Texas, national co-chairman; Boyd F. Scott, New Mexico chairman; Duncan R. Kennedy, Illinois co-chairman; A. D. Kvoool, Wisconsin co-chairman; Ben Berger, Minnesota co-chairman, and Jack Kirsch, Illinois co-chairman.

after he had called them to arrest an armed youth, 18, for creating a disturbance in the theatre. The fellow turned out to be head of a purse snatching gang.

Exchange employees union members held a Christmas party at the White Manor Club. . . . William "Lindy" Kassul, Hub Amusement Company, will build a drive-in at Rochelle, Ill., as soon as weather permits. . . . Wally Heim, UA publicist, went to Kansas City.

Chief Barker John J. Jones, presiding at the first meeting of the new 1953 Variety Club officers, appointed these committee chairmen: Heart, Edwin Silverman; entertainment, Nate Platt; house, Nat Nathanson; publicity, Irving Mack; banquet, Jack Kirsch; golf, Elmer Balaban; membership, Joe Berenson; ticket sales, Jack Rose and Manuel Smerling; special activities, Arthur Schoenstadt and James Donohue, and law, Aaron Stein.

Eddie Silverman, Essaness president, was the first to act in the plight of a father, suffering from Parkinson's disease and unable to work, and his wife and four children, who were evicted from a tumble-down dwelling. Silverman donated all proceeds from a benefit for the family at his Crown, a few blocks away.

Cyril and Howard Lindroth and Larry Fleming are proceeding with a new drive-in near Belvidere, Ill.

Dallas

In typical Texas style, Phil Isley, president, Allied Theatre Owners and Isley Theatres, took time out from his busy schedule to lend a helping hand by speaking for Claude Ezell, president, Texas Theatre Drive-In Association, at the regional meeting in Lubbock, Tex. Ezell was hospitalized. The meeting, attended by more than 50 owners, began with breakfast, and then the exhibitors attended a screening of "Ruby Gentry" in the Linsey. The affair reconvened in the Caprock Hotel for luncheon and meetings. Preston Smith, Lubbock, presided as local chairman, and opened the meeting with a warm welcome to all of the drive-in owners and to the Dallas members of the Texas Drive-In Theatre Owners Association. He turned the meeting over to Isley. Isley gave a brief outline of the history of the TDIOA, named its officers and directors, and outlined its objectives. He explained in detail how the association can serve the drive-in exhibitors in west Texas. He gave a comprehensive report on the program of the 20 per cent federal admission tax campaign and its success to date, and covered briefly the plan for relieving the Texas theatres of the discriminatory state tax on admissions over 50 cents. Other speakers were: Ed Green, Charles Weisenberg, Al Reynolds, Skeet Noret, and E. L. Pack.

Members of the executive board of Texas COMPO expressed optimism and enthusiasm for the business outlook of 1953 at a special meeting. The board



Mrs. Chester Heston, mother of Paramount player Charlton Heston, and Joe Emma, father of Paramount starlet Joan Taylor, attended the recent trade screening of "The Savage" at the Paramount Chicago branch. Emma is owner-manager, Deerpath, Lake Forest, Ill. Mrs. Heston resides in Wilmette, Ill.

voted unanimously to give full support to and co-sponsor the forthcoming "Adolph Zukor Golden Jubilee Celebration" on Jan. 28. The next executive board meeting was announced for Jan. 20 in the Texas COMPO office.

Denver

Carl Benefield and A. L. Shields will open their new 600-seat Bronco, Clayton, N. M., about Feb. 1. . . . On smelling smoke while closing the theatre, Max Soverign, projectionist, Fox, Alliance, Neb., began a systematic search of balcony seats, but failed to find it. Just then, Ralph Roe, manager, came by, and together the two looked until they found the source of the smoke in a ventilator, where a careless patron had tossed a cigarette. The diligence of Soverign is credited with the saving of the complete loss of the theatre by fire. The faulty ventilator now has a wire screen over it.

Bernie McCarthy, Realart branch manager, went to Salt Lake City to visit the exchange before going to Los Angeles for Christmas at the home of his daughter. . . . William Cahill, formerly with U-I, returned, again as a salesman.

Block parties at the Esquire entertained 5,200 guests from the immediate neighborhood in a series of gatherings that has covered all of the 150 blocks assigned to the theatre by Fox Intermountain Theatres. The plan is to get everybody in the area into the theatre as a guest once, on the assumption that contact with the theatre will make some of them want to come back for more. The plan calls for the staff, including Helen Spiller, manager, to call on the families in the area, and, with a few blocks invited each time, ask them to come to a show at the theatre as guests of the management. Each of the occasions is given in the nature of a party, and a special effort is made by the staff to make all feel unusually welcome, even though they are getting in free. According to Miss Spiller, the theatre staff will immediately start all over on the territory in a second series of parties. The idea was put into operation by Hall

Baetz, Denver city manager, and is being used throughout the circuit.

Plans are being made to ask the legislature to place a five per cent tax bite on admissions to large screen theatre television of prize fights and wrestling matches. The tax is the same as the state now charges on live events of a similar nature. The Paramount is at present the only theatre in the state equipped for such events, but it seems the state wrestling and boxing commission are afraid such events will cause the drying up of wrestling and boxing in the state, and they wouldn't have any funds to remain in business.

Don Hammer bought the Associated Film Exchange from Russ Dauterman and Bus Campbell, will rename it Intermountain Film exchange, and will handle reissues and new independent product. He has set up an exchange at 929 Twenty-first Street.

John Denman, city manager, Fox Intermountain Theatres, Great Falls, Mont., will chairman the drive for Red Cross funds in 1953. . . . Maxine Law moves from Allied Artists, where she was cashier, back to Paramount, to be the booking department's secretary. . . . L. E. Hobson, RKO salesman, became a grandfather when his son, Richard, attending dental school in Kansas City, became a father to an eight-pound son.

Mrs. Louise Ferguson, National Theatre Supply office manager, vacationed in St. Louis at the home of her son, Hugh. . . . Carl Mock, Barnett clock salesman, spent the holidays in Philadelphia. . . . Nancy Rushing, Fox, Boulder, Colo., was elected "Miss Merry Christmas," and will reign through the city's "Twelfth Night" celebration. . . . Mr. and Mrs. Sam Langwith, Western Service and Supply, holidayed in New Jersey.

Jim Ricketts, Paramount branch manager, spent the holidays at his former home in Des Moines.

Seen on Film Row were. Neal Beezley, Burlington, Colo.; Russell Schulte and Peter Laney, Casper, Wyo.; C. E. McLaughlin, Las Animas, Colo.; Ray Lounsbury, Monte Vista, Colo.; Ed Ward, Silver City, N. M.; Ray Davis, Cheyenne, Wyo.; George Allan, Sr., North Platte, Neb.; John W. Murray, Springfield, Colo., and Tom Murphy, Ratan, N. M.

Des Moines

William J. Heineman, UA vice-president in charge of distribution, announced that a new booking office has been opened at 1110 High Street, under the jurisdiction of the Omaha exchange. Dorothy Pobst is booker.

Perry B. Long, 51, former Webster City, Ia., Chamber of Commerce secretary and theatre owner, died after a six-month illness. He had operated theatres in St. Cloud, Minn., Watertown, Madison, and Sioux Falls, S. D., and Bemidji, Minn. In Webster City, he managed the Webster, Isis, and Corral for the Pioneer Theatre Company.

Hod Engbertson, owner, Decorah, Decorah, Ia., announced plans to build a drive-in in that vicinity.

Christmas was brightened for Jim Felix, Ossian, Ia., exhibitor, despite the fact that he was in the hospital with an arthritic condition. In a sanitarium at Oakdale, Ia., he has been buying and booking from the place, with his family running the house. The distributors have been cooperating in the matter of film, and Iowa and Nebraska Allied members have been assisting by sending checks for \$1 to secretary Charles Jones, who gave them to Felix as a holiday gift.

Kansas City

A new city ordinance providing for the review of motion pictures and issuance of certificates of approval went into effect. In some cases, approval will be given when the reviewer and welfare director accept the opinion of national accredited reviewing organizations without viewing the films.

The midwest division of Warners held a meeting, with the branch managers from Des Moines, Omaha, and St. Louis, as well as Kansas City, attending. . . . Jo Ann Fowler, Kansas City Booking Agency, returned from a vacation. . . . Ed Hartman, Kansas City Booking Agency, was a patient at St. Luke's Hospital.

Virginia Marcus, a patient for two weeks at Menorah Hospital, was convalescing. . . . L. J. Kimbriel, Missouri Theatre Supply Company, won, for the second year in a row, the RCA award for sale of more RCA theatre equipment than any other RCA dealer. . . . E. D. Van Duyne, district manager, RCA Service, returned from Camden, N. J. . . . Joe Negar, 20th-Fox branch manager, returned from Minneapolis. . . . In town were: Joe Ghosen, Uptown, Sedalia, Mo., and Jay Means.

Los Angeles

The Rosemary, Ocean Park, Cal., has been closed by Fox West Coast. . . . Hugh Bruen, who operates three conventional theatres in Whittier, Cal., is planning to open a 900-car ozoner in Whittier next spring. . . . Back from New York, where he attended the funeral of his mother-in-law, was Issy Berman, Berman Theatres. . . . Joe Sarfaty, Warner salesman, was taking a winter vacation. . . . Roy Hunt, veteran exhibitor, passed away suddenly in Riverside, Cal., where he operated the Rubidoux. . . . Viola Thompson, secretary to FWC head booker Everett Sharp, was ailing in the Cedars of Lebanon Hospital. . . . Back after vacationing was Bill Warner, UA salesman. . . . Mel Evidon, Columbia sales manager, was discharged from the Cedars, and is now recuperating. . . . Sid Pink, formerly with United Artists' Theatres, has returned from London, where he secured the television rights for 16 British films.

As a follow-up to the meeting conducted here by A. W. Schwalberg, Paramount Film Distributing president, and vice-presidents E. K. O'Shea and Jerry Pickman, individual sessions with divi-



The Chicago, Chicago, during the recent showing of U-I's "Because of You," tied in with a department store to find the local girl to participate in a national contest, sponsored jointly by U-I and the TV show, "The Big Payoff."

sional branch managers were held by western division manager George A. Smith. Conferring with Smith were Frank Ricketts, Denver; Wayne Thiriot, Portland; Henry Haustein, Seattle; H. Neal East, San Francisco, and Frank Smith, Salt Lake City, and A. R. Taylor, Los Angeles.

City Council unanimously approved an ordinance to compromise the city license tax on film producers. The new schedule sets a minimum tax of \$700 on producers who spend up to \$500,000 on pictures, and a top tax of \$1500 on those who spend more than \$2,000,000. The studios had gone to court to dispute the city's right to collect license taxes on producers who lend actors to other producers or studios. The tax will total approximately \$40,000 annually for Los Angeles.

All Warner theatres in the Los Angeles area joined in a campaign to promote the west coast premiere of "Hans Christian Andersen" at the Beverly, Beverly Hills, Cal. Feature of the campaign, which involved the Wiltern, Warner Downtown, Hollywood, and Huntington Park, was an eye-arresting lobby display sign in each of the houses.

"Road to Bali" was the focus of an area-wide west coast promotion involv-

ing the Von market chain of 19 stores, Star-Kist Tuna, and Paramount. The film was plugged in huge displays in each store, with a lifesize blowup of Dorothy Lamour in a sarong as the center piece.

A large replica of an aircraft carrier, used by the navy in its recruitment program, was loaned to Allied Artists in connection with openings of "Flat Top" at the Egyptian, Loew's State, and Four Star.

Milwaukee

Ervin J. Clumb was named manager, Riverside, succeeding L. Roy Pierce, on a leave of absence due to illness. Clumb managed the Towne six years. Standard Theatres Management owns the Riverside as well as over 25 theatres in the state.

Lakeland Theatres Corporation has taken an option on Highway 12 just outside of Whitewater, Wis., and plans are under way for the construction of a drive-in in the spring. The corporation operates the Strand, Whitewater.

Doug Groenert, who formerly managed the Tosa and other theatres, is now managing the Plaza under Hugo Vogel. Barney Sherman has severed his connection with the theatre.

Harold Fitzgerald, Fox-Wisconsin, invited industryites to discuss a new beneficial group.

Ralph Krause, Zenith manager, is in line for a deal in Chicago which calls for his producing a series of TV shows. . . . Sig Goldberg, wife, and daughter headed for California. He is president, Wisconsin Allied. . . . Steinberg interests have taken over the Lyric in a deal with owner Helene Hanke. This breaks up the partnership of Steinberg and Everson formerly at the Oakland, with the latter operating the Oakland alone.

The Trampe brothers, Ray and Oliver, held a Christmas party for employees of Monogram and the trade.



U-I's Milwaukee branch recently thanked Wisconsin exhibitors for a "job well done" by awarding prizes to those playing the largest number of U-I films. Taking part in the ceremonies were, left to right, Bill McFadzen, booker; Sid Turer, salesman; Nick Burg, State, Sheboygan; Roland Williams, Sun, Brodhead; Al Kuehn, Mode, Oshkosh; Mrs. Kuehn; Dave Goldman, branch manager; Lauren Husten, Troy, East Troy; Wally Babcock, Sprague, Elkhorn; Paul Nowatske, Vista, Mukwonago; Lew Breyer, salesman; Earl Severson, Oakland, Milwaukee; Bill Schwartz, salesman; Orville Peterson, booker, and Dick Katz, booker. Winning exhibitors unable to attend were Al Honthamer, Comet; Robert Goetz, Goetz, Monroe; John O'Connor, Highland, Highland; Mrs. Arnold Kamp, Lake, Fox Lake; Dave Weishoff, Juno, Juneau; Don Brown, Mars, LaFarge, and Sam Miller, Rialto, Gladstone, Mich.

MGM, Standard Theatres Management, and U-I also held Christmas parties. . . . Don Brown, Mars, LaFarge, Wis., was in booking.

Mrs. A. Bergthodt, widow of A. Bergthodt, was in booking her two theatres in Cashton and Westby, Wis. She has taken over the operation of these theatres since the death of her husband.

Projectionists held open house for exhibitors and film men.

James Cavalary, formerly at the Liberty, is negotiating for another Milwaukee theatre. . . . William Benjamin, Screen Guild, acquired the franchise rights for "High Treason." . . . Miss Sarah Freuler, sister of J. R. Freuler, passed away.

The Granada showed a first-run Polish picture, "The Treasure." This theatre is situated in the populated Polish district.

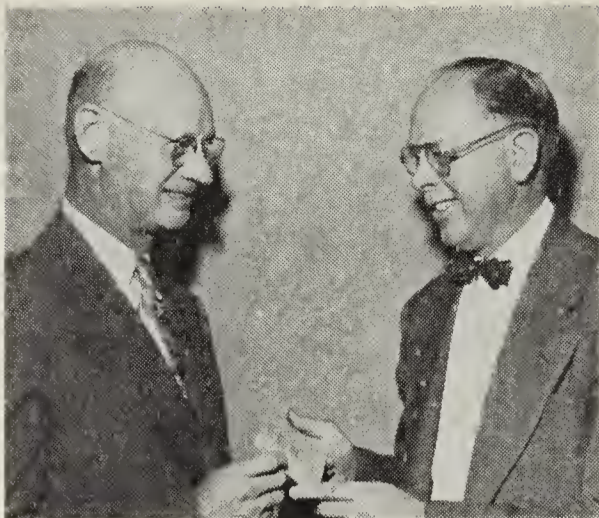
The outgrowth of an idea conceived by U-I manager Dave Goldman and his salesmen and bookers paid off in a number of awards being presented various Wisconsin exhibitors. The festivities were held at the swanky Hotel Schroeder in token of the branch's appreciation of a job by the participating exhibitors. The big task was to inspire exhibitors to concentrate on U-I product for a seven-week period, with prizes to be awarded winners at the conclusion of the campaign. The winners, based on the largest number of U-I films played, were: Lauren Husten, Troy, East Troy, outboard motor; Nick Burg, Mode, Oshkosh, Polaroid camera; Roland Williams, Sun, Brodhead, carafe and electric percolator set; Paul Nowatske, Vista, Mukwonago, electric shaver, and Earl Severson who recently took over full control of the Oakland, a carving set. All winners were present at the luncheon. Among the balance of winners unable to attend were: Al Honthamer, Comet; Robert Goetz, Goetz, Monroe; John O'Connor, Highland, Highland; Mrs. Arnold Kamp, Lake, Fox Lake; Dave Weishoff, Juno, Juneau; Don Brown, Mars, LaFarge, all of Wisconsin, and Sam Miller, Rialto, Gladstone, Mich. Aside from Goldman, other members of U-I on hand were: Sid Turer, Lew Breyer, and Bill Schwartz, salesmen, and Orval Peterson, Bill McFadzen, and Dick Katz, bookers. Also present was Wally Babcock, representing exhibitor Dan Kelliher, Sprague, Elkhorn, Wis.

Oklahoma City

William J. Heineman, UA vice-president in charge of distribution, announced that a new booking office has been opened at 18½ North Lee Street, under the jurisdiction of the Dallas exchange. Wanda McClain is booker.

Local 308, projectionists, elected the following officers: Berlin Parks, president; Kenneth Lyons, business agent; Bert Bell, financial secretary, and Jerry Jeter, recording secretary. Parks succeeds Earl Landsberger. The local now has between 60 and 65 members.

Morris Lowenstein, Majestic, representing the Theatre Owners of Oklahoma, expressed thanks to the Mayde



William Hastings, manager, Orpheum, Denver, one of the seven winners in MGM's "Promotion Prize of the Month" for "Carbine Williams," is seen recently being presented with his check by Henry A. Friedel, MGM resident manager in Denver.

Mack Mummers, a civic theatre group, for time and talent devoted to a tax trailer which did much to help defeat the tax measure in Oklahoma. A check for \$100 was included, and was sent in the name of the Theatre Owners of Oklahoma. The trailer was exhibited by a majority of the theatres in Oklahoma City and other large cities and towns. Mack Jones, president, Mummers, expressed his thanks, and explained it would be applied to the proposed Theatre-in-the-Round to be constructed in the near future.

Film Row extends its sincere sympathy to the James Leonard family, Leonard, Meeker, Okla.; Leonard, Wellston, Okla., and Depew, Depew, Okla., in the recent loss of his father.

Get well wishes are extended to Mrs. Jim O'Donnell, whose husband is office manager, Monogram. . . . Clyde Hester, Davidson, Davidson, Okla., closed his theatre.

E. M. Freiburger, Dewey, Dewey, Okla., is in the Bartlesville Memorial Hospital following a serious automobile accident. . . . V. A. Wilkinson, Ritz, Comanche, Okla., is telling people that he's from "Kindlin Switch" these days. The recent Billy Cook affair really aroused the town.

In town were: Mrs. Bess M. Wilkie, State, Harrah, Okla.; Seibert Worley, Liberty, and Texas, Shamrock, Tex.; Virby Conley, Ellis, Pertex, and Ranger Drive-In, Perryton, Tex.; L. E. Brewer, Royal, Folly, Pauls Valley, Okla.; Harold Rigney, Fort, Fort Gibson, Okla.; Wesley Hodges, Bulldog, Weatherford, Okla.; Mr. and Mrs. William Copeland, Geary, Geary, Okla., and Mrs. Elizabeth Tucker, Cimarron, Guthrie, Okla.

Sam Brunk, salesman, Paramount, received a gold wrist watch in recognition of his 25-year service record. It was presented by Buck Weaver, branch manager, during the annual Christmas party at the Variety Club.

Omaha

The 20th-Fox office gathered clothing and household goods to help a destitute family. Visitors to the exchange and staff members also donated money to give the family a merrier Christmas.

. . . D. V. McLucas, United Artists branch manager, went home from the hospital after an attack of the flu.

Roy Brewer, ex-Nebraskan and now head, Hollywood AFL organization and west coast IATSE, said on a visit that the film industry had effectively cleaned out Communists.

The television presentation of "Carmen" at the Orpheum drew 1,200 persons who paid \$2,400 and who generally gave the production lavish praise. Tri-States district manager Bill Miskell said he thought the pre-holiday date probably held the crowd down. . . . Most of the branches held Christmas parties.

A visitor was Tom Scott, nephew of 20th-Fox branch manager Joe Scott, from Baltimore, Md. He received several All-America end ratings for his play at the University of Virginia, and was en route with his bride to San Francisco to play in the Shrine East-West football game. . . . A. L. Kolitz, RKO district manager from Denver, was in for a meeting with Max Rosenblatt, branch chief.

Joe Jacobs, Columbia branch manager, visited situations in the central territory. . . . The Orpheum and Omaha were turned over to the children of Omaha for the annual movie program sponsored by John A. Gentleman, mortician. . . . Tent 16 scheduled a meeting at the Blackstone Hotel to plan the Variety Club's activities. . . . Iz Weiner, U-I branch manager, and his wife observed their 25th wedding anniversary.

The Ord, Neb., Chamber of Commerce gave its annual Christmas party for the children of the community at the Ord. . . . The Tulip, Orange City, Ia., was purchased by Ed Utech, and Robert Van deBrahe was named manager. . . . Jimmy Sparks, with RKO branches in Omaha and Des Moines before entering service, told friends during a furlough he hopes to be discharged in February.

Portland

William J. Heineman, UA vice-president in charge of distribution, announced that a new booking office has been opened at 1816 N.W. Keaney, under the Seattle exchange.

William Z. Porter, Allied Artists' home office field representative, was in to confer with Jack Felix, manager.

Eleven Evergreen Amusement Corporation houses will be adapted for Natural Vision showings, it was revealed by Frank L. Newman.

St. Louis

Officials of the Franchon and Marco-St. Louis Amusement Company Circuit started their Christmas parties and surprises for the less privileged persons of the St. Louis area early. The Missouri was the scene of the annual Christmas party for the inmates of various old folks homes and institutions, given in cooperation with the Better Films Council of Greater St. Louis. Franchon

and Marco's 5200-seat Fox was packed with underprivileged children for a Christmas party arranged by the Fanchon and Marco organization in cooperation with The St. Louis Globe-Democrat. Tony Peluso, manager, Fox, and Bob Johnston, director of advertising and publicity, Fanchon and Marco-St. Louis Amusement Company, and The Globe-Democrat also saw that each boy and girl in attendance received a big bag of candy and other treats.

In Salem, Ill., airplane pilots from St. Louis and other cities and towns within a radius of 160 miles will drop down from the sky to the Salem Airport on Jan. 1 to attend the premiere showing at Loren Cluster's Salem of "Above and Beyond." Cluster, with the cooperation of Andy Anderson and Charles Wells, Salem Airport, sent invitations to approximately 100 pilots of private airplanes in the area surrounding Salem.

In Lovington, Ill., the Lovington reopened under the management of Mr. and Mrs. Art Diller, Decatur, Ill., who formerly operated the house. The theatre closed when Merrill Fleming, former lessee, failed to agree with the Dillers on the terms for a new lease of the building.

In Benton, Ill., theatregoers had the opportunity to make personal inspections of the technical and structural changes made at the Capitol. Dale Thornhill, resident manager, was on hand to greet the inspectees.

A man armed with an automatic pistol held up Miss Joy Tatum, Aubert, escaping with \$10.

Funeral services for Frank C. Brown, a stagehand at the St. Louis Municipal Opera and various other local theatres since 1901, were conducted at the New Apostolic Church.

The Shubert, dark since early the past summer, opened with "Limelight." The theatre is under the management of Ray Parker, mayor of Brentwood, Mo., who manages the Skyline Drive-In near Lambert-St. Louis Municipal Airport in the summer time.

The Normandy building, Normandy, St. Louis County, Mo., together with its parking lot, has been sold, and is to be converted into a super market.

Word comes from Mount Vernon, Ind., that Louis Davis, St. Louis, general manager, Vernon, has named Gilbert Skelton and John Yaggi to be its joint resident managers. They succeed Cos Ofer, who resigned recently to join the advertising department of The Evansville Courier-Press, Evansville, Ind.

United Artists had a repainting job. Manager F. J. Lee's office is done in regency green, while the salesmen's quarters are in chartreuse.

Out-of-town exhibitors included: Russell Armentrout, Louisiana, Mo.; Loren Cluster, Salem, Ill.; Charley Beninati, Carlyle, Ill.; Bernard Temborius,

Breese, Ill.; Forrest Pirtle, Rani Pedrucci, feature booker, and John Giachetto, short subjects booker, Frisina Amusement Company, Springfield, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Tom Bloomer, Belleville, Ill.; Bob Johnson, Fairfield, Ill.; Wayne Smith, Egyptian Drive-In, Herrin, Ill., and Joe Goldfarb, Alton, Ill.

Jimmy Frisina, Taylorsville, Ill., buyer, Frisina Amusement Company, Springfield, Ill., went to Florida for the Christmas holidays. . . . Harry Haas, Paramount manager, departed for Los Angeles to spend the holidays with his family.

The son of Amos Leonard, Warner salesman, came here to spend Christmas with the family. . . . David B. Barrett, son of this trade paper correspondent, shipped out of a California port bound for "somewhere beyond the horizon."

Art LaPlante, Columbia, visited various towns in the interest of the Will Rogers Memorial Fund drive. . . . Bill Earle, manager, National Theatre Supply, and salesman Bill, Jr., and Harry Hoff attended the recent National Theatres Supply district sales meeting in Memphis.

State Senator Edward V. Long, Clarkville, Mo., who heads the company that operates the Trojan, Troy, Mo., with-

drew from the race for president pro tem of the 1953 Missouri Senate. . . . Arch Hosier, St. Louis Theatre Supply Company, returned from a visit to Los Angeles.

Salt Lake City

Construction of a new drive-in south of Scobey, Mont., on Highway 13, will begin soon, according to Stanton Danelson and C. H. Halvorson. The new drive-in will be built on a seven-acre site purchased from Frank Jackie by Danelson and Halvorson.

San Antonio

The management of Olmos invited barbers and wives to be their special guests during the showing of "Wait 'Til The Sun Shines, Nellie." . . . In cooperation with Kerrville, Tex., citizens, the San Antonio Motion Picture Exhibitors' Association rounded up a variety show for the Veterans Administration hospital at Legion, Tex., as a Christmas gift. . . . Fire at the Roxy Drive-In caused damages estimated at \$15,000. According to W. T. Yetts, owner, the blaze was believed to have been caused by a short in electric wiring.

Rudy Rodriguez, member of the advertising department, Azteca, is the father of a third son. . . . Joe Muniz, assistant booker, Clasa-Mohme, is the father of a baby boy, Gary. . . . Gloria Ayala, clerk, Azteca office, becomes a bride next

You can help, too!

FIGHT INFANTILE PARALYSIS

JOIN THE MARCH OF DIMES
THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS - FRANKLIN D. ROOSEVELT, FOUNDER

month. . . Alfonso Molina, Mexico City, was in on a buying trip.

E. E. Capps, owner, only drive-in at Gainesville, Tex., purchased the Dennis, in the downtown section of the city. Capps announced that the Dennis will be closed temporarily. . . . The Queen, Galveston, Tex., long a theatrical landmark, has been sold by Galveston Theatres, Inc., to E. Phillip Lyon, Los Angeles, for \$55,000. The theatre building is to be converted into a business establishment. . . . The Texas, Haskell, Tex., was completely destroyed by fire. Damage was estimated at between \$75,000 and \$80,000. The theatre was owned by Theatre Enterprises, Inc., Dallas. B. L. Haley is the local manager.

Fernando Obledo, chief booker, Azteca, is the proud father of a baby son.

Sam Guthrie, a student at Texas A and M College, College Station, Tex., won the honor of driving a car with the most patrons into the College Station Drive-In. Guthrie had a total of 48 students including himself in a 1950 two-door car. . . . P. G. Cameron announced his retirement from theatre operation after nearly 50 years of service. He plans to take things "easy" at Brownwood, Tex. . . . Mrs. Aubrey Seddon, manager, Gateway, Fort Worth, Tex., returned after an operation.

A Saturday night bowling league has been organized at Fort Worth, Tex. One team each is entered from the Parkway, Bowie, Palace, and Hollywood, with two teams from the Worth. Howard Hildreth, manager, Parkway, is president of the league; R. L. Woodall, assistant manager, Worth, is vice-president, and secretary is Pat Evans, Bowie.

Charles E. Carden, manager, Palace, Fort Worth, Tex., returned following a vacation.

Wally Akin, city manager, Interstate Circuit, Abilene, Tex., served as chairman at a meeting at which 32 exhibitors of the 24th senatorial district met at Sweetwater, Tex., to present to their representatives in the state assembly their case against the continuance of the state tax on theatre admission. Don Campbell, owner, Rio, Clyde, Tex., spoke on "Movie Price vs Cost of Living"; H. R. Poor, Sadler, Lawn, Tex., discussed "The Value of the Small Town Theatre to the Community," and B. S. Ferguson, Ferguson, Hamlin, Tex., spoke on "What Taxes Do to the Theatres Today." Akin was also heard in a talk on the present frozen admission price policy, and what a theatre operating at a profit means to the community.

Fred Palmer, Interstate Circuit manager, Vernon, Tex., announced that the circuit will build a new 1,200-seat theatre there to replace the Vernon. Plans are being drawn for the theatre by Jack Corgan, Dallas.

W. H. Dunbar sold the Reno, Vidor, Tex., to H. H. Houseman, real estate man. Houseman formerly operated the Reno, and also built it in 1944. He has

also announced plans for the construction of a new 350-car capacity drive-in. . . . Albert L. Smith leased the Palace, Abilene, Tex., from S. P. Nesmith. The Palace was formerly operated by the Interstate Circuit, which turned back the lease to Nesmith after operating it for 25 years. Smith plans to remodel the Palace, and operate it for Negro patronage.

San Francisco

John Parsons, Telenews district manager, flew to Los Angeles, and made a deal with Sol Lesser whereby Telenews became the first theatre in Northern California to hold exhibition rights to the Tri-opticon three dimensional process.

Seattle

Lloyd Honey closed his Starlight Drive-In, Sunnyside, Wash. . . . Harry Ulsh was in from Anacortes, Wash. His daughter and son-in-law, the Bill Owens, left for Chicago, and Ulsh will take over the management of his Island and Empire, which Owens had been managing. . . . William A. Scott is the new owner, Pateros, Pateros, Wash. He purchased the theatre from Robert Gray. . . . Orphans and other children in institutions were guests of The Post-Intelligencer and RKO at a special showing of "Hans Christian Andersen." Bidwell McCormick handled all arrangements. . . . Mrs. Richard Drake, formerly at 20th-Fox, had a baby girl. . . . A gay time was had by all the 32 persons attending Paramount's Christmas party. . . . Eve Rubenfield, secretary to Jack Burke, Seattle manager, 20th-Fox, announced her marriage to Bernard Ordell. . . . Dave Dunkle, Eastern Washington salesman for Paramount, was in. . . . Mike Barovic, was off for Idaho for some hunting. . . . 20th-Fox is remodeling the ground floor to include offices to be occupied by Saffle's Theatre Service, which plans on moving in soon.

The Avalon, Okanogan, Wash., which won national attention with its two-day-a-week free admission, "donate-what-you-choose" policy, announced that it would cease to operate after Dec. 31. L. A. Gillespie, owner, said "I'm tired of paying the tax collector. The theatre pays \$800 per month in taxes. In 1951, the theatre lost \$2,211, and it's in the same boat this year." He said that his closing of the theatre is not to be considered an ultimatum to the city, but that he has not taken a penny of wages since 1950, and "he's tired of working for nothing." If the city decides to abolish its tax, which amounts to about \$2400 per year, slightly more than the theatre has been going into the red, he will reconsider his decision to close.

State visitors included Merlin Toland, Ritz and Rex, Spokane; Bing Fornier, B and B, Grayland; Andy Walyer, Selah, Selah; Corbin Ball, Ephrata; Al Fernandez, Clallam and Neah Bay; Lowell Spiess, Dayton, and Martin Brown, Avenue, Yakima.

Excavation for a \$250,000 drive-in being built for the Kenmore Drive-In

Theatre, Inc., has begun on property acquired from the Squire Investment Company. The spot is two blocks north of Bothell Way at Kenmore, Kenmore, a suburban community just north of Seattle. W. R. Forman, D. L. Stracher, and E. W. Johnson are the owners.

Henry Haustien, Paramount branch manager, returned from a meeting in Los Angeles in time to attend his office's annual party. This event followed the firm's cocktail dinner-dance at the Sorrento. . . . Wanda Griffin, 20th-Fox, secretary, booking department, announced her engagement to Lyle Hocksprau. . . . Bill Foreman was in from the south for a few days. . . . The Oak, Oak Harbor, Wash., changed hands. It was formerly owned by R. A. Gardiner and Leonard Raatz. The Whidbey Island show house is now the property of Chester Hopkins. . . . In another exchange, R. A. Gardiner has taken over the Lyric, Mount Vernon, Wash., formerly leased by Eldon Pollock. After a remodeling program, Gardiner will reopen as the Lido. . . . Harry Plunkett, salesman, National Theatre Supply, returned from Eastern Washington, where he was helping Lowell Spiess set up his new drive-in at Dayton. . . . Mr. and Mrs. Ernis Piro, he's branch manager for U-I in Portland, were in to attend the funeral of Mrs. Piro's brother, Ed Cameron. . . . L. O. Seley, Manley Popcorn, returned from Portland. . . . Cecil Thompson, salesman, Portland office, National Theatre Supply, was up for the annual NTS get-together.

Jack J. Engerman, manager, Lippert Pictures of Northwest, Engerman Exchange System, completed negotiations with International Releasing Organization for such pictures as "Kisenga, Man of Africa," "Massacre Hill," "Maniacs On Wheels," and others. . . . About 50 Sterling Theatres' staff members and office employees attended the firm's annual Christmas party in the New Washington Hotel.

The Northgate, named by THEATRE CATALOG as one of the most modern theatres built during the past year, had a plaque presented by Mayor Allan Pomeroy to Richard Newton, manager. The Northgate also received considerable publicity when The Seattle Times ran a four-page picture story about the children's matinees held at the theatre every Saturday afternoon. . . . Among state Film Row visitors were: Ed Metzger, Pullman, Lewiston and Clarkston; Ed Stierwalt, McClary; Howard McGhee, from Walla Walla, and Harry Wall, Lewiston.

Owners or managers of 18 neighborhood theatres met with PTA representatives to exchange ideas about children's matinees. The groups cooperate with the Seattle Junior Programs, Inc., which sponsors a weekly newspaper column listing desirable juvenile entertainment, all three of whom urge parents that their children should do their movie-going Saturday afternoons, when special films selected for them are shown at extra expense to the participating theatres.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Exhibitors, cooperating with Robert Wile, secretary, Independent Theatre Owners of Ohio, and the Cincinnati Gas and Electric Company, are planning a Hollywood display for the company's main downtown offices from March 16 to April 9. The display is inspired by the success of "Hollywood at the Fair" exhibit at the Ohio State Fair last August, and will feature props, miniature sets, costumes, and displays from coming pictures furnished by the major Hollywood studios. Those who have pledged their support include F. W. Huss, Jr., RKO, Rube Shor, Herman Hunt, Louis Wiethe, N. G. Shafer, and William Bein, with others expected to join. The gas and electric company will also sponsor a contest through a cooperating newspaper, and take 2,000-line ads to publicize the display. A small theatre will be installed on the main floor to show clips from future releases.

A committee of the Greater Cincinnati Independent Exhibitors, Inc., huddled with the City Council finance committee seeking repeal of the city's three per cent admissions tax. The city fathers were told that lifting of the tax would not mean salvation of the local business, but it was emphasized that "every little bit helps." Mayor Carl W. Rich, committee chairman, countered that repeal would cost the city \$250,000 a year. The present ordinance cannot be modified to provide only theatre relief, but would have to be repealed completely to end this type of tax. The question will be considered further.

Business trips were made by James S. Abrose, Warner district manager, to Pittsburgh; Edward Salzberg, Screen Classics, to Atlanta, and Ross Williams, UA city salesman, to Huntington, W. Va. In town were Alex B. Hampton, Manley, Inc., Kentucky salesman, and Don Q. Roberts, concession supervisor.

The Warner office staff held an enjoyable holiday dinner party at the Metropole Hotel. Columbia and UA held open house at their respective offices.

Mr. and Mrs. Eddie Honerkamp and their two children, Smyrna Beach, Fla., were holiday guests of Mrs. Honerkamp's parents, Ross Williams, UA city salesman, and Mrs. Williams.

Jack Finberg, UA branch manager, continues to convalesce from a heart attack. . . . Amy Banker, Allied Artists general clerk, resigned because of illness in her family. . . . Marlene Ottlinger and Nancy Stewart are new general clerks at U-I.

"The Soldier Saint," Realart, has been booked into the Art, Dayton, O. . . .

Mark Cummins, president, Holiday Amusement Company, acquired the Garden Drive-In, St. Petersburg, Fla.

Exhibitors in were: Harry Pierce, Newark, O.; Allan Warth, Lou Wetzel and James Herb, Dayton, O.; Harry Wheeler, Gallipolis, O.; Robert L. Moran, Mount Orab, O.; George Turkulas, Hamilton, O.; Guy Greathouse, Aurora, Ind.; E. C. Harvey, Raceland, Ky.; Kenneth Williams and William C. Cain, Jr., Paintsville, Ky.; E. T. Denton, Owingsville, Ky.; Walter B. Hannah and Raymond Young, South Shore, Ky.; George Marshall, Danville, Ky.; Joe Joseph, Salem, W. Va., and Fred Helwig, Charleston, W. Va.

The Post passed out 10 dollar bills with the lucky finders receiving \$25 as a bally for "Blackbeard the Pirate," Palace. . . . "Bwana Devil" was set for a run at the downtown Albee, opening on Feb. 19.

One of this city's old-time pianists, Mrs. Rose Fricke, 64, died. In the silent movie days, she had played in numerous local houses.

Cleveland

Many neighborhood Cleveland houses closed Monday-Tuesday-Wednesday before Christmas. Others closed Christmas Eve.

Angelo Vitale, 56, famous orchestra leader, died in Huron Road Hospital following a major operation. . . . Leon Enkin, second in command, Robins Circuit, packed up his wife and child, and left to spend the holidays with Joe Robins in Miami, Fla. . . . Also Florida-bound was Jack Share, United Artists salesman. . . . P. E. Essick, head, Modern Theatres Circuit, reports that the revival program at the Mayland, coupled with free coffee, did more business than the circuit's comparative other houses.

MGM branch manager Jack and Mrs. Sogg had their son, Alan, a pre-medical senior at Miami University, Miami, O., home over the holidays. . . . Bernie Rubin, head, Imperial, closed a contract with Ollie Unger for the distribution in northern Ohio of Beverly Pictures, a group of Film Classics reissues. Rubin also acquired the package exploitation program, "Dance Hall Girl" and "Water Front Women," from Bell.

Howard White, a newcomer, joined U-I as a student booker. . . . "Macsey" Svegel was the featured attraction at the Republic Christmas party on her first appearance on Film Row since the arrival of her daughter, Roberta.

Three cans of feature films, two belonging to Columbia and one to Lippert, lost since the middle of November, were found at the bottom of a lake near Lisbon, O. They disappeared after being shown at the Rex, Lisbon, O. They were found when the lake was drained. . . . Jim Abrose, Warner district manager, spent time here closeted with branch manager Jerome Wechsler in the interest of the Jan. 11-17 "Jimmy Abrose Week" drive.

New Year's Eve midnight stage shows were conspicuous by their absence. All

of the downtown theatres are presenting a midnight show on their regular programs. Loew's State, Stillman, and Ohio are retaining their established top 85 cent scale for this show, while the Hippodrome, Allen, and the RKO Palace will up their price to \$1.

Eaton Manufacturing Company leased the Uptown for a special Christmas morning theatre party. . . . Henry Brenner, who, in partnership with Bill Colella, owns the Vogue, New Castle, Pa., is taking a fling as an impressario. He is booking Bob Cordell, a new singer.

Indianapolis

The Rosedale, Evansville, Ind., operated by Harry and James Kornblum, was remodeled. . . . The Fort Wayne, Ind., exhibitors Christmas party was at the Berghoff Gardens. The mayor and chief of police were also invited.

Allied Artists has a new shipper, Donald Weisjohn. . . . Walter Wolverton, manager, Circle, is experimenting with single features in the afternoon and double bills at night. . . . Allied Theatre Owners of Indiana set Jan. 6 as the date of its next meeting. Election of officers will be held. . . . Trueman Rembusch, retiring president, ATOI, is working a "Movietime" tour in reverse. He will fly two people from each of his towns to Hollywood at the end of a competition now under way.

Buying-booking for the Venro, Charlton, Ind., has been awarded E. L. Ornstein, Marengo, Md. . . . 20th-Fox executive T. O. McCleaster and Mrs. McCleaster left for a vacation in Florida. . . . Florence Kent, biller, 20th-Fox, was saddened by the death of her father. . . . Ellis Bennet acquired the 300-seat Harper, Medaryville, Ind. . . . Jay Goldberg and wife, Realart, Cincinnati, spent the weekend with Joe Bohn, Realart.

Bud Washburn and wife, Ritz, Rockville, Ind., were hospitalized after the car he was driving was demolished. They escaped serious injury. . . . Joe Douglas, son of Harry Douglas, entertained patrons of the Dana with music played on the Hammond organ, recently installed in the Dana.

H. W. Boyd, Princess, Cayuga, Ind., was chosen by the citizens as chairman of the Christmas party given for needy children. . . . Republic employees had a Christmas party at Winter Gardens. A turkey dinner and gifts were in order. Dorothy Tracy and Blanche Williams were in charge.

Irving Dreeben, Columbia salesman, spent Christmas with his wife in New York City. . . . Employees of RKO had a Christmas frolic dinner and exchange of gifts at the Variety Club. . . . The Hoosier, Shelburn, Ind., closed for re-decorating, but opened for the Christmas holiday. Mrs. Jane Wooley operates the house. . . . Oscar Fine, Premier Amusement Company, Evansville, Ind., was visiting his son, seriously ill in Florida. . . . Columbia had its Christmas party at the exchange. Gifts, luncheon, and entertainment constituted the affair.

K. E. Maurice, Wabash, Clinton, Ind., returned from vacation in Florida. . . . U-I feasted on turkey and the trimmings at the Variety Club. . . . George Anderson, booker, Warners, was on the sick list. . . . Norma Lattimore, contract clerk, Warners, has gone to the Will Rogers Memorial Hospital, Saranac Lake, N. Y.

Visitors included: J. P. Griffis, Boswell, Boswell, Ind.; Matt Scheidler, Hartford, Hartford City, Ind.; Kenneth Maurice, Wabash, Clinton Ind.; Nick Paikos, Diana, Tipton, Ind., and C. A. Marshall, Sunshine, Darlington, Ind.

New Colossem officers include: President, Herman Hallberg, 20th-Fox; Frank Warren, U-I, vice-president; Kenneth Dotterer, secretary, 20th-Fox, and, treasurer, Jack Meadow, RKO. The officers will take office on Jan. 1.

Mr. and Mrs. J. P. Griffis have taken over the Kent, Kentland, Ind., from Dallas Cannon, who operated the theatre for 24 years. The Griffis also operate the Boswell, Boswell, Ind., and the Fowler, Fowler, Ind.

The Milford, Milford, Ind., formerly served out of Chicago, has been transferred to Indianapolis for service. . . . Branch manager W. T. Keith, 20th-Fox, spent the Christmas holidays with his family in Dallas. . . . The Roxy, Bloomington, Ind., formerly operated by Doyle Carter, was taken over by the Y and W Management Corporation.

The Palace, Fairmount, Ind., was acquired by Clyde Nihiser. Nihiser also operates the Star and the Limberlost Drive-In, Geneva, Ind.

The Palace, Owensboro, Ky., has withdrawn from the Baker Booking Service. M. E. Stevenson is doing his own buying and booking.

Ted Tod, exploitation, 20th-Fox, Chicago, was in working up advertising campaigns on pictures to be shown at the Circle and Indiana.

District manager James Abrose, Warners, was in. . . . Branch manager William Haines, United Artists, spent the holidays in Atlanta.

Mrs. Katherine Black, wife of Gale Black, Warner salesman, is confined to the Methodist Hospital.

Pittsburgh

In his service bulletin, Allied executive secretary Richard P. Morgan, among other things, credited Chris Lampros for his work in eliminating the 10 per cent tax in Hickory Township, and Bill Basle, Washington, Pa., for his campaign along the same lines. Earle Cherkosly, who opened his new Hazelwood, also came in for good wishes.

Film Row was shocked by the sudden passing of Mrs. Marie E. Morrone, widow of Art Morrone, pioneer theatre supply owner and once owner, Superior Theatre Supply. Mrs. Morrone was coming to town by bus when she was stricken, and was pronounced dead upon arrival at McGee Hospital.

Mr. and Mrs. Mike Manos, Manos Circuit, are in Florida for the annual winter holiday. . . . Harry F. Grelle has been named manager, State, succeeding Mike Simon, resigned. . . . Jack Kalmenson and his Warner exchange gang held their Christmas party at the Monte Carlo.

Negro leaders were planning a big celebration for Billy Eckstine, who was booked for a starring stage appearance in the Stanley. A "Billy Eckstine Week" was set up, and there was a special ball in his honor at the Fort Pitt Hotel. A street was renamed for the singer, whose folks still live in Bryant Street.

The scheduled showing of "Bwana Devil" and the new third-dimensional system has been postponed. It was set for the Warner early in January, but demand for the prints and shortage of equipment forced the delay.

Phil Katz, assistant director of publicity, Warner Circuit, is back after a pre-Christmas vacation.

John Walsh, manager, Fulton, is coming along after a spinal operation, but he will be bedded for several more weeks. Drop him a line at Room 833, Mercy Hospital.

The RKO exchange gang had its annual holiday party at the Ankara while Columbia chose Bill Green's as the spot to hold festivities. . . . Metro and Bill Elder, Loew's Penn, put on a big exploitation campaign to sell "The Clown." . . . Friends of Bill O'Brien, former ASCAP representative locally and, who now owns a radio station in Middletown, Conn., were glad to learn he has been elected a Representative in Connecticut.

The Danny Neumans, he's the Warner sign artist, celebrated their 23rd wedding anniversary.

The Nata Laziers were hosts at the regular Variety Club open house. Also a record crowd of over 160 children, plus parents, attended the annual Variety Club Christmas party. Each child brought a present given to children at the Roselia Foundling Home.

The wife of Jack Kahn, head, Warner Circuit publicity and advertising department, will start teaching a class in finger painting at the downtown YWCA. . . . Karl Krug, The Sun Telegraph movie reporter, stated that a deal is cooking to take another first-run in downtown Pittsburgh out of business and into a commercial enterprise.

Harry Manos is back from Greece, where he spent over a year. . . . Harold Tinker, shipper at RKO since 1922, is a deacon at the Central Baptist Church, and also coaches the Terrace Village baseball team.

Bob Murphy, former assistant to Robert Bowman in Erie, Pa., is now manager, Strand, Oakland, Pa. . . . The Schenley was leased for more than a week by the Chevrolet dealers for a convention. Stage hands and technicians were used to set up a display.

Herman Littlestone, former manager, Brushton, and now managing the Camera-phone, East Liberty, Pa., did well with "Prince of Peace." . . . William Mack, National Screen Service salesman, spent the holidays in Syracuse, N. Y., with his family. Charles Truran, the other NSS salesman, spent his holiday with his mother in Meadville, Pa.

May you all have a prosperous 1953, and may all your wishes become fact.

Kentucky Louisville

Chakeres Theatres Company, and Ellis Johnson, head football coach, Morehead State College, will build a \$100,000 drive-in two miles east of Morehead, Ky., on U. S. 60, according to an announcement by Gene Lutes, Frankfort, Ky., Kentucky manager. Chakeres also owns the Trial and Mills, Morehead. Johnson will be the manager.

Ohio Columbus

John Zink, 64, stagehand at the RKO Palace for many years, died. . . . Tom Harris, theatre editor, The Ohio State Journal, resigned.

Paul "Slim" Jones, charged with promoting a scheme of chance in connection with a free "Bingo" game, announced his candidacy for mayor in next year's primaries.

First RCA Synchro screen installation in this area is at the neighborhood Main, owned by Fred Rowlands. Fred Brunner is manager.

Toronto

Toronto, a town of 7500 population in Jefferson County, was without movie entertainment following closing of the only two theatres here. Manos Enterprises closed the theatres, claiming that the city admission tax has made operation unprofitable. Voters in the November elections refused to repeal the two-cent tax on adult tickets and the one-cent tax on children's admissions.

Pennsylvania Carnegie

The Louisa was completely destroyed in a fire on Dec. 21. Authorities give credit to projectionist John Stanton, who, smelling smoke, stopped the show, turned on the lights, went down to the auditorium, and told the audience to leave quietly. Around 200 people were in the auditorium, mostly children. Stanton's son had left just a little while before the fire started. The theatre is owned by the estate of Dr. Herman, and one of the sons managed the theatre, with another running the bowling alleys above the house. The theatre had been known as the New Carnegie until a little over a year ago when it was remodeled at a large cost and renamed the Louisa, after the widow of Dr. Herman. The company has several other theatres in the city, two of which are closed, and it is expected that one of these will reopen to take the place of the Louisa, the "A" house in Carnegie. The loss of the property is estimated at over \$150,000.

NEWS OF THE

Territory

Boston
Crosstown

Mayor John B. Hynes led this city's citizens in an enthusiastic welcome to Clifton Webb, who paid a one-day visit to publicize "Stars and Stripes Forever." A brunch and interviews with press and radio editors at his Ritz Carlton Hotel suite was the first event on Webb's agenda, following which he was escorted to City Hall by official greeter John Brown and a special police escort. At City Hall, Webb was formally welcomed to the city by Mayor Hynes, who introduced him to a throng assembled at a rally to gather Christmas packages for war wounded veterans hospitalized in the New England area. Next, Webb, accompanied by the Mayor, visited The Boston Post, newspaper spearheading the packages collection drive, and then returned to his hotel to tape several radio interviews.

The Neponset Drive-In, Boston proper's only ozoner, finally closed its gates on Dec. 21, marking the longest season of any open air theatre in this area. Operated by Redstone Theatres, the Neponset was aided immeasurably by the weather.

Walter Upchurch, Lockwood and Gordon manager at the Cameo, South Weymouth, Mass., spent Christmas in Mississippi, his home state, and was to bring back his nine-year-old son to put him in school here, southern accent and all.

Massachusetts Theatre Equipment Company installed two new Ashcraft Hydro-Arc water-cooled lamps at the Uptown, Boston, Mass., a Smith Management house.

Jim Marshall, general manager, Film Exchange Transfer Company, became a grandfather again on the same birthday as Mrs. Marshall, when their daughter gave birth to Hallie Susan Greenberg.

The annual 10-week program of kiddie shows opened on Dec. 27 at the Avon, Providence, R. I., a Lockwood and Gordon theatre. These shows on consecutive Saturday mornings are under the sponsorship of the Providence Parents' League, headed by Mrs. Dimmitt, with the films selected by the League from the PTA Children's Film Library, and promoted and advertised by the league. Charles Darby, district manager, is the over-all supervisor.

Roy Daugawet is handling the Roxbury, Roxbury, Mass., and the Scollay-Rialto as manager. He was formerly the manager at the Old South, now dismantled. . . . Columbia salesman, Saul Simons and his wife, were off to Miami Beach, Fla., on their annual winter vacation.

The "March of Dimes" drive starts on Jan. 1, and is set to run through the month. George Swartz, a former exhibitor and theatre owner, now in the real estate and insurance business, is the general chairman for Greater Boston, with headquarters at the Hotel Vendome. Charles E. Kurtzman, northeast division manager for Loew's, Inc., is Suffolk County chairman, and James M. Connolly, branch manager for 20th-Fox, is chairman, theatres division. Connolly has set aside Jan. 18-24 as theatre week for collections. Many theatres have already signed for audience collections, including the ATC and E. M. Loew circuits and several independent theatres.

Capitol Theatre Supply installed a new RCA "Even-Lite" plastic screen at the Astor in readiness for "Hans Christian Andersen."

District manager Hy Fine and publicist Jack Saef, New England Theatres, were working on a strong campaign for "My Pal Gus" to follow "Road To Bali" at the Metropolitan. A special morning screening at the Fenway was arranged for Dec. 30 for officers in the parent-teachers association, educators, school teachers, and a group of doctors from the Child Psychiatry department, Massachusetts General Hospital.

Allied Theatres of New England, Inc., held its annual meeting at the Hotel Touraine, with the following officers elected for one year: President, Martin J. Mullin, president, New England Theatres, Inc.; vice-presidents, Samuel Pinanski, president, American Theatres Corporation; Charles E. Kurtzman, northeastern division manager, Loew's, Inc.; Ben Domingo, division manager, RKO Theatres; Harry Feinstein, Warner Theatres, and Al Somerby, formerly of the Old Howard, who was voted a life membership. He was one of the original group which formed Allied Theatres of New England in 1920. Other officers elected were John J. Ford, Maine and New Hampshire Theatres, chairman of the board; Stanley Sumner, University, Cambridge, Mass., treasurer, and Francis Lydon, who was reelected executive secretary. Directors elected were Edward S. Canter, treasurer, American

Theatres Corporation, who was added to the list this year; Walter A. Brown, Chief Barker, Variety Club of New England; Theodore Fleisher, president, Interstate Theatre Corporation; Winthrop, Knox, Jr., Middlesex Amusement Company; Joseph Liss, Warner Theatres, and Philip Smith, president, Smith Management Company. At the business meeting following the elections, the annual reports were read to the membership, and Pinanski gave a report on the activities of COMPO.

Maurice Sidman, a manager for more than 25 years, resigned his post with Smith Management Company as manager, St. George and Gorman, Framingham, Mass., and joined Schillinger House, booker of amateur talent shows for theatre stages. Winners of these talent shows receive cash prizes, and are given the opportunity to appear on the Sunday afternoon television programs sponsored by Community Opticians.

Richard A. Smith, vice-president, Smith Management Company, was married at the Hotel Somerset to Susan Flax. The couple honeymooned in Nassau, B.W.I. The Philip Smiths have taken a house for the season in Palm Beach, Fla.

Doctors have been able to save the badly-crushed left leg of Felician La Croix, Playhouse, Gorham, Me., and the Playhouse, Kezar Falls, Me., who suffered a serious accident when his leg was broken in seven places. A series of bone-grafting operations will be necessary.

Tyrone Power, in for the invitational premiere of his new U-I feature, "The Mississippi Gambler," stated at a press interview that he thought "Hollywood public relations were improving." John J. Scully, eastern district manager, U-I, said the product completed by his company pointed toward "a banner season of top movie hits," while John McGrail, company publicist, added, "Movies are family entertainment." Power, with Judith Anderson, Raymond Massey, and the Walter Schumann Chorus, previously had played to a capacity Hartford, Conn., audience in "John Brown's Body."



Taking time out for some close harmony at the recent convention of the Independent Exhibitors of New England in Boston were, standing, Joseph Carollo, Midway, Oakland Beach, R. I.; E. M. Loew, E. M. Loew's Theatres, Boston; Meyer Stanzler, Wakefield, Wakefield, R. I.; Harry Zeitz, Zeitz Theatres, New Bedford, Mass.; Irving Isaacs, Telepix, Boston; Leon J. Bamberger, RKO sales promotion manager, and Richard Rubin, State, Saugus, Mass., while seated at the piano is Hatton Taylor, RKO Boston branch manager.

Eliminations announced by the Bureau of Sunday Censorship included the following: "April In Paris," parts 1 to 12. (Deletions: Dialogue, "You mean in the daytime, of course," in part 10). Warners; "The Clown," parts 1 to 9. (Deletions: Eliminate word "Debutramps" in part 7). Loew's, Inc.; "Ruby Gentry," parts 1 to 10. (Deletions: Dialogue, "You'd try to make me your . . .", in part 4. Dialogue "You little tramp," in part 7. Eliminate scene showing Boake pulling light cord in Ruby's bedroom, in part 10). 20th-Fox.

New Haven Crosstown

One of the biggest sponsorships of Christmas children's shows was that set by the New Haven Savings Bank when parties for the School Savings Club were held in six theatres, the Strand, Hamden, Whitney, Hamden; Rivoli, West Haven; Whalley, Whitney, and Pequot, here. Twenty thousand tickets were distributed. . . . The Dreamland had a big kiddie show. . . . At the Whalley, no ticket was necessary to see U.A.'s "A Christmas Carol," due to cooperation of a dairy. . . . Ernie Dorau, manager, Capitol, East Haven, had a Christmas party for the East Haven school children. . . . A. N. Basilicato, vice-president, IATSE, received a nice story on his attending Cinerama in New York with other members of the local. . . . H. Cohn, Dixwell, had a sponsor for his Christmas show. . . . Sid Kleper had 800 guests and employees at the New Haven Pulp and Board's second annual children's Christmas party at the Loew Poli College. . . . Morris Rosenthal, Loew Poli, had 2000 present for the seventh annual children's party sponsored by Sargents Community Association and the staff of Keyways, Sargent plant magazine. . . . At the conclusion of the Hamden Rotary Club annual Christmas party for the younger children at the Community Center, the youngsters were taken to the Whitney, Hamden, to see a special showing of Christmas films arranged by Truman Ferguson, manager. . . . Morris Rosenthal, Loew's Poli, worked out a nice campaign for "Stars and Stripes Forever." . . . The news feature about Arthur Schwaner and Robert Derbacher, two former Sousa men, received a good break.

Meadow Street

The exchange folk who attended the group Christmas party at The Castle were quite pleased. RKO, however, had their own Christmas party, and Monogram did, too. . . . Columbia had its holiday get-together earlier than the rest. . . . The Blue Hills Drive-In, Bloomfield, was one of the few outdoor theatres still operating. . . . Sam Rosen, Rosen Film Delivery, came up from the southlands, to be in for the holidays. . . . Dave Lustig, Columbia exploitation, was in working on bally for "Invasion, U.S.A.," College. . . . A good many theatres throughout the state had children's Christmas shows. . . . The Essex Fire Department held the Christmas children's show at the Essex Square. . . . Herbert Haser was chairman of the businessmen and firemen's

show at the Deep River. . . . The annual Christmas show for the children of Clinton was held at the Clinton. . . . Julia Smith, State, Waterbury gave a party for retired employees of Scovill's. . . . The kiddie party at the Hamilton, Waterbury, was sponsored by the East End Community Club. . . . Local 1251 had its Christmas party at the Poli, Waterbury. . . . The North End Community Club sponsored the holiday show for the youngsters at the Alhambra, Waterbury. . . . The fifth annual Christmas party at the Empress, Norwalk, received plenty of publicity. Program chairman was Herbert Edison. . . . Santa Claus was in in person and distributed candy at the holiday shows at the Elm and Eastwood, East Hartford. . . . Ted Jacocks had an after-Christmas Movie party set for the Branford, Branford, with the sponsor being the recreation department of that town. . . . Children in grades one through six in the entire Litchfield area were invited as guests of the Bantam management and other merchants in the community to see the Christmas show. . . . The Tower, Waterbury, closed on Dec. 23 and 24 so employees could enjoy the Christmas holidays. Ditto for the Hamilton, Waterbury, which was also closed on these days. . . . The Salem, Naugatuck, was closed on Dec. 24. . . . Webb, Wethersfield, was closed on Dec. 24. . . . The Art Cinema, Bridgeport, closed on Dec. 22, 23, and 24, and reopened on Christmas Day with two Italian pictures. . . . Mal Green, booker, Interstate Theatres, was a visitor. . . . Add to list of Christmas shows, the Rialto, Windsor Locks, Colonial, Southington, and Forest, West Haven.

Circuits Loew Poli

Division manager Harry F. Shaw was in Bridgeport and Hartford. . . . Lou Brown, publicity director, was in Hartford, Springfield, Mass., and Norwich. . . . Managers playing "Stars and Stripes Forever" were getting nice publicity breaks.

Variety Club Tent 31, New Haven

Forty youngsters from the New Haven Boys Club were guests of Tent 31, Variety Club, at the organization's second annual children's Christmas party in the clubrooms. Harry Tomlin, magician, performed at the party. Movies were shown by George Weber, and refreshments were served. Gifts were distributed to all children present. The boys invited to the party were selected with the assistance of Victor Scafati, attendance officer, city school system, who is active in Boys Club work. The boys were transported to, and from the Variety Club in a special bus. Robert Elliano, Milford, Chief Barker, Tent 31, was general chairman of the committee in charge, assisted by Samuel Germaine, Henry Germaine, Hyman Levine, Samuel Wasserman, John Pavone, and Raymond Wylie, plus members of a women's committee made up of Mrs. Abraham Mattes, Mrs. Henry Germaine, Mrs. Samuel Germaine, Mrs. Samuel Wasserman, Mrs. Harry Shaw, and Mrs. Harold Bernstein. Mrs. Wasserman is chairman of the women's group.

Connecticut Hartford

George E. Landers, division manager, E. M. Loew's Theatres, and David Lustig, Columbia exploitation department, promoted a street parade in the interests of "Invasion, U.S.A." In addition, a Red Cross bloodmobile was stationed in front of the theatre on opening night. Mayor Joseph V. Cronin issued a proclamation.

The W. T. Grant Stores, in an expansion move, are demolishing the former Regal. . . . Roger Maurello resigned as assistant manager, Strand, to become house manager, CAC Circuit's Star. . . . John McGrail, U-I exploiteer, came through on "The Raiders."

Maurice Greenberg, Parsons owner, passed out cigars on the birth of a granddaughter, Roberta Greenberg, who is his first grandchild. Allan Stewart, formerly in independent exhibition and distribution in Connecticut, is general manager of the theatre.

Jim McCarthy redecorated his offices at the Strand. . . . A Christmas show for underprivileged children was arranged by manager Fred R. Greenway, Loew-Poli Palace, under sponsorship of the Travelers Girls' Club.

Massachusetts Fall River

Carl Zeitz, Academy, headed the hundred or more bowlers who participated in the Pleasant Bowling classics. Zeitz, with a three-string total of 843, was dethroned by one of the country's leading bowlers, Andy Friar, who registered 887. Mrs. Carl Zeitz and her sister, Miss Elaine Anderson, with scores of 345, and 331, respectively, were part of a team which defeated the Police Department bowlers in a recent match.

Great Barrington

Theodore Fleisher, president, and James F. Mahoney, general manager, Interstate Theatre Corporation, visited Earl B. Rafstanger, manager, Mahaiwe.

Springfield

Rampant hoodlumism in theatres has come in for some comment in the local press, with one paper, The Morning Union, sending a special reporter to do a survey, while The Daily News said sternly, "Teen-age hoodlums have controlled our downtown theatres long enough." The Union reporter noted, in his news story, that the picture was often drowned out by "Foul-mouthed shouts, curses and threats." The reporter said the ages of the disturbing elements ranged from 10 to 18. Commenting on the situation, The Daily News said, editorially, that the responsibility for the behavior of children in public should have started in the home, but added that, if this has been neglected, "The only immediate and effective answer to the problem is police protection." It is the practice of the houses to hire police for this work, and the officers are generally those who work in that capacity on their days off, while some of them are retired policemen.

NEWS OF THE

Territory

New York City
Crosstown

E. A. Dickinson, commercial recording engineer, Westrex Corporation, returned from Johannesburg, South Africa, where he supervised the installation of a Westrex type 635-A recording channel and an M-4-D re-recording and scoring console in the motion picture studios of Alexander Films (S.A.) (Proprietary) Limited.

Nat Lapkin, Fabian Theatres, and Charles B. Moss, B. S. Moss Corporation, have been named co-chairmen of the vendors committee, amusement division, Federation of Jewish Philanthropies. The announcement was made by Barney Balaban, Simon H. Fabian, and Manny Frisch, chairmen of the industry's campaign on behalf of the 116 hospitals and social service institutions of the Federation. Assisting Lapkin and Moss on the vendors committee are: Frank Angotti, RKO Theatres; Charles Biegel, Loew's-MGM; Miss Ethel C. Black, Universal-International; Jules Catsiff, Skouras Theatres; J. P. Friedhoff, Monogram; Milton Green, Republic; George Hornstein, Joe Hornstein; Stanley Kolbert, Interboro Circuit; Fred Lakeman, RKO Theatres; Herman R. Maier, Warners; Ben Perse, Capitol Motion Picture Supply; Leslie Schwartz, Century Circuit; Robert Schwartz, United Artists; Max Seligman, Columbia, and Al Streimen.

David Coplan, president, International-United Film Corporation, left for England. He is scheduled to be back here shortly after the first of the year for further confabs with Walter Gould, executive vice-president.

William Pine, Pine-Thomas, returned from a 13-week tour of Europe.

When "The Jazz Singer," has a special benefit premiere for the National Foundation for Infantile Paralysis on Jan. 13 at the Paramount, a special telecast of the premiere is scheduled from the theatre over WJZ-TV, from 8:30 to 9 p.m.

Elias Lapinere, MGM's special publicity representative in Continental Europe, sailed for his headquarters in Paris.

George Nichols, MGM's studio publicity staff, left for the coast after 10 days here on a special assignment.

The Board of Standards and Appeals scheduled another hearing on amendments to the New York State Building Code for Places of Public Assembly for Jan. 9.

Edmund "Eddie" Robinson, long identified with the Skouras Theatres Corporation, is receiving congratulations upon becoming a grandfather.



Robert M. Weitman, seated, left, vice-president, Paramount Theatres, and top man at the talent desk of the recent United Cerebral Palsy telethon in New York City, puts Frank Sinatra to work beside Harry Levine, Paramount. In the background are Harry Rome, Music Corporation of America; Yul Brynner; Bob Shapiro, manager, New York Paramount, and Alvin Geiler, Paramount.

The Cinema Stamp Collectors elected these officers for 1953: President, Edwin A. Aaron, 20th-Fox; first vice-president, Leon J. Bamberger, RKO; second vice-president, Jack Levy, National Screen Service; third vice-president, Elias Sandberg; treasurer, Dr. Elliot W. Lawrence; recording secretary, Sidney Lieb, UA; corresponding secretary, Joseph Marcy, and executive committee; Henderson M. Richey, Loew's, chairman, and all the above named officers plus Nat Cohn, Columbia; Jack Hoffberg, Hoffberg Productions; Miss Alfreda Rubin; Milton Zucker; Herman Seltzer, and Sidney Weiner, Film Rights International. Semi-monthly meetings will continue at the Hotel Astor. CSC is now affiliated with two large national organizations, the American Philatelic Society and the Society of Philatelic Americans. The club has members in many foreign countries. Applications for membership are welcome.

Funeral services for Bud Pollard, 56, pioneer film maker and first president, Screen Directors Guild, were held in Culver City, Cal. Pollard died suddenly while watching a performance in

the Toddle Club, Hollywood, with old-time Broadway favorite Will Morrissey. In addition to being one of the founders and first president of the Screen Directors Guild, he was a charter member of Film Editors Local 771, a member of AGVA, and of the Picture Pioneers.

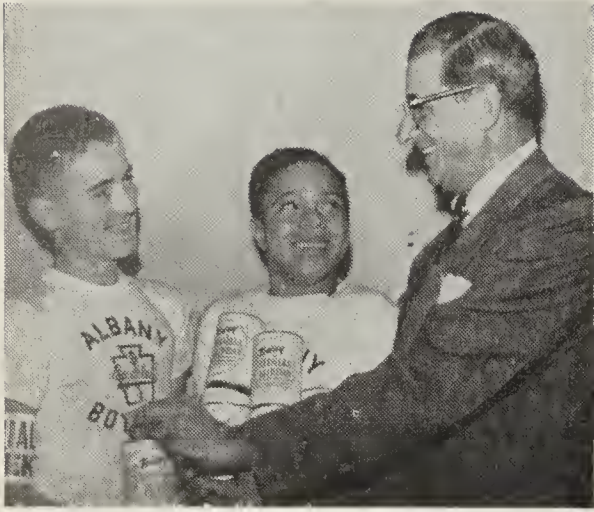
Catholic members of the industry in the New York area will hold their third annual Communion Breakfast, preceded by Mass in St. Patrick's Cathedral, on Feb. 1 in the Hotel Waldorf Astoria. Last year, similar events were held in Los Angeles and Toronto. Communion breakfasts will be held there again this year, and plans are underway for a series of them in other Canadian cities. Members of the sponsoring committee are: Frank J. Alford, William E. Barry, Marguerite Bourdette, Frank Bryan, Frank E. Cahill, Jr., Francis S. Carroll, Pat Casey, John Comfort, Jr., Robert W. Coyne, Thomas Crehan, William Cronin, John Dervin, Edward C. Dowden, Joseph Eagan, James M. Franey, Joseph M. Geoghan, Edmund C. Grainger, James R. Grainger, William J. Heineman, Walter F. J. Higgins, John Hughes, James D. Ivers, John Kane, Austin C. Keough, Mrs. James Loomam, Thomas J. Martin, Peter J. Mooney, Paul C. Mooney, Sr., James A. Mulvey, John F. Murphy, William P. Murphy, Thomas Murtha, Joseph A. McConville, Joseph McMahon, William J. Shea, L. Douglas Netter, Jr., John J. O'Connor, Thomas F. O'Connor, Paul D. O'Brien, Robert H. O'Brien, Joyce O'Hara, Edward K. O'Shea, Martin Quigley, Charles M. Reagan, George J. Schaefer, Bert Sanford, Edwin J. Smith, Jr., Nick Tronolone, Frank C. Walker, Richard F. Walsh, William A. White, Will Moclair, Fred Lynch, and Very Reverend Patrick J. Masterson, Spiritual Director.

Lester Cowan left for Hollywood to supervise the shooting of the final scenes of "Main Street To Broadway," which his company, Cinema Productions, has made with the cooperation of the Council of the Living Theatre, for MGM release.

Heading a special word-of-mouth publicity campaign being launched by 20th Century-Fox for "Taxi," a series of pre-



Simon H. Fabian, Fabian Theatres Corporation; Manny Frisch, Randforce Amusement Corporation, and Barney Balaban, Paramount, recently accepted appointments as co-chairmen, amusement division, Federation of Jewish Philanthropies. Shown at a recent meeting of the amusement division are, seated, left to right, Harry Brandt, Brandt Theatres, Inc.; Samuel Rinzler, Randforce; Fabian; Frisch; Balaban; William J. German, W. J. German, Inc., and Samuel Rosen, Fabian Theatres, and standing, left to right, Bernard Birnbaum, Columbia; Harry Mandel, RKO Theatres; Martin H. Newman, Century Theatres, Inc.; Solomon Strausberg, Interboro Circuit, Inc.; Arthur Israel, Jr., Paramount; Adolph O. Schimel, U-I; Leon Goldberg, U-I; William G. Brenner, National Screen Service; Walter Reade, Jr., Walter Reade Theatres; Edward Fabian, Fabian Theatres, and Fred J. Schwartz, Century Theatres.



Arthur J. Newman, Republic branch manager in Albany and Variety Club member, recently made the first contribution to the "Denial Day" drive for \$20,000 to support the club's Albany Boys' Club summer camp. Each year, Tent 9, through donations by its members, Big Brothers, and the public, provides free vacations in the country for 500 boys.

view screenings are being arranged for cab drivers. . . . 20th Century-Fox's "Stars and Stripes Forever" has been named the "Go See Picture of the Month" in the New York subways.

Fully 60 per cent of the nation's televiewing audience watched Ed Sullivan's special salute to 20th Century-Fox's "Stars and Stripes Forever" over the CBS video network, according to the Trendex program rating service. The "Toast of the Town," emanating for the first time in its history from a theatre, was viewed by upwards of 35 million people in cities around the country where the Technicolor musical had its openings last week. Notching a rating of 37.7 per cent in 10 multi-station cities, Sullivan fans also saw the television debut of Sonja Henie, performing on the Roxy's new ice stage, and excerpts from the theatre's "Ice Colorama" stage pageant.

New Jersey Newark

Jack Conhaim, manager, Stanley, tied in with the Irvington Yacht Club, an organization devoted to miniature yachts, on "The World in His Arms." The club held a "World In His Arms" regatta at Irvington Park and at Weequahic Park, and models were on display in the lobby. . . . Anthony Colucci is the new assistant, Stanley. He is the former assistant at the Branford.

Frank Damis, Arnold Jordan, John McKenna, and Arnold Michelson, Warner Theatres' Jersey office, attended the New Jersey Allied beefsteak dinner at the Ritz Restaurant, Passaic, N. J.

Herman Axelrod, Central, resigned, and was replaced by Hayden Owen. . . . Pat Nataro resigned from Warner Theatres, after having been with that company for 24 years, to accept an executive post with Roth Enterprises, which operates theatres in Washington and Virginia. He will make his quarters in Washington. Nataro recently was manager, Fabian, Hoboken, N. J.

The annual Christmas party for executives, managers, and their wives was held at Mayfair Farms, Orange, N. J. Frank Damis, zone manager, was host.

"At Crossroads," Dr. Brind Says

ALBANY—A statement that "We are standing at the crossroads; we do not know what the courts are going to do," was coupled with a prediction for the continuation of censorship, or some other kind of state control, and a comment that the major Hollywood producing companies cause the State Education Department's motion picture division no "trouble," but the 50 per cent of films submitted for licensing, from foreign or "fly by night organizations" who do not subscribe to the production code, makes incorrect the claim, "The motion picture industry has cleaned house," it was declared in an address on "Motion Picture Censorship" by Dr. Charles A. Brind, Jr., counsel to the State Education Department and the Board of Regents.

Dr. Brind, who has represented the Regents in film appeals since 1940, further declared that "chaos" will reign in the industry if censorship is ruled unconstitutional. He told attentive and responsible members of the Westminster Presbyterian Church Men's Club that now the producer and the exhibitor have no cause for worry, after a picture is given the state seal, but that a maze of conflicting standards of enforcement by localities will bedevil the business if the U. S. Supreme Court sounds the death knell of censorship.

Albany, the speaker continued, will promulgate one set of "Cans" and "Can'ts" for picture exhibition; nearby Schenectady, another, and New York City, a third.

Dr. Brind claimed that "Enforcement under the penal law was tried, long ago, and found wanting. By the time a jury acted, the picture had been exhibited, and the money had been collected from the public."

He foresaw similar failure if reliance were placed on this method at any time in the future.

As a matter of fact, Dr. Brind believed "Someone will be on hand to watch things," and to protect the motion picture "captive audience," if censorship is

New York State Albany

The yellowed record books of 40-year-old Grand, dotted with entries on the appearances of famous vaudeville stars, exhibitions of milestone pictures, and presentations of leading concert artists, bore this notation on the first opera telecast, "Carmen," Dec. 11, "Outstanding artistic achievement; medium box office attraction, 965 admissions (\$1.20-3.60); rainy weather." Manager Paul V. Wallen, Fabian division manager Saul J. Ullman, Fabian buyer-booker Joseph Saperstein, The Times-Union music critic Edgar S. Van Olinda, and patrons hailed the pioneer production. Industryites, however, displayed caution in prophesying the future of operacasts here: which ones, how often, what scale. They wondered whether a lower scale, perhaps \$3 top and plenty of \$2.40 seats, might fill

invalidated. He suggested, as he had some months ago in Washington, to the wrath of industry representatives, that state licensing of theatres might be an effective substitute. Pointing to the Regents' present task, under the Feinberg Law, of eliminating subversive elements from the public school system, through a compilation of a list of such organizations and follow-ups by local school boards in dismissing disloyal teachers, Dr. Brind ominously said that "The time may come when the Regents will be called upon to investigate possible subversive pictures."

Dr. Brind discussed in some detail "The Miracle," about which he thought there had been considerable public misunderstanding. Conceding that the U. S. Supreme Court had outlawed "sacrilegious" as a ground for license refusal, the veteran spokesman defended the interpretation of that word, rather than "the broader" definition given by the Washington tribunal.

Dr. Brind also discussed, though more briefly, the "La Ronde" appeal, now before the Court of Appeals, and headed, he said, for the U. S. Supreme Court. The latter had not stated in "The Miracle" decision it would hold unconstitutional a licensing statute containing "the proper terminology," Dr. Brind observed. He opined that "immoral," the ground on which the Regents banned "La Ronde," had a meaning to the general public.

Hollywood did not institute the production code of its own volition, Dr. Brind remarked. It was prompted by the presence on the statute books of licensing laws like New York. The major companies found, after the New York law was enacted, that there was no point in producing pictures unsuitable for exhibition in that rich market. Eventually, they decided to establish a code for the guidance of members.

The big companies currently have "too much at stake in reputation and prestige" to institute film appeals, Dr. Brind continued. But the foreign companies and the "fly by nights" submit many pictures not made under the producing code, he charged. Some of the former are produced in countries and against backgrounds of morals and mores different from ours, Dr. Brind said.

the 1500-seat house. The higher tariffed seats did not sell as well as the medium-priced ones, for "Carmen." The first balcony was comfortably filled, and the second held capacity. Originally, the scale did not include \$2.40 chairs. Wisely, they were added. The sizeable number of young people who witnessed "Carmen" was an eye-opener. That age range had the desire to attend the telecast, but the presumption would be its members were not too well supplied with money. The audience was not the mature, smartly dressed element observed at local live concerts. Manager Wallen, Harold Tanner, John Gottuso, doubling from the Palace staff, aides from the co-educational New York State College for Teachers, and Mrs. Wallen were the only persons in dress clothes. The Knickerbocker News ran in a 750-word news review, titled "Opera-Goers Have 'Grand' Time." George Schenck,

Tri-State Automatic Candy Corporation branch manager, and his assistant, Ken Farrar, stood by, should concession stand sales prove too many for the single woman attendant. This contingency did not materialize. Candy, cigarettes, and ice cream were stocked. Popcorn was eliminated for the evening. George Lourinia, Fabian drive-in manager and area maintenance chief, handled souvenir program sales, with a Teachers' College student. They disposed of 175 at 35 cents. The Grand lobby was decorated with palms. Others attending included: Adolph Edman, National Screen Service salesman, Albany and New Haven; Tom Mahar, Strand; Tom Kiefer, leader of Palace orchestra in its vaudeville days and later violinist-leader at the Colonial; Fred Daiger, manager, Albany Convention Bureau, and Mrs. Kenneth Farrar.

Julie Dorsey, daughter of Jimmy Dorsey, broadcast over Schine-owned WPTR, telecast via WRGB in Schenectady, and gave press interviews for "Million Dollar Mermaid," Fabian's Palace. Present at a luncheon in Schine's Ten Eyck Hotel were: Miss Dorsey, Arthur Canton, Metro eastern field director; Jack Goldberg, MGM resident manager; Howard Maschmeier, assistant general manager, WPTR; Con Hefferman, city editor, and Edgar S. Van Olinda, critic, The Times-Union; Harold Henderson, new film reviewer, and Kay Van Epps, fashion editor, The Knickerbocker News; Alex Sayles, Palace manager; Joseph Saperstein, Fabian Theatres' division buyer-booker, and Abe Bernstein, Metro exploiter, Albany and Buffalo districts. Van Olinda interviewed Miss Dorsey as she swam in the pool of the YWCA, after modeling an old-fashioned and a modern California bathing suit on Bob Stone's program at WRGB.

Charles A. Mooney, The Knickerbocker News, remembered Charles A. Smakwitz, Warner Theatres' zone manager, Joseph Saperstein, Fabian Theatres' division buyer-booker; Al LaFlamme, Strand manager, and Alex Sayles, Palace manager, with Christmas greetings in his "City Editor Reminesces" column. Smakwitz was commended in a resolution passed at the annual New York State Association meeting for his cooperation in arranging the member papers' photograph contest. Governor Thomas E. Dewey, who, with Smakwitz, was the only outsider present at the dinner session, had kind words to say also. The resolution was to be forwarded to Harry M. Warner.

"Theatre Television" will be "projected" to members of the Albany TCAA, through an address by an RCA representative from Camden, N. J., at a luncheon meeting in Keeler's Restaurant, on Jan. 13. Executive director Lewis A. Sumberg explained in a letter that he had arranged the talk at the request of theatre owners belonging to the organization. A discussion of proposed amendments to Code 36, Labor Law, affecting theatres and other places of public assembly, a report on COMPO progress in the area drive for repeal of the 20 per cent federal admission tax, and a consideration of bills



Staff Sergeant Marjorie Moore, U. S. Marine Band historian, played an early Sousa record on the coast recently for Henry Koster, director of 20th-Fox's "Stars and Stripes Forever," the John Philip Sousa story, opening at the Roxy, New York. Koster also attended the opening of his other film, "My Cousin Rachel," which premiered at the Rivoli on Christmas Day.

pending in the legislature are also scheduled for the meeting. The fifth code draft had been received, Sumberg wrote. He believed, "You will find the code, as now constituted, not too harmful to you, due in large part to the fact that the Board of Standards and Appeals has made concessions at the request of this organization." Included in the changes are: the exemption up to 1000 seats, for a "small theatre," from a requirement that where a remodeling job is 50 per cent or more of the total, the construction must meet standards for new buildings, modification of the proposed ban on screens visible from highways, for new drive-ins, and elimination of the mandate for compilation and submission of casualty reports by theatres. Sumberg argued, persistently but persuasively, at several board hearings for a softening of the language on the highways-visible-screen provision. Sumberg likewise recommended the increase from 600 to 1000 as the minimum seat capacity for a "small theatre," and pleaded for the erasure of the casualty report plan, a relatively new one. In the latter, he was joined by D. John Phillips, executive secretary, MMPTA; J. Dewey Lederer, chief of maintenance, Schine Circuit, and others. They argued the requirement would place a burden on theatre managers, would stimulate the filing of



Four first-run New York theatres in the Times Square area recently played United Artists' features simultaneously, the Astor, "Limelight;" Victoria, "Breaking the Sound Barrier;" Globe, "Kansas City Confidential," and Loew's State, "Outpost in Malaya."

casualty claims, already alleged in New York City to have reached "racket" proportions, would be discriminatory. Commissioner Raymond, while receptive to other suggestions from industry spokesmen, contended at several hearings that the reporting of "casualties" was a necessity. "In some small measure, your executive director cooperated with Saul J. Ullman, chairman of COMPO in this area, with regard to enlisting the support of Congressman Leo W. O'Brien, Albany, in the tax repeal campaign," Sumberg reported. "I think also that recognition and thanks for work well done should go to Ullman, since he also enlisted the support of U. S. Senator Irving M. Ives and Congressman Dean Taylor and Bernard W. Kearney," the executive director added.

Lamont Theatre Service, Inc., has been authorized to conduct a theatre business in Albany, with Harry Lamont, attorney Lewis A. Sumberg, and Ethel G. Wallace, as incorporators, and with capitol stock of 200 shares, no par value. Lamont is head, Lamont Theatres, which includes drive-ins at Rotterdam, Vail Mills, Kingston, Poughkeepsie, Middletown, and Rockhill, and a theatre at Greenville. He is also president, Albany TOAA.

Buffalo

M. E. Brown, United Artists manager, announced that Robert Adler, formerly with Monogram, had been named sales manager, and Lillian Paullin, formerly with Columbia, had been named booker, in the new UA Albany office.

Carl Bell, branch manager, Perkins' Theatre Supply Company, Inc., who recently moved from the fourth floor of the Film building to the main floor, issued invitations to the trade for cocktails and buffet supper. L. M. Bleackley, vice-president and general manager, was in from Montreal, Quebec, and so were Rex Shale, Toronto, Canada, manager, and Gordon White, electrical engineer, Toronto. This was a tribute to Bell, for, in spite of the terrific snow storm, more than 100 exhibitors attended the dinner hour party, and about 70 projectionists attended the midnight supper, which lasted until dawn.

Harold Reid, formerly with Greyhound Film Laboratories, is back in the trailer business again. Plans are being formulated for the opening of Batavia Film Laboratories, Batavia, in January.

Metro held its annual Christmas party in the Variety Club with approximately 100 in attendance, among them Bob Wells, WERB; Fay Mirti, MGM record distributor; Ed Hurley, Decca record distributor; W. E. J. Martin, The Courier Express drama critic, and Jack Beresin, Chief Barker, VCI. Ten members of the air force lent color to the festivities.

Bob and Dick Hayman and Joe Harmon, Strand and Cataract, Niagara Falls, held their traditional open house. The heaviest snow fall of the season prevented Mrs. Marie Hayman from making the trip to Buffalo, the first party in many years that she has missed.

EYEING THE *Exchanges*



Impresario Sol Hurok, whose career in show business is the subject of 20th-Fox's "Tonight We Sing," was recently awarded a certificate of achievement by the City of New York in City Hall ceremonies. Hurok, center, is accepting the award from Acting Mayor Charles Horowitz, left, while Dr. Ben Zion Kadury, town planner of Tel Aviv, currently visiting the United States, looks on.



Jules Perlmutter, new Chief Barker, Variety Club of Albany, recently received the congratulations of Nate Winig, retiring Chief Barker. Perlmutter operates theatres in Waterliet and Lake George and drive-ins at Lake George and Cobleskill, and has a theatre buying and booking service on Albany's Film Row.

Shea's Buffalo and The Buffalo Evening News played host to approximately 1,000 orphan children during the holidays. Children from every orphanage in western New York were brought in to see "The Clown," cartoons, and other holiday treats. Each child received candy. Arrangements were made by Ed Meade, Shea's publicity director, through the courtesy of Vincent R. McFaul, general manager, Shea Theatres, and Dave Peugeot, promotion editor, The News.

The Sylvia, coowned by the Behlings and Grams, closed. The building will be converted into a jewelry store. The final public affair was a Fillmore Avenue Business Men's party for children.

Elmer Lux, vice-president, Elmart Theatres, Inc., and president, City Council, with Charles Kosco, branch manager, 20th-Fox, returned from St.



NEW YORK — At Warners, the blue ribbon for originality goes to night inspector Leonard Brooks, who designed the Christmas tree in the film room. Made up of green film hubs, in the form of a tree, with a stand of brown hubs, and decorated with petit decorative balls, it makes a striking appearance. Not to be outdone, Katherine Hanley, Dorothy Hauser, and girls, contract department, beautifully dressed their own tree. . . . The Warners Club Christmas eve frolic at the home office was a big success.

COLUMBIA — Contract clerk Mattia Lynch was home in Pittsburgh for the holidays. . . . Frances Taylor, typist, welcomed her brother, Roy, home on a Christmas furlough. . . . Typist Gloria Goodwin hoped to have her paratrooper, Irving, home for New Year's. . . . Responsible for the office decorations were Mattia Lynch, Frances Taylor and Camille Patti. . . . Office assistant Beill Redmond had a fete in celebration of his birthday.

20TH-FOX—Frances Singer, secretary to the division manager, will blow out the candles on her birthday cake on Jan. 3. . . . Returned from her Catskill honeymoon was Harriet Coen, stenographer. . . . Bea Kay, cashier clerk, and hubby were holidaying.

MONOGRAM—Meyer Solomon, Brooklyn salesman, was excited about his vacation trip to Florida. . . . The Christmas party provided at lot of fun. . . . Telephone operator Terry Testa attended her uncle's funeral. . . . Half of the office enjoyed a long Christmas weekend, and the other half will be off New Year's weekend.

RKO—Branch manager Philip Hodes was spending his vacation in Chicago visiting his children. . . . The office Christmas party came off as a big success. . . . Typist Sally Rishall resigned.

MGM—New faces include Martin Solomon, boxoffice statement department, Columban's Retreat House, Derby-on-the Lake.

In a joint announcement by J. W. Servies, vice-president, National Theatre Supply, and Ken Caldwell, National Theatre Screen Refinishing Company of Buffalo, it was reported that NTS will henceforth be exclusive distributor of the Caldwell Halo Screen. The Halo Screen, available in all sizes, comes in a package deal, unassembled, to be put together on the job. Installations have already been made in Chicago, Elmira, New York, Detroit, and Buffalo.

The board of Tent 7, Variety Club, elected Dewey Michaels, president, Mayfair Theatre Corporation, Chief Barker. Other officers chosen include First

and Marie Alfano, typist. . . . Annette Ginsberg resigned to take up duties at Walt Disney Productions. . . . Head night inspector Charles Gurney was grieved by the death of his brother in Pittsburgh.

UNITED ARTISTS — Calvin Young has taken over the Long Island booking position on a permanent status. . . . Back from her Caribbean cruise was assistant cashier Hilda Frishman. . . . The new branch head is Joe Shugar.

BONDED—Employees were not without Christmas turkey as each received the bird with the company's compliments. . . . Herman Friedman had his latest canvas on display. . . . Paul, son of shipper Romeo Zaccane, was out of the hospital after illness. . . . Floor lady Mary Einfrank was ill.

PARAMOUNT — Home office employees celebrated Christmas at the French Casino. . . . The shipping room was decorated with its own Christmas tree. . . . Inspectress Loretta Bachman and Rene Bretstein were a year older. . . . Clerk Evelyn Hirsch spent the holidays with husband, Herbie, stationed in Virginia with the army. . . . Recipients of promotions were Nancy Olivero and Rhoda Adler.

RAMBLIN' 'ROUND—U-I head booker Jimmy Davidson has a new secretary, Fay Trachtenberg. . . . Harvey Reinstein, Brooklyn booker for U-I, was out with a cold. . . . Republic had its Christmas party in the nicely decorated office. . . . Jared Millan, 16mm. salesman for Republic, was on a business trip to Maryland. . . . Favorite President Moe Kerman was back from his coast trip. . . . Joe Felder, Favorite vice-president, will be spending some time in California. . . . Elmer Hollander, St. Cloud Amusement Corporation, resigned. . . . Realart executive Carroll Puciato received birthday cards. . . . Skouras buyer Salah Hasanein and his wife, Neva, became proud parents of a little girl. . . . Hoffberg's "Hans Christian Andersen" was booked in Washington, D. C., and Tampa, Fla., for early January. Also set for booking by Hoffberg is the new Charlie Chaplin laugh show. . . . Barbara Lieberman, wife of Hoffberg sales promotion man Leonard Lieberman, was injured when she fell in the home. . . . Bernie Mills, Washington, D. C.'s Equity, dropped in for a visit at Screencraft.

—J. A. D.

Assistant Chief Barker Billy Keaton, Second Assistant Chief Barker Marvin Jacobs, Dough Guy Robert Hayman, and Property Master W. E. J. Martin.

—M. G.

Rochester

Ralph Crabill has been named manager of the 11 theatres in the Schine Circuit in Monroe County.

Schenectady

Irwin Ullman, son of Saul J. Ullman, upstate general manager, Fabian Circuit, assisted Dick Murphy, Plaza manager, in arranging a Christmas "Kiddie Carnival" tieup with Kaye Motor Sales. Ullman and Murphy rented the theatre for a morning show, to which admission for children was a toy.

NEWS OF THE

Territory

**Philadelphia
Crosstown**

The Fox used spots in the televising of the Roxy, New York City, premiere of 20th-Fox's "Stars and Stripes Forever," calling attention to its opening date.

Clifton Webb, in 20th-Fox's "Stars and Stripes Forever," was installed as "Honorary Chief Mugman," and received the Mugs' "Lead Medal of Ignominy" as well as a plaque for his contributions in the field of entertainment at the annual Christmas dinner of the Mugmen at the Poor Richard Club. The Mugs are the funmaking organization within the Poor Richard Club. Leo Pillot, from the home office, came over with Webb for the festivities, while Fox managing director Harold Seidenberg and publicist Harry Freeman were on hand to take care of the press. Hal Marshall, local 20th-Fox exploiter, was also active in the proceedings.

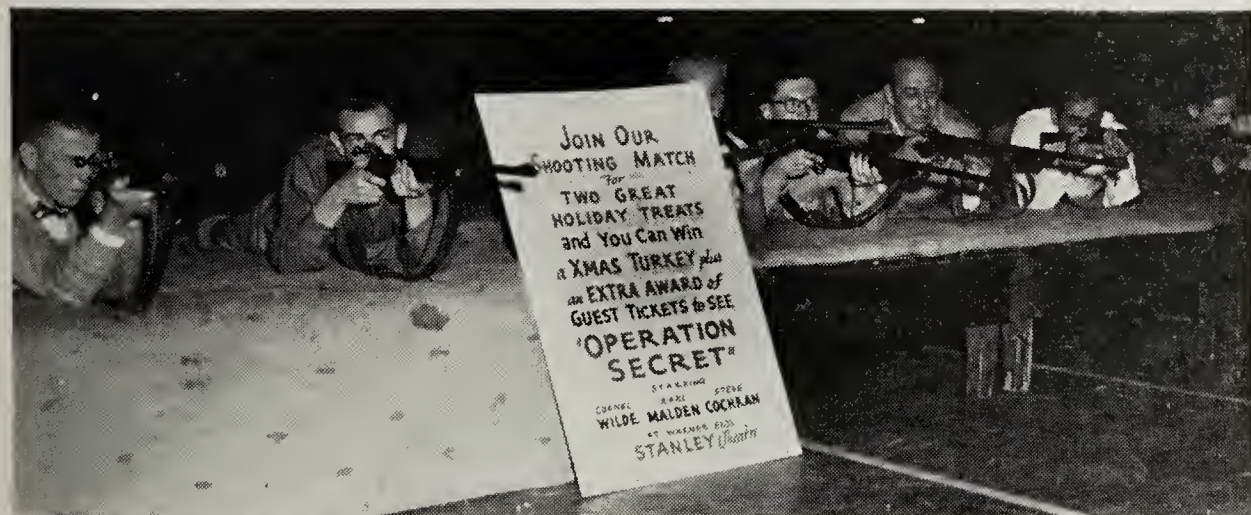
The Green Hill really gave its employees a Christmas holiday. The house was closed Dec. 22-23-24 and on Christmas Day.

The Wynne is reported to have been sold to Uhr's Restaurant. The house was acquired late last summer by Harry Jacobs.

Bill Kanefsky, manager, Studio, centered his campaign on "The Promoter" around radio and TV. He appeared personally on the "Aunt Molly Home Highlights" WCAU-TV program, and plugged the film, while Barry Sockett, WDAS; Steve Allison, WPEN; Gabe Millerand, KYW, and Eddie Newman, WDAS, all gave radio plugs.

Vine Street

Joe Chasens, from Dallas, brother of Max Chasens, the Atlantic City exhibitor, was in town, and everyone did a double take. It seems the Dallas Chasens is the Al Chasens twin, and everyone who bumped into him thought the AC theatreman was getting better looking all of a sudden.



Manager Rodney Collier, Stanley, Baltimore, Md., gave away turkeys for Christmas at a shooting match in the Fifth Regiment Armory as an advance promotion for Warners' "Operation Secret." Collier affected radio ties, and interested 3,000 members of Maryland's National Guard in the stunt.



When the Variety Club of Washington recently presented a new ambulance to Emergency Hospital, on hand, left to right, were: Jerry Adams, Chief Barker, Tent 11; Rudolph Berger, chairman, welfare committee; Dr. Warwick T. Brown, administrator, Emergency Hospital, and Dr. E. A. Cafritz, club welfare committee.

Jack Harris, Jack Harris Productions, has been appointed zone manager for Essanjay Films, Inc., Chicago, by Irwin S. Joseph, president. He will handle "Because Of Eve" exclusively in this territory.

All of the exchanges broke out in a rash of Christmas decorations, and most held delightful and intimate parties. Most enjoyable affairs had 20th-Fox at the Warwick, RKO at the exchange, Warners at the exchange, MGM at the Broadwood Hotel, UA at the exchange, Columbia at the exchange, Screen Guild and Exchange Finance at the RDA Club, and New Jersey Messenger Service at the offices.

Holiday vacations were observed by many salesmen. Joe Schaeffer, Republic, went to Florida; Tom Noble, Warners, went to New Orleans; Shep Bloom, 20th-Fox went to Florida, and Ethel Rudick, 20th-Fox booker, went up to Grossinger's.

The RKO exchange went 100 per cent on the Will Rogers' Memorial Hospital Christmas scroll. . . . Glenn Norris, 20th-Fox district manager, was in.

An arbitration meeting between the F-7, front office local, and distributor-employers has been set for Jan. 8 at U-I exchange. B-7, back room employees, will meet with company bargaining agents at the same exchange on Jan. 9 at 10:15 a.m.

Leon Cohen, 20th-Fox projectionist, a recent appendicitis victim, got home in time for Christmas.

Sidney Samuelson joined the trek to Florida for the winter season. . . . Many exhibitors attended the various exchange's parties held during the holiday season.

Reports from upstate indicate that peace has finally come to the Lewistown, Pa., situation, with the William Hum-

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and

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to the

**Variety Club
Heart Fund
Drive!**

Drive Ends January 5

**PLEASE HELP US AVOID
THE LAST MINUTE RUSH**

Make your ticket reservations,
NOW, for Testimonial Dinner
to Vic Blanc and Ralph Pries
January 5, 1953

**NEW JERSEY
MESSENGER SERVICE**

**250 N. Juniper Street
PHILADELPHIA**

LO 7-4822

LO 7-4823

MEMBER NATIONAL FILM CARRIERS, INC

THE NEW TELEVISION INSTALLATIONS
AT THE
STANLEY THEATRE, PHILADELPHIA
STANLEY THEATRE, CAMDEN
AND STANLEY THEATRE, CHESTER
WERE CONTRACTS HANDLED BY
PROGRESSIVE ELECTRIC CONSTRUCTION CO., Inc.
240 N. 13th Street Philadelphia 7, Pa.

phries and Harold Cohen interests getting together to eliminate the competitive bidding. It is understood that Cohen will get one third the product, with Humphries getting two thirds. Meanwhile, it is reported that the Pastime, Ike Berney's house, is being sold for a commercial structure, which will leave the town with three houses, two belonging to Humphries and one to Cohen. Another theatre, on the outskirts of town, has been closed for some time.

U-I branch manager Joe Leon takes his salesmen to Boston next week for a meeting of all personnel in John D. Scully's district.

Localites and the Motion Picture Associates remembered veteran manager Burt Stanley at Christmas-time.

District of Columbia Washington

A number of showmen will again be among those spearheading "The March of Dimes." Co-chairmen of the motion picture committee are George A. Crouch, zone manager, Warner Theatres, and Orville Crouch, eastern division manager, Loew's Theatres. Frank LaFalce, director of advertising and publicity, Warner Theatres, is chairman, special events committee. Morton Gerber and Shep Allen, District Theatres, head the uptown theatre committee, and serving on the executive committee are A. Julian Brylawski, Warner Theatres; Jake E. Flax, Republic, and Fred S. Kogod, K-B Theatres.

In connection with "The March of Dimes," Frank LaFalce produced a 13½ minute motion picture, "Interruption To Life," for showing on television during the drive. The picture was made by Byron, Inc. Screened at the Motion Picture Association of America Academia, it received good comment.

"The True Story of Hans Christian Andersen" opened on Christmas Day at the Pix. . . . Keith's had a special late show on Christmas Day. . . . Sol Hurok was in town at the French Embassy talking.

The Metropolitan had a special children's show. Manager Sid Hoffman arranged to give away six electric trains and a wrist watch. . . . Toy and canned food matinees were held at Sidney Lust's Maryland theatres, with the proceeds going to needy families.

A preview of "Road to Bali" was held at the MacArthur for the benefit of the Society for the Prevention of Blindness. It opened later at the Ontario.

Everybody attended office Christmas parties last week, and in many cases, the Christmas party was open house for all of Christmas Week rather than on just one day.

Mrs. Betty Taylor, MGM, is resigning. . . . MGM salesman Francis Sharkey is also resigning. . . . MGM is proud of the success of a series run in the offices for the needy at Christmas.

At 20th-Fox, contract clerk Eileen Oliver returned from her vacation in time to spend Christmas in Washington. . . . 20th-Fox head booker Mrs. Sara

Record Throng Due At Philly VC Fete

PHILADELPHIA — The installation dinner of Tent 13, Variety Club, 18th in the series, set for the Bellevue-Stratford Hotel on Jan. 5, promises to be the best in the club's history, it was indicated this week.

With the acceptance by U. S. Senator James Duff of an invitation to speak, it was certain that the fete would attract, in addition to members and industryites, a gala turnout of civic and state leaders.

The dinner, honoring retiring Chief Barker Vic Blanc and welcoming incoming Chief Barker Ralph Pries, will also serve as the highlight of the club's current welfare drive.

International Chief Barker Jack Beresin and International Executive director Colonel William McCraw, Dallas, will also be on hand, and the evening's program will feature several surprises, it was revealed by committee chairman Edward Emanuel.

A special decor, as well as other novelties, will be included.

The first all-industry affair in some time, the dinner is due to attract well over 300 people, the largest turnout in years.

Blanc's premiere position as civic leader and City Councilman plus Pries' activity for the club, should insure a record throng.

Pries, an executive of Berlo Vending Company, has long been active in the tent's endeavors.

Young's Christmas was especially happy this year with her son and daughter-in-law, Richard and Julia, home for Christmas and Mrs. Young's birthday on Dec. 25. . . . Aileen Altman, MGM's division manager's office, celebrated her birthday, her 17th, on Dec. 28. . . . But all of MGM booker Jack Kohler's celebration was on the quiet side, handicapped as he was with a broken hand. . . . There was joy in the home of MGM salesman John J. O'Leary in Balitmore, Md. His son, John, was home from the Salisbury, Md., Hospital, where he parted company with his appendix.

Two birthdays were observed during Christmas Week at RKO. Joe Kushner, office manager, gets two presents from everybody each Christmas. He celebrates his birthday the same day, and his secretary, Reid Price, is just ahead of him. His birthday is on Dec. 24. Price, by the way, is just back from Rocky Mountain, N. C., where he attended the funeral of his father.

RKO bookers' stenographer Mrs. Verda Lee flew to Oil City, Pa., to spend the holidays with her daughter, son-in-law, and two children. . . . RKO shipping sheet clerk Frances Potasnik went home to Widen, W. Va., for her Christmas vacation.

Exhibitors in to make the rounds included Sam Mellett, Vernon Nolte, W. C. Buck, Henry Hiser and family, Abel Kaplan, Harry Kahn, Mike Leventhal, Joe Waldermine, Bill Zell, Jack Levine, Mort Gerber, Clark Davis, Bill Hoyle, and George Wheeler.

At Allied Artists, biller Barbara Workman went home to Lansing, W. Va., for the holidays. . . . And at Paramount, branch manager Phil Isaacs received a sterling silver monogrammed cigarette case from his staff. . . . Paramount ledger clerk Alice Robrecht went home for the holidays to St. George's Island, Md.

At National Screen Service, George Nathan bade Mrs. Nathan and 11-year-old Francine good bye as they left to spend the holidays at Providence, R. I.

Bobby Levine, Levine Enterprises, Norfolk, Va., reopened the old Visulite, and renamed it the Towne. . . . The beautiful Christmas tree at Republic was the source of many compliments.

At Equity, there was sad news. Lou Ramm, former long-time manager, Equity, who left one-and-a-half years ago to join his brother on the Ramm Circuit, Aiken, S. C., died of a heart attack.

Jesse Stern, Montross, Montross, Va., had a bad time in Washington. While passing through, his station wagon was broken into, and several hundred dollars worth of toys for a theatre kiddies' party were stolen.

Equity celebrated three birthdays: Bernie Mills, Mike Mills, and stenographer Clarice Courthold.

At Kay, Joe DiMaio returned from a very successful trip, and office manager and booker Dorothy Kelly had a warm Christmas with her three boys home with their mother.

Clerk Marjorie Kidd and contract clerk Dorothy Booth, WB, both went home, to Charlottesville, Va., and to Irwin, Tenn., respectively.

At Warner Theatres secretary Mrs. Ann Ayrey went to New York with her husband; secretary Mary Strojek went to Harrisonburg, Pa., and director of advertising and publicity Frank LaFalce and his brother, Rick, went home to South Orange, N. J.

At the Trans-Lux, assistant manager Frank Hart had two occasions to celebrate, his daughter Valerie's first birthday, and Christmas.

President and Mrs. Truman were given a gold lifetime pass to the Playhouse and Dupont by Messrs. I. E. Lopert, head of the corporation which owns the Playhouse and Dupont, and Gerald G. Wagner, general manager.

—RICK LAFALCE

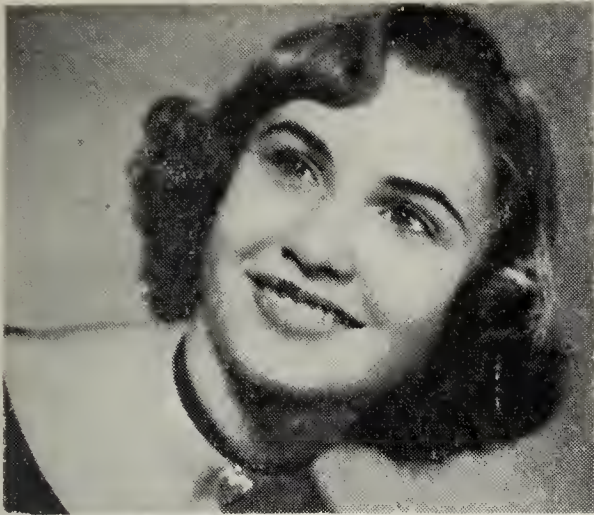
Delaware Wilmington

Happy New Year! . . . Thanks go to all who sent us Christmas cards. . . . A. J. Belair, president, Rialto Theatre Company; Elizabeth G. Sholly, manager, Rialto; Ben Blumberg, Blumberg Brothers, and David Brodsky were New York City visitors recently. Mrs. Belair accompanied them. . . . To the ranks of readers of EXHIBITOR, we'd like to welcome William H. Doerflinger, manager, DuPont Playhouse, an alumnus of S-W Theatres hereabout. . . . The annual meet-

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 North 13th) Jan. 14, 2, "The Jazz Singer" (Danny Thomas, Peggy Lee, Allyn Joslyn) (Technicolor).



Mr. and Mrs. Nathan Sablosky announced recently the engagement of their niece, June Gloria Blitzstein to Lieutenant Jay W. Chabrow, son of Mrs. Samuel Byer, Trenton, N. J., and the late Frank Chabrow. Miss Blitzstein has been raised by Mr. and Mrs. Sablosky since she was four months old.

ing of stockholders of Warner Brothers Pictures, Inc., will be held on Feb. 17 in the Wilmington offices of the Corporation Trust Company. . . . The Delaware Association of Police, with the aid of an anonymous donor, gave a free kiddie show at the S-W Warner and the S-W Ritz.

—HENRY L. SHOLLY

Maryland Baltimore

The MPTO of Maryland and the MPTO of Virginia announced the establishment of a joint committee to exchange information on industry matters affecting both states. Leon Beck, president, Maryland Allied, and Sidney Bowdon, who heads the Virginia association, are originators of the idea.

Leon Back, president, Allied Motion Picture Theatre Owners of Maryland; Lauritz Garman, owner, Uptown, and C. Elmer Nolte, Jr., general manager, Durkee Enterprises, made reservations to attend the Allied meeting in New Orleans. . . . Wrecking crews started work on the Rivoli. . . . The Realart, owned by Lou Swimmer, closed.

Bernard Terry, Stanley projectionist, announced the marriage of his daughter, Mary Jacquelyn, to J. Harvey Foit at St. Ambrose Church. A reception took place at Candlelight Lodge. . . . Mrs. Blanche Boughter, Stanley, has returned to duty, recovered from pneumonia.

Al Pratt, Warner Theatres' sound expert, was in. . . . Jack Sidney, Loew's Century manager, arranged a Christmas party for youngsters at the Press Club. . . . A new "for sale" sign hangs on the front of the Parkway, purchased by Morris Mechanic. . . . J. Lawrence Schanberger, Keith's owner, will celebrate New Year's with a holiday dinner for his children and grandchildren, coming here from other cities for the occasion.

Cumberland

Elmart's Maryland, managed by Ray Light, held a big kiddie Christmas party. . . . The Super-40 Drive-In is staying open on Staurdays and Sundays throughout the entire winter. Managers are Tom Blash and Paul C. "Doc" Owens.

Leonardtwn

Plans for the Christmas party at the Park, Lexington Park, Md., were cancelled by the sponsors due to a threatened outbreak of spinal meningitis. However, the staffs of the Park and Plaza, with the help of the members of the Volunteer Fire Department, visited the kiddies, with Santa Claus aboard, and gave toys, candy, and fruit to all. . . . John D. Bailey, Hughesville, Hughesville, Md., played host to children prior to Christmas at a large celebration held around the community Christmas tree, sponsored by the local Home Maker Clubs, Jameson-Harrison American Legion Post and Auxiliary, Lions Club, Hughesville Volunteer Fire Company, and others.

New Jersey Hopewell

Mrs. H. Laird closed the Colonial Playhouse permanently.

Pennsylvania Doylestown

"Nick" Power, County, is celebrating his 40th anniversary in the industry. He first opened a 300-seat house in Doylestown on Jan. 2, 1913. Congratulations.

Fleetwood

Raymond J. Weida, manager, Fleetwood Auditorium, was reelected president, Fleetwood Fire Company, for another year.

Gettysburg

Mrs. Erma D. Poppay, wife of Sydney J. Poppay, manager, Majestic, has been elected president, Gettysburg School Board. She is the first woman to hold the post, and succeeds the late P. M. Rohrbaugh.

Harrisburg

E. G. "Jerry" Wollaston, Fabian manager, and Franklin Moore, president and managing director, Penn-Harris Hotel, staged their 27th annual Christmas party for the orphans and less fortunate children in the area on Dec. 20. A special show at the State was followed by lunch at the hotel. Following the luncheon, a program of entertainment was presented.



Peggy Lee, who co-stars with Danny Thomas in Warners' "The Jazz Singer," recently participated in the Marine Corps Reserve "Toys for Tots" drive in Washington, D. C.

School promotions paid off for Loew's manager Bill Trambukis whereby he sold over 2500 block ticket sales to schools for "Ivanhoe" and "Plymouth Adventure." . . . Mrs. Jack O'Rear, wife of the Colonial manager, played a prominent role in staging the annual Paxtang Manor children's party. . . . Dr. Samuel Goldstein is having a new roof placed on his Paxtang, Paxtang, Pa.

Sam Gilman, Syracuse, N. Y., was the guest of Jack O'Rear, manager, Colonial. . . . The Loew's managers and assistants received their Christmas presents early. Manager Bill Trambukis was given a cash award in the national publicity contest for window displays on "Singin' In The Rain," and assistant manager Ken Steckline sold one of the winning Washington Variety Club contest tickets, which gave him a dressing kit, which went to his lovely wife, of course.

New aides at the Elton, Steelton, Pa., are Lewis Reese and Kathleen Shelley, Wilbert Palmer was promoted.

Employees of the State, Colonial, and Rio, enjoyed a gala Christmas party after the last show at the State. As the crowd gathered, Chester Rebock and John Telencio, trumpet soloists, and Jack Mummert, saxaphonist, played Christmas carols. A buffet dinner was served, after which there was more music. Peggy Craver favored with a saxophone solo. Linda Kay, daughter of assistant manager Spike Todorov, entertained with a tap dance, and wound up with her Sunday School recitation. Movies of the Hallowe'en party were shown. A Yule tree graced the lobby, attractively decorated by Todorov and Lesten Miller.

Lancaster

A suit for alleged coypright infringement against Rocky Springs Park, Inc., brought in Eastern District Federal Court by three music publisher members of ASCAP, was settled when the park paid license fees on what was said to have been unauthorized performance of certain music during the past four years, and also signed a license agreement.

Lewistown

Ike Berney, Pastime, has been confined to Pennsylvania Hospital, Philadelphia.

Pine Grove

Veterans of Foreign Wars Post 3432 sponsored a children's Christmas party in the Hippodrome.

Port Carbon

The Ritz held a Friday afternoon children's party with Christmas features.

Pottsville

The annual can party, sponsored by the Pottsville unit, The Salvation Army, was held in the Capitol. Admission was given on presentation of a can of food or preserves, and more than a ton of food in tin or glass containers was collected.

Reading

The first 400 children arriving at the Warner party received a candy bar from manager Birk Binnard. Manager J. Lester Stallman, Astor, also was host at a Christmas show for kiddies.

PHILADELPHIA EXCHANGE LISTING

(On this page will be found a complete listing of film exchanges serving the Philadelphia area. Additions or corrections are invited to keep this as accurate as possible. All companies listed may be addressed at Philadelphia 7, Pa.)

AMERICAN
1329 Vine—WA 2-1800

Manager—Ben Harris

HARRY AND BEN BLUMBERG
1305-07 Vine—LO 3-7240

Operators—Harry and Ben Blumberg

BOXOFFICE
1321 Vine—LO 3-6848

President—Nelson Wax
Sales manager—John Schaeffer

CAPITAL
309 North 13th—SP 4-2698

Manager—Edward J. Gabriel

CLARK
1225 Vine—LO 4-3450

Manager—T. H. Lark

COLUMBIA
302 North 13th—MA 7-5825

Division manager—Harry E. Weiner
Branch manager—Lester Wurtele
Office manager—Harvey Schwartz
Sales manager—Dave Korson
Salesmen—Ben Felcher, Philadelphia and suburbs; Jack Lawlor, New Jersey, Delaware, Allentown; Keith Godfrey, Harrisburg, Scranton, Wilkes-Barre; Sieg Horowitz.
Bookers—Joe Flood, circuits; Ben Rosenthal, city, suburban; Norman Gaskill, New Jersey, Delaware; Jerry Levy, upstate

HIGHWAY EXPRESS LINES
236 North 23rd—LO 4-0100

President—James P. Clark

INDEPENDENT POSTER EXCHANGE
1323 Vine—WA 2-3233

Mitchell Pantzer, Charles Lawler

JASLOW
1225 Vine—RI 6-5895

Distributor—Jack Jaslow

MGM
1233 SUMMER—LO 7-5150

District manager—Robert Lynch
Branch manager—Lou Formato
Office manager—H. Bache

Salesmen—C. C. Pippin, Philadelphia, suburban; William Hopkins, eastern Pennsylvania, southern New Jersey; F. Jelenko, Harrisburg; Frank Sculli, Scranton
Bookers—Dave Titleman, Philadelphia, suburban, New Jersey; Charles Boines, northern Pennsylvania, Harrisburg; Charles Kaselman, circuits; Sam Scully, Scranton, Wilkes-Barre; Max Bronow

LEONARD MINTZ
1231 Vine

Distributor—Leonard Mintz

MONOGRAM
1241 Vine—RI 6-8342

Branch manager—Maxwell Gillis
Salesmen—Max Bernstein, city, New Jersey; Mike Katz, Scranton, New Jersey
Booker—Florence Weiner

NATIONAL SCREEN SERVICE
1201 Vine—RI 6-9580

Branch manager—Stanley Goldberg
Office manager—Moe Koppelman
Salesmen—Maurice "Harp" Levin, Ben Stern, Louis Blaustein

NATIONAL THEATRE SUPPLY
1225 VINE—LO 7-6156

Manager—William Hutchins
Salesman—Robert Warner

NEW JERSEY MESSENGER
250 North Juniper—LO 7-4822

President—Meyer Adleman

PARAMOUNT
248 North 12th—LO 7-3672

Mideastern division manager—Howard Minsky
Branch manager—Ulrik F. Smith
Sales manager—Herbert Gillis
Office manager—Ralph Garman
Salesmen—Herman Rubin, Philadelphia, vicinity; Robert Shissler, Scranton, Wilkes-Barre; Harry Dressler, Harrisburg, upstate
Bookers—Ralph Garman, booking manager; Matthew Judge, Philadelphia, New Jersey; Robert Shisler, miscellaneous; Lou Fortunate, Harrisburg, upstate

**PROGRESSIVE ELECTRIC
CONSTRUCTION COMPANY, INC.**

240 North 13th—RI 6-3996

RKO
250 North 13th—LO 7-3555

District manager—R. J. Folliard
Branch manager—Charles Zagrans
Sales manager—Ely Epstein
Office manager—Joseph Farrow
Salesmen—Patrick Beck, New Jersey; A. G. Gottschalk, city; J. J. McFadden, Harrisburg, part of upstate Pennsylvania; Eugene Ganz, Wilkes-Barre, Scranton.
Bookers—John Phelan, city; Martha Clark, circuits; Charles Donohue, Comerford Circuit, New Jersey; Ed Fisher, upstate Pennsylvania, Delaware; William Quinlivan, upstate, non-theatrical, 16mm.

REPUBLIC
246-48 N. CLARION—LO 7-4712

District Manager—James V. O'Gara
Branch manager—Norman Silverman
Salesmen—Joseph Schaeffer, Philadelphia; William Doyle, Harrisburg, Delaware.
Booker—John Ehrlich

DAVID ROSEN
1237 Vine Street—LO 4-4429

Distributor—David Rosen

VINCENT M. TATE
1618-20 Wyoming Avenue
Forty Fort, Pa.

SCREEN GUILD
1315 Vine—LO 3-9020

Franchise holder—Jack Engel
Branch manager—Joe Engel
Salesmen—Harry Brillman, Eli Ginsberg
Booker—Rose Kaplan

20th CENTURY-FOX
302 North 13th—WA-2-2826

Branch manager—Sam Diamond
Sales Manager—Herman Hirschhorn
Office manager—R. M. Doherty
Salesmen—Shep Bloom, city; Horace Wright, Scranton; Alan Strulson, New Jersey, Delaware
Bookers—Francis X. Kelly, Lillie Rosentoor, Jack Forscher, Mae Greenus, Ethel Rudick

UNITED ARTISTS
302 North 13th—WA 2-1102

Branch manager—John Turner
Office manager—Elizabeth V. Ziegler
Salesmen—Mort Magill, Philadelphia, suburbs; Stanley Kositsky, part of Pennsylvania, New Jersey; John Bergin, Scranton
Bookers—Elizabeth V. Ziegler, Elizabeth Marrandino, Janet Lewis

U-INTERNATIONAL
251 North 13th—LO 4-3980

District manager—John J. Scully, Sr.
Branch manager—Joseph Leon
Sales manager—Harold Saltz
Office manager—Edward Potash
Salesmen—Harold Saltz, New Jersey, Delaware; Norman Weitman, city; Richard Melvin, Philadelphia, Delaware; James Coyne, Scranton, Wilkes-Barre
Bookers—Fred Fortunate, Philadelphia, suburbs; George Evans, New Jersey, Delaware; Pete Cicotta, Wilkes-Barre, Scranton; Harold Colton, Reading, suburban

WARNERS
230 North 13th—RI 6-9530

District manager—Robert Smeltzer
Branch manager—William G. Mansell
Assistant branch manager—Charles Beilan
Office manager—Ed O'Donnell
Salesmen—Ben Bache, Philadelphia, suburbs; T. N. Noble, Harrisburg; Dave Cooper, Wilkes-Barre, Scranton
Bookers—L. J. Hannon, Philadelphia; Anthony Blase, New Jersey, Delaware; E. Carlin, Wilkes-Barre, Scranton; Virginia O'Brien, Stanley-Warner Circuit; Joseph Quinlivan

Managers and others are happy over the fact that city council has decided not to raise the 14-mills tax rate for 1953.

Paul E. Reeser, "The March of Dimes" chairman here for 12 years, has been re-appointed, and is again enlisting the aid of managers in city and county in the 1953 campaign, to cover the Jan. 2 to 31 period.

Isaac Greenfield, furniture merchant who bought the old Grand Opera House, later known as the Capitol, and converted it into Reading's largest furniture store, died.

The Strand, Paul H. Esterly, manager, reopened after Christmas after repairs.

Robesonia

The Pioneer was the scene of a Christmas party sponsored by five clubs and societies as a community affair, and also

of the Christmas celebration by Robesonia High School.

Virginia Fredericksburg

Pitts Kilmarnock Drive-In Theatre, Inc., was formed by Benjamin T. Pitts, president, with a capitalization of \$60,000.

West Virginia Keyser

The Music Hall, Carskadon Circuit, gave employes Christmas bonuses and Christmas Eve off duty, both here and in Piedmont, West Va. . . . Dale Stark, former projectionist, Olin Thrush's Liberty, was home on leave from the army. He expects to be released from military service in February.

Variety Club Tent 13, Philadelphia

The tent, in cooperation with The Daily News, held a Christmas party for 100 crippled children who were guests at the Club's summer camp. Pete McCauley

played the part of Santa Claus, while Leo Posel, president of the camp, and Jack Beresin, International Chief Barker, and others played hosts to the kids, all of whom were gifted, and served a dinner. Jim Reed, of "Paint Your Wagon," entertained.

A substantial amount of money was raised for the Club's Heart Fund and the Will Rogers' Memorial Hospital at the benefit preview at the Wynne. Harry Jacobs, owner, donated the use of the house, and paid for all advertising. The theatre help donated services. Local disc jockeys appeared in person, while Councilman Rose and Judge Segal gave brief addresses. Incoming Chief Barker Ralph Pries was master of ceremonies.

On Christmas Eve, WFIL carried the Variety Club show on a nationwide hook-up. Members enjoyed hearing this Variety program. . . . The New Year's party in the clubrooms was due to be a SRO affair. . . . "Against All Flags" was screened through the courtesy of U-I, and "Ruby Gentry" was screened through the courtesy of 20th-Fox.

Get the EXHIBITOR Habit!

COLUMBIA

**The Last Of
The Comanches (511)** WESTERN
MELODRAMA 85M.

(Color by Technicolor)

ESTIMATE: Okeh action entry.

CAST: Broderick Crawford, Barbara Hale, Johnny Stewart, Lloyd Bridges, Mickey Shaughnessy, George Mathews, Hugh Sanders, Ric Roman, Chubby Johnson, Martin Milner, Milton Parsons, Jack Woody, John War Eagle, Carleton Young, William Andrews. Produced by Buddy Adler; directed by Andre DeToth.

STORY: After a brutal raid on a western village by renegade Comanche chief John War Eagle, only six cavalymen, led by Broderick Crawford, are left. Escape is through the desert. They meet a stagecoach unwittingly headed into Indian territory. Among the passengers is the cavalry commandant's sister, Barbara Hale, going to the army post for a visit with her brother. The soldiers join the coach, and head for safety. With their water reserve low, they come upon a young Indian boy of a peaceful tribe, Johnny Stewart, who leads them to an old mission well. Crawford hatches a plan to escape from the Comanches. Sending two Indian scouts he had captured back to the chief with word that they will exchange water for guns, Crawford hopes to stave off attack until Stewart, whom he sent to the army post for help, gets back with reinforcements. The Indians attack, but Crawford is able to hold them off for a while. With his ammunition supply low and many men killed, Crawford is in a desperate position but the cavalry reinforcements arrive, and the group is saved. A romance is indicated for Crawford and Hale.

X-RAY: With plenty of action, riding, gunfighting, and Indians, this should satisfy the action fans. The story offers little variation from the usual, and the acting and direction are sufficient for its scope. The screen play was written by Kenneth Gamet.

TIP ON BIDDING: Fair program price.

AD LINES: "The Thrilling Story Of A Handful Of Cavalry Against Indians On The Warpath"; "Victory Against All Odds"; "Excitement And Thrills Of The Old West."

**The Member Of
The Wedding** DRAMA
91M.

ESTIMATE: Interesting drama will best fit into the art and specialty spots.

ON THESE PAGES ARE:

**The MOST
FACTUALLY
HONEST
REVIEWS...**



**in the entire
Trade Press!**

*Don't take our word for this.
Check them against your payoff!*

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The original Pink Section evaluation of features, short subjects.

SECTION TWO
Vol. 49, No. 9

DECEMBER 31, 1952

CAST: Ethel Waters, Julie Harris, Brandon De Wilde, Arthur Franz, Nancy Gates, William Hansen, James Edwards, Harry Bolden, Dick Moore, Danny Mummert, June Hedin, Ann Carter. A Stanley Kramer Production; directed by Fred Zinneman.

STORY: Julie Harris, awkward youngster of twelve, doesn't realize that she is leaving childhood for the uncertain period of adolescence. Overly excited about the wedding of her older brother, soldier Arthur Franz, to Nancy Gates, she keeps romanticizing about it until she is positive that they will take her along on their honeymoon so that she will get away from her everyday drab existence with its irritations, such as having no friend her own age but having to rely on neighbor Brandon De Wilde, a youngster who at times is as wacky as she, or of being accepted in a girls' club which meets nearby, or of the fact that she seems to be tall for her age, and still growing. Negro housekeeper Ethel Waters tries to set her straight with not much help. Waters, too, has her own problems. Franz and Gates refuse to take Harris along, and her father, William Hansen, a widower, drags her from the car. She tries running away, but night soon drives her home. De Wilde is seriously ill, and dies later. Harris finds new interest in a girl friend as well as a neighbor boy, and Harris plans to move to a new house. Waters gives Harris notice since Hansen's sister is coming to keep house, and life goes on.

X-RAY: Patterned after a stage play in technique, motion, and story revelation, this is for the art and specialty spots, with some audiences probably finding it confusing to the point of irritation. There is little action, and a majority of the time is spent in or close to the kitchen of the home occupied by Harris, Hansen, and Waters. What there is of the story is interesting, and there always seems to be the possibility that things may get moving, but it just doesn't. The players turn in competent jobs, but unfortunately there is an attempt to emulate the stage, with the conditions being different. At any rate, this is a film that should cause discussion and comment, and those who have seen the stage play will want to see the screen version. The screen play is by Edna and Edward Anhalt, based upon the book and play by Carson McCullers.

TIP ON BIDDING: Depends on the situation.

AD LINES: "If You've Seen The Play, You Won't Want To Miss The Film—If You Haven't There Is An Added Thrill In Store"; "A Tale Of A Young Girl And A

Wedding"; "You've Heard About It As A Play—Don't Miss It As A Film."

The Pathfinder (516) MELODRAMA
78M.

(Color by Technicolor)

ESTIMATE: Okeh programmer for the duallers.

CAST: George Montgomery, Helena Carter, Jay Silverheels, Walter Kingsford, Rodd Redwing, Stephen Bekassy, Elene Verdugo, Bruce Lester, Chief Yowlachie. Produced by Sam Katzman; directed by Sidney Salkow.

STORY: In 1754, both England and France seek to gain control of the territory around the Great Lakes. The Mohican Indians have formed an alliance with the English while the Mingos have joined the French. When the Mohicans are virtually wiped out by the Mingos, George Montgomery, raised by Indians, seeks vengeance, and, though neutral, joins with the English, and agrees to spy on the French, who have sought his services before. Helena Carter is sent with him since she understands French. They are welcomed by French commander Stephen Bekassy. Montgomery succeeds in sending back valuable information in addition to doing some sabotage. Bruce Lester, former English captain, former fiance of Carter, and presently the husband of an Indian princess, offers an alliance with the tribe for gold he controls, and threatens to expose Carter. She stalls until Montgomery acquires the secret French defense plans, and sends them to the English. They are arrested, but the English are victorious, and Carter and Montgomery clinch.

X-RAY: This has sufficient Indians, action, intrigue, soldiers, fighting, etc., to satisfy the younger element and the action fans and it should round out the duallers neatly. Performances, direction, and production are suitable, and the Technicolor is also helpful. The screen play is based on the novel by James Fenimore Cooper.

TIP ON BIDDING: Low bracket.

AD LINES: "Action With The Indians"; "James Fenimore Cooper's Classic Now A Screen Thrill"; "The Pathfinder' Put Duty Before Love."

LIPPERT

**Mr. Walkie Talkie
(5203)** COMEDY
65M.

ESTIMATE: Service comedy for the lower half.

CAST: William Tracy, Joe Sawyer, Margia Dean, Robert Shayne, Alan Hale, Jr., Russell Hicks, Frank Jenks, Bill Boyett, James Leong, John Breed, Wong Artarne. Produced by Hal Roach, Jr.; directed by Fred Guiol.

STORY: William Tracy, GI trainee, remembers everything he has ever heard, including every phrase and clause of the Articles of War. He gets on the nerves of fellow sergeant Joe Sawyer, and the latter is relieved when he gets shipped to Korea, away from Tracy. However, Tracy parachutes into Sawyer's foxhole, and the two are together again. Tracy's memory helps Sawyer out of a couple of tough spots, but this doesn't help Sawyer's temper, particularly when Tracy spots an enemy spy at an entertainment given by Margia Dean, and where Sawyer is security officer. Amity is reestablished when both boys are sent on a communications' mission to help a unit. Sawyer is on the verge of getting a Congressional Medal of Honor for his part in the mission, but the Tracy parroting of verbatim citation from memory rouses him to violence once again, disrupting dictation which would have led to the award. Sawyer's anger manages to urge them on to establish walkie-talkie communication with the embattered unit, and the mission is accomplished.

X-RAY: This is slapstick stuff all the way with a low comedy technique, which signals slow-motion punches miles in advance. The screen play was written by Ned Seabrook and G. Carleton Brown.

AD LINES: "It's Wacky Quacky"; "You'll Sound Off With Laffs"; "GI Laffs Go On The Double."

MGM

The Clown (316) COMEDY DRAMA 92M.

ESTIMATE: Father and son drama has the angles for the merchandising.

CAST: Red Skelton, Tim Considine, Jane Greer, Loring Smith, Philip Ober, Lou Lubin, Walter Reed, Fay Roope, Edward Marr, Jonathan Cott, Don Beddoe, Steve Forrest. Produced by William H. Wright; directed by Robert Z. Leonard.

STORY: One-time Ziegfeld star Red Skelton, who has skidded because of his liking for liquor, lives with his young son, Tim Considine, whom he idolizes. Skelton and Jane Greer were divorced after Considine's birth, with Greer marrying business man Philip Ober. Skelton fails to hold a job, but Considine never loses confidence in him. One night, Skelton meets Greer, and Ober pays Skelton money to allow Greer to see Considine. She tells Considine she is his mother, but he still clings to Skelton. Skelton, caught in a smoker raid, realizes it is best for Considine to be with Greer, and slaps him to force him to go. However, Considine returns to Skelton, who gets a big break as a TV star. He makes good, but collapses of a heart attack, and dies following his opening night. Considine, heartbroken, finally consents to go with Greer and Ober.

X-RAY: Based on the one-time top grosser, "The Champ", this should appeal with the father and son angle which made the Wallace Beery-Jackie Cooper film such a sock show. However, the title is misleading, and this also isn't the usual Skelton farce. Instead, it offers him in a role which may surprise his followers but it does give him the film angles for the women's vote. Considine is appealing as the son, and Greer, Ober, and others are adequate. While this isn't the type of feature that seems destined to attain the

mark of "The Champ", it has a draw for the females, if properly handled. The story is by Frances Marion.

TIP ON BIDDING: Fair program price.

AD LINES: "A New Star Is Born . . . In 'The Clown'"; "He Was A Clown To Everyone . . . Except To His Son"; "Red Skelton . . . As The Father Of A Kid With Guts . . . In 'The Clown'."

Rogue's March (320) MELODRAMA 84M.

ESTIMATE: Okeh for the duallers.

CAST: Peter Lawford, Richard Greene, Janice Rule, Leo G. Carroll, John Abbott, Patrick Aherne, John Dodsworth, Herbert Deans, Hayden Rorke, John Lupton. Written and produced by Leon Gordon; directed by Allan Davis.

STORY: When a British unit is ordered east for active duty, Colonel Leo G. Carroll requests that his son, Peter Lawford, a captain in the War Office, be assigned to his regiment. Lawford asks Janice Rule, daughter of another officer, to wed him, and she agrees, expecting to go along to India, where trouble is being fomented by Russian agents, who even extend to the War Office where civilian clerk, John Abbott, who works for Lawford, is a spy. As Lawford is about to leave, he is charged with giving secret documents to the enemy, having been framed by Abbott. Courtmartialed, Lawford is turned over to civilian authorities, from whom he escapes. Meanwhile, Abbott has been disposed of as knowing too much. When Lawford hears that another unit is to go east, he joins up under another name, and barely manages to get by. When the trouble in India becomes serious, the unit is sent to assist Carroll. Lawford meets Rule, but they are observed, and he is jailed. Meanwhile, the encampment is surrounded. Captain Richard Greene, an old buddy of Lawford, volunteers to get through. Meanwhile, Lawford, with the help of a friend, has escaped from jail, and accidentally meets Greene. Together they go for help, Greene being wounded. Lawford volunteers to return with the relief columns. Under fire, he is able to advise the green lieutenant to avoid a trap. They turn the tide, saving the trapped regiments. A captured Russian adviser tells the real story of Lawford's frame-up, and he and Rule are reunited.

X-RAY: With a number of good battle and action scenes, this will fit into the duallers. The pace is okeh, and the cast, direction, and production are also satisfactory. Scenes photographed at the Khyber Pass in India add to the realism, and should help put this program entry across.

TIP ON BIDDING: Lower bracket.

AD LINES: "A Man Thrown Out Of The Army Saves Several Regiments In India"; "Action, Adventure, And Intrigue In India's Khyber Pass"; "An Action Yarn About A British Army Captain Who Makes Good."

MONOGRAM

The Maverick (5322) WESTERN 71M.

ESTIMATE: Okeh program western.

CAST: Wild Bill Elliott, Phyllis Coates, Florence Lake, Myron Healey, Bob Bray, Rand Brooks, Terry Frost, Dick Reeves, Greg Barton, Denver Pyle, Gene Roth, Bob Wilke, Joel Allen, Stanley Price, Russell Hicks. Produced by Vincent M. Fennelly; directed by Thomas Carr.

STORY: As a result of the Homestead Act, settlers fence in the range, so the cattlemen take up arms against the

settlers, and a range war breaks out. Big cattleman Dick Reeves and some of his men are captured by the militia, and lieutenant Wild Bill Elliott is ordered to bring the prisoners to another army post for trial. With a small detail, he begins his journey. Enroute, they overtake a wagon carrying Phyllis Coates and her grandmother, Florence Lake, Elliott allows them to join the caravan. The sergeant, Myron Healey is disciplined when he almost kills Reeves in an attempted escape, and the hostility between the two men increases. Even Coates feels that Elliott is being too tyrannical. Meanwhile, other cattlemen organize an outlaw posse in pursuit of the army caravan. Meanwhile, Healey's antagonism toward Elliott causes him to throw his lot in with the outlaws, and he sabotages the wagon. Just then, the posse catches up with the army group, and a fight ensues. Elliott and his men are successful. Healey is killed, and the group arrives in the army post safely.

X-RAY: In sepia, this fills the usual action categories, with the gunplay, fights, and chases as needed. The characterization of Elliott is a bit different, which may help the selling, with accent on the dramatics, but, for the most part, this follows the expected. The screen play is by Sid Theil.

AD LINES: "Action And Thrills Of A Western Range War"; "Wild Bill Elliott Brings They Back Alive"; "Blazing Guns On The Western Plains."

RKO

Never Wave At A WAC (371) COMEDY 87M.

ESTIMATE: Name draw may help female service comedy.

CAST: Rosalind Russell, Paul Douglas, Marie Wilson, William Ching, Arleen Whelan, Lief Erickson, Charles Dingle, Lurene Tuttle, Hillary Brooks, Regis Toomey, Frieda Inescort, Louise Bevers, Frances Zucco, Bernedine Simpson, Jeanne Dean, Anita Martell, Marya Marco, Frances Morris, Louise Lorimer, Lucia Carroll, John Blair, Barbara Woodell, Madelon Mitchel, Vince Townsend, Jr., Virginia Christine, Olan Soule, Barbara Jane Smith, Lieutenant Helen Foster, Howard Smith, Allan Frank, Jo Gilbert, Frances Helm, Jane Seymour, Lieutenant Norma Busse. Produced by Frederick Brisson; directed by Norman Z. McLeod.

STORY: Washington socialite Rosalind Russell, daughter of Senator William Dingle, is urged by her father to join the WAC in order to be in France with her sweetheart, Colonel William Ching. Dingle tells Russell he is fixing things up for her to work for a commission, but actually he wants her to rise the hard way. After she learns of this, Russell's army career is complicated by the presence of Paul Douglas, her former husband, who is assigned, as a civilian, to test new types of clothing for the service. This leads to difficulties in her romancing with Ching, who comes back from France. Despite her best intentions, Russell finds the going too tough, and fails to graduate with her class, leaving the service. At the close, however, she realizes her real feelings for the WAC so she ditches Ching to reenlist with the WAC, in the hope of joining Douglas later while he is working in Korea.

X-RAY: With plenty of laughs along the way, this is a pleasant comedy that covers familiar ground and which ought to afford enjoyment for most audiences. Women should like it particularly, and the men will find the presence of Marie Wilson, as a member of the WAC, also attractive. The question is how Russell's absence

from the screen will affect the boxoffice take. She works hard for laughs, and gets many. However, many of the service laughs are of the kind seen before, but the pace is generally good. Douglas, Ching, and the others also are of assistance. The story is by Frederick Kohner and Fred Brady.

TIP ON BIDDING: Above average price.

AD LINES: "She Wanted To Be An Officer . . . The Easy Way"; "Loads Of Laughs With The Gals In The WAC"; "Her Former Hubby Was A Civilian . . . And Her Future Was In The Army . . . So She Joined The WAC."

20TH-FOX

The I Don't Care Girl (302)

COMEDY
WITH MUSIC
78M.

(Color by Technicolor)

ESTIMATE: Name draw should make the difference.

CAST: Mitzi Gaynor, David Wayne, Oscar Levant, Bob Graham, Craig Hull, Warren Stevens, Hazel Brooks, Marietta Canty, Sam Hearn, Milton Graff, Betty Ongem, Ruth Hall, Gynweth Verdon, William Bouche. Produced by George Jessel; directed by Lloyd Bacon.

STORY: George Jessel, seeking to produce a film based on the life of famed vaudevillian Mitzi "Eva Tanguay" Gaynor, tells writers Warren Stevens and Craig Hull to find the people with whom she worked. They go to vaudevillian David Wayne, who found Gaynor as a waitress in 1912. She joins his act, and is a hit, at the same time falling for singer Bob Graham until she learns he has a wife. When Wayne gets ill, Gaynor goes on alone in New York, and is a hit. Back in Jessel's office, the writers are told to dig deeper, so they come up with Oscar Levant, once Graham's partner and now a music publisher. He tells how Gaynor became a Ziegfeld star, with Graham also a headliner. Back again in Jessel's office, the writers are conferring when Graham walks in, and completes the tale, divulging how he and Gaynor were in love. They had a misunderstanding, war was declared in 1917, Graham joined the army and they then finally patched things up.

X-RAY: Although Gaynor shows to advantage, singing, dancing, and in a comedy vein, this never makes the grade intended largely because the story is weak, and the windup even more so. The device of using Jessel as Jessel isn't a particular asset, either. On the other hand, this has been heightened by attractive production numbers in which Gaynor has an opportunity to shine, and, while Wayne, Levant, etc., don't have much material with which to work, their names may help on the marquee. Oldsters may remember Tanguay, while the younger element should be attracted by the backstage backgrounds. Songs include: "As Long As You Care", "Here Comes Love Again", "The Beale Street Blues", "I Don't Care", "Pretty Baby", "This Is My Favorite City", "The Johnson Rag", and others. This was written by Walter Bullock.

TIP ON BIDDING: Fair musical price.

AD LINES: "She Didn't Care . . . Until Love Came Along"; "Mitzi Gaynor . . . The Brightest Star In Films . . . As The Brightest Star Of All, Eva Tanguay"; "Fun-Filled . . . In Dazzling Technicolor . . . The Story Of A Girl Who Didn't Care."

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Listing and Reviews Of All Features and
Shorts Released In the Domestic Market.*

My Cousin Rachel (301)

DRAMA
100M.

ESTIMATE: Picturization of best-seller is headed for the better money.

CAST: Olivia de Havilland, Richard Burton, Audrey Dalton, Ronald Squire, George Dolenz, John Sutton, Tudor Owen, J. M. Kerrigan, Margaret Brewster, Alma Lawton, Ola Lorraine, Kathleen Mason, Argenti Brunetti, Mario Siletti, Lumsden Hare, Trevor Ward, Earl Robie, Nicholas Koster, Robin Camp, Victor Wood. Produced by Nunnally Johnson; directed by Henry Koster.

STORY: In the 1830's in Cornwall, England, Richard Burton lives with his cousin, John Sutton, lord of the manor, whom he idolizes. Ill, Sutton goes to Italy for his health, and letters to Burton tell of meeting half-English, half-Italian Olivia de Havilland, whom he describes as "our cousin." Sutton marries de Havilland, and later he indicates he fears for his life. Burton goes to Italy, and arrives the day after Sutton dies. From an attorney, George Dolenz, Burton learns that Sutton died out of his mind of a tumor on his brain, and that he had left everything to Burton, nothing to de Havilland. Burton goes back to England, where he learns that de Havilland is due to arrive. He invites her to stay with him, and, although she is older than he is, finds her charming. Gradually, he begins to love her, decides to give her an allowance of 5000 pounds a year, even presents her with a family heirloom, a necklace, and decides, on the day that he comes into his inheritance, to give her everything he owns. At the birthday party, he announces his intention of marrying her, but she rebuffs him, and makes it clear that she is the owner of the house. Burton becomes ill. Weeks later, he recovers, with de Havilland still spurning him. Frantic, he seeks evidence that Dolenz, who has come from Italy, is her lover. On the day Havilland is to sail for Italy, Burton finds a letter in which she tells Dolenz that she can't marry him because of her regard for Burton. Realizing he has been unfair to her, Burton rushes to a weakened foot bridge on the estate, and finds that de Havilland had fallen to her death.

X-RAY: This picturization of Daphne Du Maurier's best seller should account for itself well. Not only is it helped by excellent performances by newcomer Burton and de Havilland but it is a strong women's show, with the ending, similar to that of the book, certain to cause discussion. In the film are those components which make for word-of-mouth, and the result should be favorable throughout. The production has been directed with a firm hand, and the most has been gotten out of the mystery, suspense, and romantic angles. Although it may be strongest in the bigger cities, it has the angles which should also appeal well to the smaller situations.

TIP ON BIDDING: Higher bracket.

AD LINES: "Now On The Screen . . . The Best Seller Of The Year"; "Meet A New Star . . . Richard Burton . . . Loving Olivia de Havilland in 'My Cousin Rachel'"; "Olivia de Havilland . . . As The Woman They Talked About . . . 'My Cousin Rachel'."

Ruby Gentry (303)

DRAMA
82M.

ESTIMATE: Headed for the better money.

CAST: Jennifer Jones, Charlton Heston, Karl Malden, Tom Tully, Bernard Phillips, James Anderson, Josephine Hutchinson, Phyllis Avery, Herbert Heyes. Produced by Joseph Bernhard; directed by King Vidor.

STORY: Jennifer Jones, who lives with her father, Tom Tully, in the swampland of North Carolina where Tully runs a fishing and hunting lodge, is in love with Charlton Heston, who comes from an impoverished but high standing family. While Heston has a yen for Jones, and she reciprocates, he marries Phyllis Avery, who comes from the right side of the tracks. At the same time, Josephine Hutchinson, invalid wife of Karl Malden, wealthy business man, dies, and Malden asks Jones to marry him, knowing well her yearning for Heston. Malden brings Jones back after their marriage in New York, but she is snubbed socially. Later, at a dance, Jones is with Heston, Malden makes a scene, and the two argue. To make up they go on a sail, and Malden is accidentally drowned. The townspeople believe Jones responsible for his death, and turn against her. Seeking revenge, she starts calling in all loans made by Malden, and pretty nearly wrecks the town. Even Heston, who refuses to be bought, is a victim of her revenge as she ruins his planting development. However, the leading citizens come to Tully's cabin once again for their hunting party, and Heston is among them. He goes hunting with Jones, and her fanatical brother, James Anderson, kills Heston, whereupon she kills Anderson. The story winds up with Jones running a fishing boat.

X-RAY: An extremely adult story has been turned into a film that should account for itself well at the boxoffice. The tale by Arthur Fitz-Richard is strong on the sex side, and the performances by Jones, Heston, and Malden are toppers. Director King Vidor has gotten the most out of the possibilities, and the result is a picture that should cause plenty of talk, and, as a result, plenty of activity at the ticket registers. Legion of Decency: "B."

TIP ON BIDDING: Higher bracket.

AD LINES: "Meet 'Ruby Gentry' . . . A One-Man Woman"; "She Was From The Wrong Side Of The Tracks . . . So She Made The Men Cross Over"; "Jennifer Jones . . . As A Gal Who Wouldn't Forget The Man Who Wanted To Remember."

UNITED ARTISTS

Moulin Rouge

BIOGRAPHICAL DRAMA
117M.

(Romulus)

(Filmed in France and England)

(Color by Technicolor)

ESTIMATE: High rating.

CAST: Jose Ferrer, Colette Marchand, Suzanne Flon, Zsa Zsa Gabor, Katherine Kath, Claude Nollier, Muriel Smith, Georges Lannes, Walter Crisham, Mary Clare, Harold Gasket, Lee Montague, Jill Bennet, Maureen Swanson, Jim Gerald. Directed by John Huston.

STORY: In Paris in the 1880's strange little artist Jose Ferrer, with deformed legs, blamed by doctors on his parents, who were first cousins, gives the appearance of a dwarf. His arms are strong and his hands skillful as they catch the flavor of Paris night life at the Moulin Rouge and elsewhere. Street walker Colette Marchand begs his protection as a police officer closes in. He takes her home. His work improves as she remains on an off-and-on basis, leaving when the mood suits her, ridiculing him, and returning when she needs shelter, money, and his strong arms. Finally, she leaves for good. He tries to get her to return, but she tells the truth, that she lived with him to support her lover. Ferrer again returns to the Moulin Rouge, where his posters in color make him and the club famous. His father, also played by Ferrer, a French nobleman,

separated from his wife, Claude Nollier, quarrels with him over using the family name. His fame grows, and his works become more valuable. Ferrer meets model Suzanne Flon. Ferrer remembers his previous experience with Marchand, and Flon decides to marry someone else finally, when he doesn't declare his love. He takes to drinking heavily, and collapses. Taken home, he falls down a long flight of steps. At his father's home, he learns, as he is dying, that his works have gone on exhibition in the Louvre. As he passes on, he sees all his friends of the Moulin Rouge beckoning him on, promising him a gay life in the next world.

X-RAY: More than a film in the ordinary sense of the word, this is an absorbing experience that grasps audiences, and holds on tightly until the subject is pretty nigh exhausted. The Paris of old, and Henri de Toulouse-Lautrec, as played by Ferrer, are the real stars of the film, with everyone else fading pretty much into the background. The extraordinary use of color by Technicolor and the technical experts put the entire effort in a special category with tints, hues, and color effects rarely achieved. This special attention puts many a frame of the film into a portrait category all its own, with the subject beautifully balanced. Ferrer is thoroughly at home, playing two parts. His work compares with his better efforts, and is deserving of special attention. The directorial efforts of John Huston come through with flying colors with another hit that will cause much word-of-mouth, and the curiosity will prove a big factor. This is the kind of film that few will want to miss, once the word gets around that it is an adult, interesting work that is entertainment of a different nature. The selling should certainly be different. The screen play is by Anthony Veiller and John Huston, based on the novel, "Moulin Rouge", by Pierre La Mure.

TIP ON BIDDING: Higher bracket, depending on individual situation.

AD LINES: "Paris Of Old . . . The Can Can Girls . . . And A Strange Man Who Walked The City's Streets Always Seeking Something, Someone Different"; "He Lived With, And Loved, Women Of The Streets"; "In His Degradation He Brought A New Art To The World"

U-International

The Redhead From Wyoming (309)

WESTERN
80M.

(Color by Technicolor)

ESTIMATE: Okeh outdoor action show.

CAST: Maureen O'Hara, Alex Nicol, Alexander Scourby, Jeanne Cooper, Claudette Thornton, Palmer Lee, Jack Kelly, William Bishop, Ray Bennett, Joe Bailey, Rush Williams, Stacey Harris. Produced by Leonard Goldstein; directed by Lee Sholem.

STORY: William Bishop, determined to be governor of Wyoming, thinks that a range war between the cattlemen and the settlers will help him as he persuades Maureen O'Hara to open a saloon, using his money, and also gets her to buy unbranded cattle picked up by settlers on the range. He uses her also to clear cattle stolen by his chief henchman, Stacey Harris. Local sheriff Alex Nicol tries to forestall the range war, and is little suspicious of O'Hara and her activities. A killing, accusations of rustling, etc., by the cattlemen led by Alexander Scourby, put O'Hara in jail temporarily until the settlers free her when she convinces them that she was an innocent dupe of Bishop.

Nicol finds out that Bishop plans to bring the settlers and cattlemen into a fight in town after which his group of outlaws is to kill off most of both groups. Nicol informs both groups, and they combine forces to wipe out the outlaws. Bishop is killed by Nicol, and O'Hara and Nicol clinch.

X-RAY: With a goodly amount of action, intrigue, and interest in this outdoor show, this should make a suitable addition to the program. The story is okeh as are the acting, direction, and production. The screen play is by Polly James and Herb Meadow, based on a story by James.

TIP ON BIDDING: Fair program price.

AD LINES: "When 'The Redhead From Wyoming' Gets Angry, Look Out For Action"; "Action, Adventure, And Romance In The Wilds Of Wyoming"; "A Redhead In Action."

The Importance Of Being Earnest

COMEDY
95M.

(Rank)
(English-made)
(Color by Technicolor)

ESTIMATE: Highly amusing import for the art and specialty spots.

CAST: Michael Redgrave, Richard Wattis, Michael Denison, Walter Hudd, Edith Evans, Joan Greenwood, Dorothy Tutin, Margaret Rutherford, Miles Malleon, Aubrey Mather. Produced by Teddy Baird; directed by Anthony Asquith.

STORY: Michael Redgrave, bachelor, is in love with Joan Greenwood, a cousin of Michael Denison, who is a man about town with the ladies. Denison finds out that Redgrave has been acting as two personalities, a playboy named Earnest and a respectable country squire with a pretty ward, Dorothy Tutin. Greenwood loves him as Earnest, insisting that the name is important in her affections, and she agrees to marry him although her mother, Dame Edith Evans, refuses her consent because Redgrave doesn't know his real parents. Denison meets Tutin, and poses as Redgrave's imaginary brother, Earnest. They fall in love. The two girls meet and are upset until things are straightened out, with each of the boys scheduled to be christened Earnest. Evans appears, and still refuses to give her consent until she learns that Redgrave is really a nephew, left in the station by an absent-minded servant, Margaret Rutherford, who is Tutin's tutor.

X-RAY: Adult audiences who appreciate drawing room comedies may find this morsel to their liking with its wit, humor, and gay repartee. It is best suited for the art and specialty spots, where it can be fully appreciated. The story is amusing and interesting throughout, and the cast okeh with the direction and production in the better class. The screen play is by Anthony Asquith, based on the play by Oscar Wilde.

TIP ON BIDDING: Worth most in art and class spots.

AD LINES: "Oscar Wilde's Classic Comedy Brought To The Screen In Glorious Technicolor"; "The Girl Who Loved Him Knew 'The Importance Of Being Earnest'"; "Oscar Wilde, Who Shocked You With The 'Picture Of Dorian Gray', At His Hilarious Best."

WARNERS

The Man Behind The Gun (211)

OUTDOOR
MELODRAMA
82M.

(Color by Technicolor)

ESTIMATE: Fair outdoor show.

CAST: Randolph Scott, Patrice Wymore, Dick Wesson, Philip Carey, Lina Romay, Roy Roberts, Morris Ankrum, Alan Hale, Jr., Douglas Fowley, Tony Caruso, Clancy Cooper, Robert Cabal. Produced by Robert Sisk; directed by Felix Feist.

STORY: In the 1850's, when the argument of separate statehood for Southern California was at its hottest, Randolph Scott, an army officer working as a civilian to get the truth of the situation, lands in Los Angeles, where he has a brush with post commander Philip Carey, and finds Carey's sweetheart, Patrice Wymore, attractive. Scott learns that Lina Romay, cafe singer, knows the score and is active in a secessionist conspiracy. She discovers his real identity, but Scott manages to keep one jump ahead of everyone. In the windup, Scott, who has told Carey who he really is, leads the troops against the followers of Roy Roberts, who had been posing as a friend of the law, and cleans up matters. Roberts is captured, but Romay is killed, and Scott, who had been advised by Carey that he had lost interest in Wymore, clinches with her.

X-RAY: A formula piece, this has the Scott draw, the Technicolor, and action, shooting, fighting, etc., for the outdoor fans. The results should be okeh in situations where they like their western type dramas. Performances are adequate, with Scott stalking through as usual, and Wymore, Carey, and Romay satisfactory. Dick Wesson adds to the comedy along with Alan Hale, Jr. The story is by Robert Buckner. Songs heard are: "La Paloma", "Some Sunday Morning", "Adios Mia Amour", "Adios Mama Carlotta" and "Jarabe Tapatio."

TIP ON BIDDING: Fair outdoor drama price.

AD LINES: "The Man Behind The Gun . . . Randolph Scott . . . As A Lawman Turned Loose"; "Enemies Lurked At Every Turn"; "History Was Made . . . And Love Came Into The Life Of 'The Man Behind The Gun'."

FOREIGN

The Cliff Of Sin

MELODRAMA
94M.

(Continental)

(Italian-made) (English titles)

ESTIMATE: Italian import has exploitation possibilities.

CAST: Gino Cervi, Margaret Genske, Delial Scala, Ermanno Randi, Otello Tosso, Olga Lolbelli, Leopoldo Valentini. Produced by Universal Urania Productions; directed by Roberto Montero.

STORY: Margaret Genske, a villainous, beauteous damsel, comes back to one of her old lovers, Gino Cervi, who lives in a house on the top of a cliff, who has taken to drink after being deserted by Genske, and who is seriously ill. Genske gives the come-on to a young fisherman, Ermanno Randi, who gives in, leaving his fiancée, Delial Scala. Scala's brother, Otello Tosso, tries to bring Randi back to the fold. However, he, too, gets involved with Genske. Meanwhile, Genske, having found the hiding place of Cervi's money, manages to poison him, and take his fortune. Her scheming leads to a lot of trouble, and, eventually, Tosso and Randi get involved in a desperate fight. In the excitement of the squabble, Genske falls off the cliff to her death.

X-RAY: A morbid film in which everyone suffers, this is inexpertly contrived and brutally obvious, and reaches the point of ludicrousness. The acting and direction are comparably as inept as the screen play, written by Enzo Avitabile.

AD LINES: "Brutally Frank And Sensational"; "The Uncut, Uncensored Version Of . . . 'The Cliff Of Sin'"; "An Adult Film Of Raw Emotions."

Skipper Next To God

MELODRAMA
83M.

(Excelsior)

(French-made) (English titles)

ESTIMATE: A slow moving import.

CAST: Pierre Brasseur, Jacques Francois, Jean Mercure, Loleh Bellen, Jean-Pierre Grenier. Produced by La Cooperative General Du Cinema Francais and Silver Films; directed by Pierre Laurent.

STORY: Skipper Pierre Brasseur, a man of no moral principles, is ready to swindle anyone, and has a sense of humor. When commissioned to take a cargo of a number of Jews from Germany to Egypt, he quibbles over the price. When the refugees prepare to board, a Nazi police patrol ferrets out one of the men. A riot is started in which some of the refugee children are hurt. Observing the brutality, Brasseur is roused moved by the frightened children, and makes his passengers comfortable, but, when they reach Egypt, they are refused admittance because of a technicality. The only alternative seems to be to return to Germany. Brasseur turns to the Bible that his father had left him, and searches for a command from God, even for faith in the Deity. He decides to try to smuggle the people into America, but he is thwarted until an idea coming as a command from God hits him. After deliberation, he decides to scuttle his own ship, realizing that there is a jail sentence for it, and to send the refugees ashore as survivors, relying on public opinion to allow them to stay in America.

X-RAY: Though the purpose of this film is melodrama, the director fails to emphasize the excitement and thrills of the situations, and consequently, the film takes on a lethargic quality. However, Brasseur's portrayal of the rough skipper is delightful. This is adapted from the play by Jan De Hartog.

AD LINES: "Jan De Hartog's Famous Play . . . 'Skipper Next To God'"; "A Touching And Exciting Melodrama"; "He Scuttled His Own Ship To Prevent His Passengers From Being Sent Back To Germany."

Wherever She Goes

DRAMATIC
MUSICAL
80M.

(Mayer Kingsley)

(Australian-made)

ESTIMATE: Music should help draw in art spots.

CAST: Eileen Joyce, Suzanne Parrett, Muriel Steinbeck, Nigel Lovell, John Wiltshire, George Wallace, Tim Drysdale, Syd Chambers, Rex Dawe, Sefton Daly, Jacqueline Cat. Directed by Michael S. Gordon.

STORY: In Tasmania, Suzanne "Eileen Joyce" Parrette, playing on a mountain-side, meets painter John Wiltshire, who introduces her to music. Later, when Parrett travels to West Australia with her mother and brother to join her father, Nigel Lovell, a gold prospector, she sees her first piano, and makes up her mind to be a pianist. When Lovell's mine proves to be a failure, the family move to a mining town. In the little rural school, Parrette finds that piano lessons are offered. Because her father is too poor, she plays the mouth organ outside the local pub to get money for lessons, and the proprietor allows her to practice on his piano. For Christmas, Parrett gets the piano, and during the next months, learns quickly. Gambling with the miners to earn

money to buy music, she progresses. Entering a local music festival by a trick, she wins the competition, and is awarded a scholarship to a music school. The miners raise enough money for her living expenses at the school, and she embarks on the years of hard and serious study that eventually bring her success. In the finale, the real Eileen Joyce gives a concert at Britain's famous Albert Hall.

X-RAY: Before the barren backdrop of the Australian mining country is seen the rags to riches success story of one of today's accomplished pianists. Not rich in names and not particularly engrossing dramatically, this slow moving uneventful film will do best with sympathetic art house audiences. Joyce plays the "Piano-forte Concerto in A Minor" by Grieg. Also heard are "Daniel's Air", for the harmonica, and the "Brown Study for the Pianoforte." The screen play was written by Michael S. Gordon.

AD LINES: "The Story Of Eileen Joyce"; "The Touching Story Of A Girl Whose Love Of Music And Desire To Play Could Not Be Thwarted"; "She Traveled The Hard Road To Success."

The White Line

DRAMA
74M.

(Lux)

(Italian-made) (English titles)

ESTIMATE: Better than average import.

CAST: Gina Lollobrigida, Raf Vallone, Enzo Stajola, Erno Crisa, Cesco Baseggio, Ernesto Almirante, Silvia Curetti, Gianni Cavaliere, Gino Cavaliere, Fabio Neri, Mario Sestan, Antonio Catania, Giordano Cesini. Produced by Carlo Ponti; directed by Luigi Zampa.

STORY: The International Peace Commission decides on a boundary between Yugoslavia and Italy which cuts through a small town. Barbed wire, wooden markers, and border guards are set up, and the citizens are given till midnight to choose their nationality. The boundary cuts off Cesco Baseggio's land from his house, separates Gina Lollobrigida from her lover, and also separates the children who have always played together. Little Enzo Stajola finds a wounded refugee, Raf Vallone, and helps him cross the border. His sister, Lollobrigida, eventually falls in love with him. Since her father, Baseggio, is destitute without his land, and unwilling to be sent to refugee camp, the family goes over to the other side. Now Lollobrigida is separated from Vallone, and she must see him secretly. Meanwhile, the children begin to fight, each group on its own side. When Stajola is hit by a thrown stone, the children realize the triviality of their feud, and decide that they have had enough of this artificial separation. They take down the marker. However, when the grown ups learn of this, tempers fly, and the international incident nears. The children, terrified, choose Stajola to own up for the trouble. He decides to put the marker back unnoticed, but is shot down by border guards. The tragic incident draws the people together, and the barriers are lifted.

X-RAY: Some delightful children are the real stars of this film, bringing out the poignancy and humor of the situations, and providing some rewarding experiences. However, the plot involving the grownups seems irrelevant and distracting, making the film uneven in quality. Stajola deserves special mention for his performance. The screen play was written by Piero Tellini and Stefano Terra, from the story by Tellini.

AD LINES: "Luigi Zampa, Director Of 'To Live In Peace' And 'The Difficult Years', Now Brings You . . . 'The White Line'"; "Enzo Stajola, Of 'Bicycle Thief' Fame, In . . . 'The White Line'"; "A Tender, Humorous Film."

The Shorts Parade

TWO REEL

Color Art

IMAGES MEDIEVALES. AF Films. 18m. Photographed in Technicolor with exquisite skill and adroitness from 14th and 15th century manuscript illuminations, this survey of the Middle Ages deserves the attention of discriminating filmgoers. An atmospheric musical score arranged from themes and folk songs punctuates this vivid illustration of the work, the play, and the faith that were the moving forces of the day. EXCELLENT.

Comedy

KISS AND WAKE UP. Columbia—Assorted Favorite Reprints. 18m. When first reviewed in THE SERVICISION of October, 1942, it was said: "Johnny Downs fights with his girl, Adele Mara, before the wedding, and gets his friend, Frank Sully, who poses as a girl, to make his sweetheart jealous, but the latter knows about it, and, eventually, everything is straightened out. FAIR." (5423).

Sports

FOOTBALL HIGHLIGHTS. RKO—Sports Specials. 16½m. This features excerpts from the following 1952 football games: Wisconsin-Illinois; Penn-Princeton; Maryland-Navy; Mississippi-Tulane; Army-Columbia; Georgia Tech-Duke; Texas-Baylor; Michigan State-Syracuse; Notre Dame-Oklahoma; Yale-Harvard; Notre Dame-U.S.C.; and Army-Navy. GOOD. (33901).

SEA HUNT. AF Films. 20m. A new kind of hunting beneath the surface of the Mediterranean is seen as the camera follows a group of wary swimmers into the watery depths. Equipped with a small weapon similar to a bow and arrow, the hunters float among the rocks and coral of the sea bottom in pursuit of a catch. Although long, this is a fascinating subject. GOOD.

ONE REEL

Color Cartoons

DON'T GIVE UP THE SHEEP. Warners—Merrie Melodies. 7m. Despite the efforts of the wolf to get hold of the sheep, the close guard of the dogs is successful all the way, with the wolf on the short end. This is filled with plenty of gags, many better than usual. GOOD. (9707).

PLENTY BELOW ZERO. Columbia—Color Favorite Re-releases. 7½m. When first reviewed in THE SERVICISION of May, 1943, it was said: "A fox is having a winter ski-picnic. A crow, who didn't make the trip south this year, is starving, and resolves to steal the fox's lunch. After many tries to outsmart the fox, the crow fails, and only succeeds in destroying all the food that the fox had. The windup has the crow and the fox eating acorns and leaves. FAIR." (5606).

LITTLE ROQUEFORT IN MOUSE MEETS BIRD. 20th Century-Fox—Terrytoons. 7m. The cat and the mouse are on one of their merry chases when a pet shop delivers a canary bird. The cat is put out of the house, while Little Roquefort enjoys the singing. Then the cat sneaks back in, and tries to get the canary, but is frustrated by the mouse. Finally, the lady of the house thinks the cat has
(Continued on page 3443)

National Release Dates, Production Numbers On '51-'52, '52-'53 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1951-52 and 1952-53 product, accurate to time of publication—Ed.)

Allied Artists

AA20	The Highwayman	Aug. '51
AA21	Disc Jockey	Sept. '51
AA22	Battle Zone	Sept. 28
AA23	Torpedo Alley	Jan.
AA24	Kansas Pacific	Dec.
	Star Of Texas	Jan.

Columbia

472	Blue Canadian Rockies	Nov.
(For rest of 1951-52 listing, see page 3558)		
501	Affair in Trinidad	Sept.
502	Captain Plrate	Aug.
503	Rainbow 'Round My Shoulder	Sept.
504	Last Train From Bombay	Aug.
505	Strange Fascination	Dec.
506	The Happy Time	Dec.
507	Assignment—Paris	Oct.
508	The Golden Hawk	Oct.
509	The Clouded Yellow	Aug.
510	The Mine With The Iron Door	Sept.
511	The Last Of The Comanches	
512	Hangman's Knot	Nov.
513	Invasion, U. S. A.	Dec.
514	Ladies Of The Chorus	Nov.
515	Eight Iron Men	Dec.
516	The Pathfinder	
517	Target Hong Kong	
518	Voodoo Tiger	Nov.

Lippert

(For 1951-52 listing, see page 3358)

5201	Tromba, The Tiger Man	Nov.
5202	Scotland Yard Inspector	Oct.
5203	Mr. Waikie Talkie	Nov.
5204	Gambler And The Lady	Dec.
5205	Johnny The Giant Killer	Feb.
5206	I'll Get You	Jan.
5207	The Tall Texan	Feb.

(Re-releases)

5209	Great White Hunter	Dec.
5210	Captain Kidd	Dec.

Metro-Goldwyn-Mayer

(For 1951-52 listing, see page 335B)

301	The Merry Widow	Sept.
302	The Devil Makes Three	Sept.
303	My Man And I	Sept.
304	Because You're Mine	Oct.
305	Apache War Smoke	Oct.
306	Everything I Have Is Yours	Oct.
307	Ivanhoe	
308	The Prisoner Of Zenda	Nov.
309	The Hour Of 13	Nov.
310	Plymouth Adventure	Nov.
311	Sky Full Of Moon	Dec.
312	Million Dollar Mermaid	Dec.
313	Above And Beyond	Jan.
314	Desperate Search	Feb.
315	The Bad And The Beautiful	Jan.
316	The Clown	Jan.
317	Jeopardy	Mar.
318	The Naked Spur	Feb.
319	The Hoaxters	Jan.
320	Rogue's March	Mar.

Monogram

5201	Flat Top	Nov. 12
5202	Hiawatha	Dec. 28
5203	Wagons West	July 6
5204	The Rose Bowl Story	Aug. 24
5205	Wild Stallion	May 18

5207	African Treasure	May 25
5208	Jungle Girl	Dec. 9
5209	Desert Pursuit	May 6
5210	Arctic Flight	Oct. 19
5211	Hold That Line	Mar. 23
5212	Here Come The Marines	June 15
5213	Feudin' Fools	Sept. 21
5214	No Holds Barred	Nov. 23
5215	Jet Job	Apr. 13
5216	Army Bound	Oct. 5
5217	The Steel Fist	Jan. 6
5218	Sea Tiger	July 27
5220	Gold Fever	June 8
5221	Yukon Gold	Aug. 10
5222	Timber Wolf	Jan. 4
5223	The Longhorn	Nov. 25
5224	Waco	Feb. 24
5225	Kansas Territory	Apr. 20
5226	Fargo	Sept. 7
5241	Texas City	Jan. 13
5242	The Man From Black Hills	Mar. 2
5243	Dead Man's Trail	July 20
5244	Canyon Ambush	Oct. 12
5251	Night Raiders	Feb. 3
5252	The Gunman	Apr. 6
5253	Montana Incident	Aug. 17
5254	Wyoming Roundup	Nov. 9
5299	Aladdin And His Lamp	Jan. 20
5322	The Maverick	Dec.

Paramount

(For 1951-52 listing, see page 335B)

5201	Just For You	Sept.
5202	Caribbean	Sept.
5203	Somebody Loves Me	Oct.
5204	Hurricane Smith	Oct.
5205	The Turning Point	Nov.
5206	The Savage	Nov.
5207	The Blazing Forest	Dec.
5209	Road To Bali	Jan.
5210	Thunder In The East	Jan.
5211	Tropic Zone	Jan.
5212	The Stooge	Feb.
5213	Come Back, Little Sheba	Feb.
5214	The Stars Are Singing	Mar.
5215	Pleasure Island	Mar.

(Reissue)

5208	Cleopatra	Dec.
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RKO

(For 1951-52 listing, see page 3358)

301	One Minute To Zero	Aug.
302	Beware My Lovely	Aug.
303	Faithful City	Aug.
304	The Lusty Men	Nov.
305	Under The Red Sea	Oct.
306	Captive Women	Dec.
307	Blackbeard, The Pirate	Dec.
308	Montana Belle	Nov.
309	Face To Face	Nov.
310	The Secret Sharer (Face To Face)	Nov.
311	Bride Comes To Yellow Sky (Face To Face)	Nov.
312	Angel Face	Feb.
313	No Time For Flowers	Feb.
361	The Big Sky	Aug.
362	Sudden Fear	Aug.
368	Androcles And The Lion	Oct.
371	Never Wave At A Wave	Jan.
391	Story Of Robin Hood	July
	Hans Christian Andersen	Dec.
	Blackbeard, The Pirate	Dec.
	Peter Pan	Feb.
	Beautiful But Dangerous	Feb.

(Re-releases)

381	Look Who's Laughing	Aug.
382	Tao Many Girls	Aug.
383	Annie Oakley	Sept.
384	Allegheny Uprising	Sept.
385	The Bachelor And The Bobby Soxer	Dec.
386	Bachelor Mother	Dec.

Republic

(1951-52)

5101	Adventures Of Captain Fabian	Oct.
5102	The Sea Hornet	Nov.
5103	The Wild Blue Yonder	Dec.
5104	Lady Possessed	Jan.
5105	Hoodlum Empire	Apr.
5106	I Dream Of Jeanie	June
5107	Woman Of The North Country	Aug.
5108	The Quiet Man	Sept.
5109	Toughest Man In Arizona	Oct.
5121	Honeychile	Oct.
5122	Oklahoma Annie	Apr.
5123	The Wac From Walla Walla	Oct.
5124	Havana Rose	Sept.
5125	The Fabulous Senorita	Apr.
5126	Tropical Heat Wave	Oct.
5127	This Is Koreal	Aug.
5128	Gobs And Gals	May

5129	Bal Tabarin	June
5130	Street Bandits	Nov.
5131	Woman In The Dark	Jan.
5141	Colorado Sundown	Feb.
5142	The Last Musketeer	Mar.
5143	Border Saddlemates	Apr.
5144	Old Oklahoma Plains	July
5145	South Pacific Trail	Oct.
5151	South Of Caliente	Oct.
5152	Pals Of The Golden West	Dec.
5171	Leadville Gunslinger	Mar.
5172	Black Hills Ambush	May
5173	Thundering Caravans	July
5174	Desperadoes' Outpost	Oct.

(1952-53)

5201	Thunderbirds	Jan.
5202	Ride The Man Down	Nov.
	Marshal Of Cedar Rock	Dec.

20th Century-Fox

(For 1952 releases, see page 3427)

301	My Cousin Rachel	Jan.
302	The I Don't Care Girl	Jan.
303	Ruby Gentry	Jan.
304	The Thief Of Venice	Jan.
305	Taxi	Feb.
306	Niagara	Feb.
307	The Farmer Take A Wife	Feb.
308	Treasure Of The Golden Condor	Mar.
309	The Silver Whip	Mar.
	The President's Lady	Apr.
	Destination Gobi	Apr.
	The Desert Rats	Apr.
	Tonight We Sing	Apr.
	The Girl Next Door	May
	Man On A Tightrope	May
	Call Me Madam	June
	Down Among The Sheltering Palms	June
	Nearer My God To Thee	June
	White Witch Doctor	July
	Powder River	July
	Sailor Of The King	July
	Gentlemen Prefer Blandes	Aug.
	Pickup On South Street	Aug.
	Baptism Of Fire	Aug.
	The Robe	Sept.

(Re-releases)

348	The Gunfighter	Jan.
349	Yellow Sky	Jan.

United Artists

	High Noon (Kramer)	July
	Actors and Sin (Kuller)	July
	The Lady Vanishes (Hitchcock)	July
	Cry The Beloved Country (Lapert)	Aug.
	Island Of Desire (Rose)	Aug.
	Park Row (Fuller)	Aug.
	It's In The Bag (Skirball)	Sept.
	Guest Wife (Skirball)	Sept.
	Untamed Women (Jewell)	Sept.
	The Lady Vanishes (Hitchcock)	Sept.
	The Ring (King)	Sept.
	The Thief (Popkin)	Oct.
	Limelight (Chaplin)	Oct.
	Monsoon (Film Group)	Dec.
	Outpost In Malaya (Stafford)	Nov.
	Kansas City Confidential (Small)	Dec.
	Babes In Bagdad (Danziger)	Dec.
	Breaking The Sound Barrier (Lean)	Nov.
	Guerilla Girl (Chrotian)	Jan.
	Luxury Girls (Riviera)	Jan.

Universal-International

(For 1951-52 releases, see page 3427)

301	The Raiders	Nov.
302	Because Of You	Nov.
303	It Grows On Trees	Nov.
304	The Black Castle	Dec.
305	Against All Flags	Dec.
306	The Lawless Breed	Jan.
307	Meet Me At The Fair	Jan.
308	City Beneath The Sea	Feb.
309	The Redhead From Wyoming	Jan.
310	The Mississippi Gambler	Feb.
380	Something Money Can't Buy	
	Girls In The Night	Feb.
	Seminole	Mar.
	A Man's Country	Mar.

Warners

(For 1951-52 listing, see page 3359)

201	Big Jim McLain	Sept.
202	The Crimson Pirate	Sept.
203	The Miracle Of Our Lady Of Fatima	Oct.
204	Springfield Rifle	Oct.
205	Operation Secret	Nov.
206	The Iron Mistress	Nov.
207	Cattle Town	Dec.
208	Abbott And Costello Meet Captain Kidd	Dec.
209	April In Paris	Jan.
210	Stap, You're Killing Me	Jan.
211	The Man Behind The Gun	Jan.

The Shorts Parade*(Continued from page 3441)*

swallowed the canary, and wields a broom as she chases him, while Little Roquefort laughs, and the canary sings again. FAIR. (5305).

THE TERRY BEARS IN SNAPPY SNAPSHOTS. 20th Century-Fox—Terrytoons. 6m. Papa Bear, asleep when flash bulbs set off by the two youngsters awaken him, is shown the announcement of a big photography contest with prizes for best candid shots. He goes into the woods in search of subjects, and winds up hanging to a limb over the edge of a cliff while trying to photograph some birds. Although the youngsters try to help him, papa bird dive-bombs on Papa Bear. Later, at home, Papa Bear, injured, and with clothes torn, learns first prize has been won by the

Teddy Bears for a shot taken while Papa was being attacked by the bird. FAIR. (5306).

Novelty

SO YOU WANT TO BE A MUSICIAN. Warners—Joe McDoakes Comedies. 10m. A bassoon player, and not good, Joe McDoakes pawns his instruments, and gets a job as a tympanist in a symphony, where he also is a failure. He winds up as a one-man band. This isn't as funny as the usual series entries. FAIR. (9403).

YOUNG HOLLYWOOD. Columbia—Screen Snapshots. 10½m. Art Linkletter acts as master of ceremonies for a private treasure hunt during which the children of the stars dig up somebody's estate. Seen are the children of Alan Ladd, Edgar Bergen, Gregory Peck, Judy Garland, Eddie Bracken, Keenan Wynn, Paul Hen-

reid, Don Defore, Pat O'Brien, Virginia Fields, and Paul Douglas, some accompanied by their famous parents and some not. Linkletter, Defore, and Bracken produce the most offspring with five apiece, but Artur Rubenstein's young son steals the show by becoming quite indignant when Linkletter mispronounces the last name. The kids at least seem to be enjoying themselves. FAIR. (5854).

Color Travel

LAND OF THE UGLY DUCKLING. MGM—Fitzpatrick Traveltalks. 9m. The home of Hans Christian Andersen and the places he visited make an interesting reel. His Danish birthplace, Copenhagen, and other spots are eyed through the Technicolor camera, with the commentary especially interesting. This can be used to advantage before engagements of "Hans Christian Andersen." GOOD. (T-414).

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ALPHABETICAL GUIDE To 210 Features Reviewed Since The Aug. 27 Issue

(This index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—
70m.—Warners 3423

ABOVE AND BEYOND—122m.—MGM 3413

AFFAIR IN TRINIDAD—98m.—Columbia 3365

AGAINST ALL FLAGS—84m.—U-I 3423

ALLEGHENY UPRISING—81m.—RKO 3369

AMAZING MONSIEUR FABRE, THE—89m.—Futur 3383

ANDROCLES AND THE LION—98m.—RKO 3407

ANGEL FACE—91m.—RKO 3431

ANGEL STREET—80m.—Commercial 3416

ANGELO IN THE CROWD—82m.—Continental 3400

ANNIE OAKLEY—91m.—RKO 3370

APACHE WAR SMOKE—67m.—MGM 3381

APRIL IN PARIS—101m.—Warners 3416

ARMY BOUND—61m.—Monogram 3368

ASSIGNMENT—PARIS—85m.—Columbia 3365

B

BABES IN BAGDAD—79m.—UA 3432

BACHELOR AND THE BOBBY SOXER, THE
—94m.—RKO 3431

BACHELOR MOTHER—82m.—RKO 3431

BAD AND THE BEAUTIFUL, THE—117m.—MGM 3421

BATTLE ZONE—82m.—Allied Artists 3413

BATTLES OF CHIEF PONTIAC—72m.—Realert 3417

BEAUTY AND THE DEVIL—95m.—Davis 3373

BECAUSE OF YOU—95m.—U-I 3391

BECAUSE YOU'RE MINE—103m.—MGM 3367

BELA LUGOSI MEETS A BROOKLYN GORILLA—
74m.—Realert 3386

BERLINER, THE—80m.—Burstyn 3409

BEWARE MY LOVELY—77m.—RKO 3370

BIG JIM McLAIN—90m.—Warners 3372

BIG SKY, THE—122m.—RKO 3370

BLACK CASTLE, THE—81m.—U-I 3399

BLACKBEARD, THE PIRATE—99m.—RKO 3422

BLAZING FOREST, THE—90m.—Paramount 3389

BLOODHOUNDS OF BROADWAY—91m.—20th-Fox 3408

BOMBA AND THE JUNGLE GIRL—70m.—Monogram 3430

BONZO GOES TO COLLEGE—79½m.—U-I 3372

BLUE CANADIAN ROCKIES—58m.—Columbia 3413

BRANDY FOR THE PARSON—75m.—Mayer-Kingsley 3383

BRAVE DON'T CRY, THE—90m.—Mayer-Kingsley 3423

BREAKING THE SOUND BARRIER—109m.—UA 3415

BWANA DEVIL—79m.—Natural Vision 3433

C

CADETS OF GUASCOGNA, THE—103m.—Continental 3400

CANYON AMBUSH—53m.—Monogram 3398

CAPTAIN BLACK JACK—90m.—Classic 3373

CAPTAIN PIRATE—85m.—Columbia 3365

CAPTIVE WOMEN—65m.—RKO 3390

CARIBBEAN—97m.—Paramount 3369

CASQUE D'OR, THE STORY OF A BLONDE—95m.—
—Discina 3384

CASTLE IN THE AIR—90m.—Stratford 3433

CATTLE TOWN—71m.—Warners 3423

CLIFF OF SIN, THE—94m.—Continental 3440

CLOUDED YELLOW, THE—89m.—Columbia 3366

CLOWN, THE—92m.—MGM 3438

COME BACK, LITTLE SHEBA—99m.—Paramount 3430

CRIMSON PIRATE, THE—104m.—Warners 3373

CURTAIN UP—93m.—Rank 3384

D

DANCE HALL GIRLS—67m.—Bell 3384

DANGEROUS ASSIGNMENT—67m.—Famous 3374

DEATH OF AN ANGEL—65m.—Famous 3384

DERBY DAY—84m.—Wilcox-Neagle 3424

DESPERADOES' OUTPOST—84m.—Republic 3398

DESPERATE SEARCH—71m.—MGM 3421

DEVIL MAKES THREE, THE—89m.—MGM 3367

E

EIGHT IRON MEN—80m.—Columbia 3397

EVERYTHING I HAVE IS YOURS—91m.—MGM 3389

F

FACE TO FACE—89m.—RKO 3414

FAITHFUL CITY—86m.—RKO 3370

FARGO—69m.—Monogram 3381

FATHER'S DILEMMA—80m.—Davis 3409

FEUDIN' FOOLS—63m.—Monogram 3368

FLAT TOP—85m.—Monogram 3406

FLOWERS OF ST. FRANCIS—80m.—Burstyn 3401

FORCE OF DESTINY, THE—100m.—Screen Arts Sales 3409

FOUR POSTER, THE—103m.—Columbia 3397

FOUR STEPS, THE—110m.—Metaxas 3416

FRENCH WAY, THE—74m.—Manor 3384

G

GAMBLER AND THE LADY—71m.—Lippert 3429

GODS OF BALI, THE—61m.—Classic 3409

GOLDEN HAWK, THE—83m.—Columbia 3366

GRAND CONCERT, THE—100m.—Artkino 3385

GUEST WIFE—87m.—UA 3372

GUNFIGHTER, THE—84m.—20th-Fox 3422

H

HANGMAN'S KNOT—81m.—Columbia 3405

HANS CHRISTIAN ANDERSEN—111m.—RKO 3422

HAPPY TIME, THE—94m.—Columbia 3366

HIAWATHA—79m.—Monogram 3430

HOAXTERS, THE—37m.—MGM 3429

HORIZONS WEST—81m.—U-I 3383

HOURLY OF 13, THE—78m.—MGM 3389

HOUSE OF DARKNESS—66m.—Realert 3433

HURRICANE SMITH—90m.—Paramount 3381

I

I BELIEVE IN YOU—96m.—Rank 3385

I DON'T CARE GIRL, THE—78m.—20th-Fox 3439

IMPORTANCE OF BEING EARNEST, THE—95m.—U-I 3440

INVASION U. S. A.—74m.—Columbia 3429

IRON MISTRESS, THE—110m.—Warners 3400

IT GROWS ON TREES—84m.—U-I 3408

IT'S IN THE BAG—87m.—UA 3372

J

JULIUS CAESAR—90m.—Brandon 3433

JUST FOR YOU—104m.—Paramount 3369

K

KANSAS CITY CONFIDENTIAL—98m.—UA 3415

L

LADIES OF THE CHORUS—61m.—Columbia 3397

LADY GODIVA RIDES AGAIN—98m.—London 3385

LADY VANISHES, THE—95m.—UA 3372

LAST MISSION, THE—81m.—Finos 3401

LAST OF THE COMANCHES, THE—85m.—Columbia 3437

LAST TRAIN FROM BOMBAY—72m.—Columbia 3366

LAWLESS BREED, THE—83m.—U-I 3432

LEONARDO DA VINCI—70m.—Pictura 3424

LIFE BEGINS TOMORROW—86m.—Mayer-Kingsley 3433

LIMELIGHT—141m.—United Artists 3399

LOOK WHO'S LAUGHING—79m.—RKO 3370

LUSTY MEN, THE—113m.—RKO 3390

M

MAGIC BOX, THE—103m.—Mayer-Kingsley 3401

MAGIC SWORD, THE—90m.—Ellis 3401

MAN BEHIND THE GUN, THE—82m.—Warners 3440

MAVERICK, THE—71m.—Monogram 3438

MERRY WIDOW, THE—105m.—MGM 3367

MERRY WIVES OF WINDSOR, THE—92m.—
Central Cinema 3402

MEET ME AT THE FAIR—87m.—U-I 3432

MEMBER OF THE WEDDING, THE—91m.—Columbia 3437

MILLION DOLLAR MERMAID—114m.—MGM 3414

MINE WITH THE IRON DOOR, THE—66m.—Columbia 3366

MIRACLE OF OUR LADY OF FATIMA, THE—102m.—
—WB 3373

MONKEY BUSINESS—97m.—20th-Fox 3371

MONTANA BELLE—81m.—RKO 3407

MONTANA INCIDENT—54m.—Monogram 3368

MOULIN ROUGE—117m.—UA 3439

MR. DENNING DRIVES NORTH—93m.—London 3385

MR. WALKIE TALKIE—65m.—Lippert 3437

MY COUSIN RACHEL—100m.—20th-Fox 3439

MY MAN AND I—99m.—MGM 3368

MY PAL GUS—83m.—20th-Fox 3408

MY WIFE'S BEST FRIEND—87m.—20th-Fox 3391

N

NEVER WAVE AT A WAC—87m.—RKO 3438

NEW CHINA, THE—103m.—Artkino 3402

NIGHT WITHOUT SLEEP—77m.—20th-Fox 3391

NIGHTMARE IN RED CHINA—63m.—Friedgen 3417

NO HOLDS BARRED—66m.—Monogram 3406

NO TIME FOR FLOWERS—82m.—RKO 3431

O

ONE MINUTE TO ZERO—105m.—RKO 3371

OPERATION SECRET—108m.—Warners 3400

ORIENTAL EVIL—65m.—Classic 3386

OUTPOST IN MALAYA—86m.—UA 3416

P

PATHFINDER, THE—78m.—Columbia 3437

PIRATE SUBMARINE—69m.—Lippert 3367

PLYMOUTH ADVENTURE—104m.—MGM 3406

PONY SOLDIER—83m.—20th-Fox 3408

PRISONER OF ZENDA, THE—101 MGM 3397

PROMOTER, THE—88m.—U-I 3385

R

RAIDERS, THE—80m.—U-I 3399

RAINBOW 'ROUND MY SHOULDER—78m.—Columbia 3366

REDHEAD FROM WYOMING, THE—80m.—U-I 3440

RIDE THE MAN DOWN—90m.—Republic 3407

ROAD TO BALI—90m.—Paramount 3421

ROBINSON CRUSOE LAND—82m.—Franco-London 3386

ROGUE'S MARCH—84m.—MGM 3438

RUBY GENTRY—82m.—20th-Fox 3439

S

SAVAGE, THE—95m.—Paramount 3382

SAVAGE TRIANGLE—112m.—Burstyn 3402

SCOTLAND YARD INSPECTOR—79m.—Lippert 3405

SEEDS OF DESTRUCTION—83m.—Astor 3374

SKIPPER NEXT TO GOD—83m.—Excelsior 3441

SKY FULL OF MOON—73m.—Metro 3406

SNOWS OF KILIMANJARO, THE—114m.—20th-Fox 3382

SOMEBODY LOVES ME—97m.—Paramount 3369

SOMETHING FOR THE BIRDS—82m.—20th-Fox 3399

SOUTH PACIFIC TRAIL—60m.—Republic 3414

SPRINGFIELD RIFLE—93m.—Warners 3392

STARS AND STRIPES FOREVER—89m.—20th-Fox 3415

STEEL TRAP, THE—87m.—20th-Fox 3399

STOOGIE, THE—100m.—Paramount 3398

STOP, YOU'RE KILLING ME—86m.—Warners 3432

STORY OF MANDY, THE—93m.—U-I 3423

STORY OF ROBIN HOOD, THE—83m.—RKO 3371

STRANGE FASCINATION—80m.—Columbia 3389

STRANGE ONES, THE—98m.—Kingsley-Mayer 3374

STREETS OF SORROW—75m.—Union 3424

SUDDEN FEAR—110m.—RKO 3371

T

TARAS SHEVCHENKO—102m.—Artkino 3386

TARGET-HONG KONG—66m.—Columbia 3429

THIEF OF VENICE, THE—91m.—20th-Fox 3415

THIEF, THE—85m.—UA 3382

THIRST OF MEN, THE—83m.—Unlon 3417

THUNDER IN THE EAST—98m.—Paramount 3406

THUNDERBIRDS—99m.—Republic 3414

TOO MANY GIRLS—85m.—RKO 3371

TOPAZE—114m.—Discina 3417

TORPEDO ALLEY—84m.—Allied Artists 3413

TOUGHEST MAN IN ARIZONA—90m.—Republic 3398

TRIP TO AMERICA—75m.—Lewis 3409

TROMBA, THE TIGER MAN—63m.—Lippert 3405

TROPIC ZONE—94m.—Paramount 3431

TROPICAL HEAT WAVE—74m.—Republic 3390

TURNING POINT, THE—85m.—Paramount 3382

U

UNDER THE RED SEA—67m.—RKO 3390

V

VENETIAN BIRD—95m.—Rank 3424

VOODOO TIGER—67m.—Columbia 3405

W

WAC FROM WALLA WALLA, THE—83m.—Republic 3407

WAGON TEAM—61m.—Columbia 3381

WAY OF A GAUCHO—91m.—20th-Fox 3391

WHALE HUNT, THE—55m.—Artkino 3434

WHEREVER SHE GOES—80m.—Mayer-Kingsley 3441

WHITE LINE, THE—74m.—Lux 3441

WILLIE AND JOE IN BACK AT THE FRONT—
87m.—U-I 3383

WOMAN'S ANGLE, THE—85m.—Stratford 3434

WORLD FESTIVAL OF SONG AND DANCE—
78m.—Artkino 3434

WYOMING ROUNDUP—53m.—Monogram 3421

Y

YANKEE BUCCANEER—86m.—U-I 3383

YELLOW SKY—98m.—20th-Fox 3422

YUKON GOLD—62m.—Monogram 3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPETT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
NOVEMBER Hangman's Knot R. Scott, D. Reed, C. Jarman, Jr. (Technicolor) Voodoo Tiger J. Weismuller, J. Burkhardt, J. Dean Blue Canadian Rockies G. Autry, G. Davis, P. Buttram Ladies Of The Chorus M. Monroe, A. Jergens, R. Brooks (Reissue)	NOVEMBER Tromba, The Tiger Man Krone Circus (Foreign-made) Mr. Walkie Talkie W. Tracy, J. Sawyer	NOVEMBER Plymouth Adventure S. Tracy, G. Tierney, V. Johnson (Technicolor) The Prisoner Of Zenda S. Granger, D. Kerr, J. Mason (Technicolor) The Hour Of 13 P. Lawford, D. Addams (Made in England)	NOVEMBER Flat Top S. Hayden, R. Carlson, P. Coates (Cinecolor) Wyoming Roundup, W. W. Wilson, P. Coates, T. Farrell No Holds Barred Bowery Boys	NOVEMBER The Savage C. Heston, P. Hanson, J. Taylor, S. Morrow (Technicolor) The Turning Point W. Holden, A. Smith, E. O'Brien	NOVEMBER Face To Face J. Mason, M. Steele, G. Lockhart, R. Preston Montana Belle J. Russell, G. Brent, S. Brady (Trucolor)	NOVEMBER Thunderbirds J. Derek, J. Barrymore, Jr., M. Freeman, G. Evans	NOVEMBER Night Without Sleep L. Darnell, G. Merrill, H. Neff The Steel Trap J. Coffin, T. Wright Bloodhounds Of Broadway M. Gaynor, S. Brady, M. Chapman (Technicolor) Pony Soldier T. Power, C. Mitchell, P. Edwards, T. Gomez (Technicolor)	NOVEMBER Outpost In Malaya C. Colbert, J. Hawkins (Stafford) (Made in Malaya) and England) Breaking The Sound Barrier R. Richardson, A. Todd, N. Patrick (Lean) V. Lindfors, B. Britton (Technicolor)	NOVEMBER Because Of You L. Young, J. Chandler, A. Nicol It Grows On Trees I. Dunne, D. Jagger, J. Evans The Raiders R. Conte, V. Lindfors, B. Britton (Technicolor)	NOVEMBER Operation Secret C. Wilde, S. Cochran, P. Thaxter The Iron Mistress A. Ladd, V. Mayo, J. Calleja (Technicolor)
DECEMBER Eight Iron Men M. Castle, D. McMahon, B. Calleano Strange Fascination C. Moore, H. Haas, M. Barrie The Happy Time C. Boyer, L. Jourdan, M. Hunt, B. Driscoll Invasion, U.S.A. P. Castle, G. Mohr, E. Blythe	DECEMBER Gambler and The Lady D. Clark, N. Chance (English-made)	DECEMBER Million Dollar Mermaid E. Williams, V. Mature, W. Pidgeon (Technicolor) Sky Full Of Moon J. Sterling, C. Carpenter, K. Wynn	DECEMBER Hiawatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Bomba And The Jungle Girl J. Sheffield, K. Sharpe Kansas Pacific S. Hayden, E. Miller, B. McLene (Cinecolor) (AA) The Maverick W. Elliott, P. Coates, M. Healey	DECEMBER The Blazing Forest J. Payne, A. Moorehead, S. Morrow (Technicolor) Cleopatra C. Colbert, W. Williams, H. Wilcoxon (Reissue)	DECEMBER Blackbeard The Pirate R. Newton, L. Darnell, K. Andes, W. Bendix (Technicolor) Mans Christian Anderson D. Kaye, Jeanmarie, F. Granger (Technicolor) (Goldwyn) Captive Women R. Clarke, M. Field, G. Saunders The Bachelor And The Bobby Soxer Bachelor Mother (Re-releases)	DECEMBER Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates	DECEMBER My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Totter Stars And Stripes Forever C. Webb, R. Hussey, D. Paget, R. Wagner (Technicolor)	DECEMBER My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Totter Stars And Stripes Forever C. Webb, R. Hussey, D. Paget, R. Wagner (Technicolor)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) Monsoon U. Thiess, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Babe In Bagdad P. Goddard, G. R. Lee, R. Ney (Danziger) (Made in Spain)	DECEMBER Cattle Town D. Morgan, R. Moreno, P. Carey Abbott and Costello Meet Captain Kidd B. Abbott, L. Costello, C. Laughton, H. Brooke (SuperCinecolor)
JANUARY The Four Poster R. Harrison, L. Palmer The Pathfinder G. Montgomery, H. Carter, E. Verdugo (Technicolor) Winning Of The West G. Autry, S. Burnette, G. Davis	JANUARY I'll Get You G. Raft, S. Gray	JANUARY Above And Beyond R. Taylor, E. Parker, J. Whitmore The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan The Clown R. Skelton, J. Greer The Hoaxters Documentary	JANUARY Torpedo Alley M. Stevens, D. Malone, B. Williams (AA) Timber Wolf K. Grant, I. Borg, Chinook (AA) The Star Of Texas W. Morris, R. L. Brice, S. Jolley (AA)	JANUARY Road To Bali B. Crosby, D. Malone, D. Lamour (Technicolor) Thunder In The East A. Ladd, D. Kerr, C. Boyer, C. Calvet Tropic Zone R. Reagan, R. Fleming, Estelita (Technicolor)	JANUARY Androcles And The Lion J. Simmons, A. Young, V. Mature, R. Newton Never Wave At A WAC R. Russell, M. Wilson, P. Douglas No Time For Flowers V. Lindfors, P. Christian (Made in Austria)	JANUARY Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Trucolor)	JANUARY The Thief Of Venice M. Montez, P. Christian (Made in Europe) My Cousin Rachel O. DeHavilland, R. Burton The I Don't Care Girl M. Gaynor, D. Wayne, O. Levant (Technicolor) Ruby Gentry J. Jones, C. Heston, K. Malden The Gunfighter Yellow Sky (Re-releases)	JANUARY Guerilla Girl H. Dantine, Marianna (Foreign-made) (Christian) Luxury Girls S. Stephen, A. M. Ferrero, R. Podesta (Italian-made) (Riviera)	JANUARY The Lawless Breed R. Hudson, J. Adams, M. Castle (Technicolor) The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicolor) Meet Me At The Fair D. Dailey, D. Lynn, C. Allen (Technicolor)	JANUARY April In Paris D. Day, R. Bolger, C. Dauphin (Technicolor) Stop, You're Killing Me B. Crawford, C. Trevor (WarnerColor) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicolor)

OBSERVANCES

Jan. 1—New Year's Day

REALITY

November—Flame and The Devil—M. Auer, M. Bueford (Foreign-made)
Battles Of Chief Pontiac—L. Barker, H. Westcott
Lucy Goes Wild—L. Ball, G. Brent (Reissue)
Cuban Pete—D. Arnoz, E. Smith (Reissue)

REARLIT

December—Inside Job—A. Curtis, A. Rutherford (Reissue)
Mug Town—Dead End Kids (Reissue)
My Death Is A Mockery—D. Huston, K. Byron
(English-made)
Wide Boy—S. Shaw, S. Taftler (English-made)

January—The Vanishing Body—N. Karloff, B. Lugosi (Reissue)
Calling Dr. Death—L. Caney (Reissue)
The Missing Head—L. Chaney (Reissue)

LET'S FACE IT!

{ A STRAIGHT-FROM-THE-SHOULDER statement from Paul J. Greenhalgh, V.P. and }
{ Gen'l Mgr. of EXHIBITOR. "Best of all Weeklies on NEWS, REVIEWS and SERVICES" }

In any consideration of trade paper rates and relating advertising values, **GROSS CIRCULATIONS** don't mean a thing. **GROSS CIRCULATIONS** are only the size of the bag!

To be realistic, you must check: WHO ARE THE SUBSCRIBERS? WHAT DO THEY PAY FOR IT? WHERE ARE THEY LOCATED? HOW ARE THEY SOLD? And, DID THEY GET ANYTHING "TO BOOT" AS A SUBSCRIPTION INDUCEMENT? The VALUE is inside the bag!

Since this is the yardstick . . . then EXHIBITOR is TOP VALUE in the Theatre Field!

81% of its **GROSS** goes to the **EXECUTIVE EXHIBITION BUYING POWER**. (As compared to 75%, 73%, and 67% by contemporaries—at least one of which has nearly 19% going to Film Exchanges, Film Salesmen, and others in Distribution.)

50% of its **GROSS** pay the **FULL SUBSCRIPTION PRICE** (As compared to 51%, 37%, and 12% by contemporaries—yes, we said 12%)

92% of its **GROSS** live in the **CONTINENTAL U.S.A.**, i.e., come under **Domestic Budgets**. (As compared to 88%, 76%, and 88% by contemporaries.)

93% of its **GROSS** send in their subscriptions voluntarily **BY MAIL** and without the personal pressure of agents or sales fleets. (As compared to 71%, 84%, and 72% by contemporaries.)

00% of its **GROSS** received anything **FREE** as an inducement to subscribe. (As compared to various free gadgets by all contemporaries.)

Anyone who wants it can keep the **GROSS!**
EXHIBITOR has the REALISTIC VALUE!
And the LOWEST RATES, too!

P.S. We can prove each and every statement made above,—and will be happy to do it for any qualified Advertiser or Advertising Prospect. We are going to try to hold the line on **REALISTIC VALUE** . . . and on **REALISTIC RATE SCALES**. So don't be dazzled by **GROSS CIRCULATION FIGURES**. Look underneath them, and see what your Realistic Advertising Dollar is buying. You can't judge the value by the size of the bag!

EXHIBITOR

1953 BOOKING CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



THERE'S A NEW BOX-OFFICE **STAR** ON THE HORIZON!

“...it's a rich, opulent, intelligent and sensitive vehicle that will carry MISS BETTE SMACK UP TO AN ACADEMY NOMINATION.”

—RUTH WATERBURY,
Los Angeles Examiner



“There's MONEY in those words!”



co-starring
STERLING HAYDEN

Produced by Bert E. Friedlob • Directed by Stuart Heisler
Original Story and Screenplay by Katherine Albert and Dale Eunson • Music composed and conducted by Victor Young
Released by 20th Century-Fox

Number 10
Sections: Section One

JANUARY 7, 1953

AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS
During **PHYSICAL THEATRE**

YOUR NEW YEAR'S RESOLUTIONS IN 5 EASY STEPS!

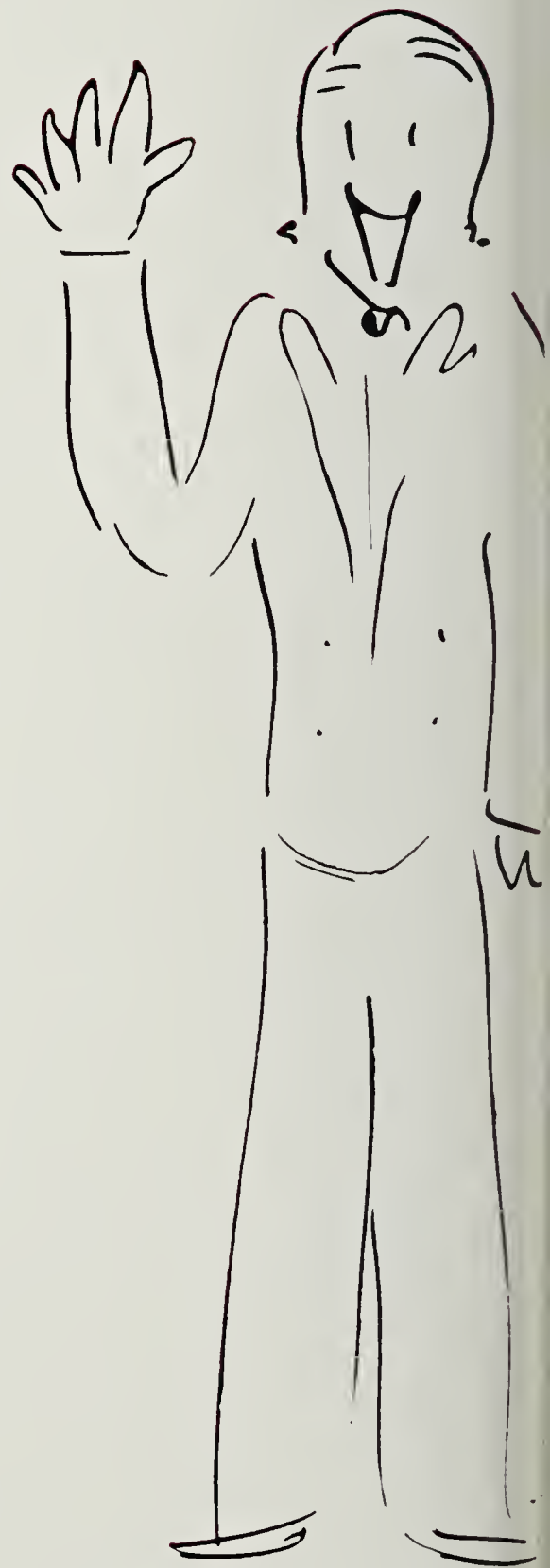
" **I RESOLVE** to promote M-G-M's 'MILLION DOLLAR MERMAID' because it is a great M-G-M Technicolor musical and will delight my public..."

" **I RESOLVE** to tell my patrons that M-G-M's 'ABOVE AND BEYOND' is one of the screen's finest films, and to exploit it to the limit. It has just been selected one of The Years 'Ten Best' by the National Board of Review..."

" **I RESOLVE** to shoot the works for M-G-M's 'THE BAD AND THE BEAUTIFUL' because it is sure-fire and is another 'Ten Best' choice of the National Board of Review..."

" **I RESOLVE** to do my best exploitation job for M-G-M's 'THE CLOWN'. Its Preview is the Talk of Hollywood. A unique entertainment packed with heart-appeal..."

" **I RESOLVE** to cooperate with the showmen of M-G-M in 1953 because this outfit not only makes the Big Ones but gets behind them in a Big way..."





A BABY GIRL was born in an English theatre where the mother had been watching "Don't Bother To Knock". There is nothing about this sort of a tieup in the pressbook on the show.



WINNER of a competition for the most customers in one car in the southwest was a lad who packed 48 people into a two-door car, and drove into a drive-in with it. Presumably, there wasn't a state highway patrol car around.



THEN THERE is the story of a man who attended a theatre with a female companion, heard his name called as the winner of a big award, and wouldn't claim it as the lady with him was not his wife.



AN EXHIBITOR organization which recently ran a poll to determine the most popular actor and actress must have been surprised to find a vote for Theda Bara, probably the effects of TV viewing.



A MIDEASTERN manager is experimenting with a single feature policy matinees and double evenings in order to stimulate the afternoon trade.



THE YEAR END police report was enlivened by one entry which indicated that a burglar, captured after robbing a theatre, said that he did the job in order to get money to pay his lawyer to defend him on another burglary charge. In addition, culprits in a midwestern city who opened a theatre door by using a fork only got some flashlights as loot.

—H. M. M.

I N D E X

VOL. 49, No. 10 JANUARY 7, 1953

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"INVESTMENT. \$100,000,000; ENTHUSIASM: JUST AS HIGH"	5, 6, 7
NEW YORK NEWS LETTER	8
THE INTERNATIONAL SCENE	10
THIS WAS THE WEEK WHEN	12
PEOPLE	12
IN THE NEWSREELS	13
PHYSICAL THEATRE	PT-1—PT-12

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
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THE COVER PHOTO

20th Century-Fox star Debra Paget, currently in "Stars and Stripes Forever, represents the spirit of the New Year in welcoming 1953 with the aid of EXHIBITOR's booking calendar.

EXHIBITOR

VOL. 49, No. 10



JANUARY 7, 1953

A Code Of Fair Play

WITH buying and booking combines an important part of the exhibition division, it has become apparent along with their operation that these service units must assume their obligations as part of the film community. The buying and booking combination is here to stay, but it will not exist unless it adheres to a code of ethics and procedure.


WHEN an exhibitor decides to make use of a buying and booking combination, foremost is his desire to better himself either through cheaper rentals or through better clearance. If he felt he could do either or both of these things himself, there would be no point in his using such a service.

ON THE other hand, a fear which might beset an exhibitor who belongs to such a combine is that those operating the service will use the buying power of the organization for personal gain or for the advantage of any particular members of the combine to the disadvantage of the others. Furthermore, members of the combine have a right to feel that those operating the organization will never operate a theatre in competition to any member.

TO PUT IT bluntly, the heads of a booking and buying combination find themselves in the same position as a lawyer to a client. In the latter relationship, ethics play an important part. The same thing holds true for a buying and booking unit and its members.

IF THERE is any breach of ethics, not only would mistrust result in the weakening of such a combine but it would undermine all such organizations. As in all things, a code of fair play offers a solid basis on which to operate. Buying and booking combinations should keep this principle in mind at all times.

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Something Wonderful
Happened to —
Chester Bahn...

NOVEMBER 28, 1952

THE *Film*
DAILY

—Editorial—

"Andersen" . . . by Goldwyn

By CHESTER B. BAHN

THE PRODUCTION brilliance of Samuel Goldwyn, which if anything has grown the brighter with the passing of the years, was never more magnificently in evidence, never more admirably employed than in his latest art work, "Hans Christian Andersen."

This fairy tale in rich-hued Technicolor, which has Danny Kaye in the title role giving a warmly human performance sans the clowning that has been his cinematic forte and which has one of France's most talented ballerinas, Jeanmaire, not only dancing divinely but surprising you as a talented actress and singer, is as festive as the holiday season which it enhances.

And don't let the first paragraph reference to art work—and the term is used advisedly—mislead you. "Hans Christian Andersen" is simon-pure box office, and if Goldwyn does not only recoup his investment of millions, (representing his own money, incidentally), but a very tidy profit as well, this pulse-taker among many, many others will be very surprised, indeed.

IT'S TRITE admittedly to say that "Hans Christian Andersen," with its melodious Frank Loesser score, its quartet of finally

done imaginative ballets, its opulent, visually intoxicating settings, its tender story, honestly fanciful; its commendable performances by the hand-picked cast, and its excellent direction by Charles Vidor, is a picture for all ages, all audiences.

But how else do you say just that, anyway?

Obviously, "Hans Christian Andersen" had that fullest measure of loving care which Goldwyn ever gives to his productions. Don't confuse that with the millions expended in the picture's making. There have been other productions as costly in the past with less happy screen results. Money helps, certainly, but with a picture as with a child—and a picture is a producer's brainchild—it's the loving care which really counts.

AS A reporter's footnote, it might be in order to advise that "Hans Christian Andersen" is by way of giving Broadway a needed "shot in the arm," with business at the Criterion and the Paris at peak. The public and the New York critics patently think alike about the picture. And when you find the mass-audience New York Daily News (four stars, if you please) and the class-audience New York Times in agreement on a picture's merit, you're in, gentlemen, you're in.



Hans Christian Andersen

Color by TECHNICOLOR



AL LICHTMAN, 20TH-FOX DIRECTOR OF DISTRIBUTION, IN NEW YORK ANNOUNCES THE \$100,000,000 BUDGET FOR COMPANY ATTRACTIONS FOR 1953.

Investment: \$100,000,000; Enthusiasm: Just As High

20th Century-Fox, With One Of Its Biggest Production Programs, Is Going All-Out In Its 1953 Efforts

EVEN in an industry in which enthusiasm is a must, the spirit currently sparking the efforts at 20th Century-Fox, in the home office, branches, and in the production studios on the coast, is marking a new high.

And especially the personality-building and picture-making policies in motion at the 20th Century-Fox studios are evidence of the progressive aims of President Spyros P. Skouras and production chief Darryl F. Zanuck.

Recently, at a two-day merchandising meeting in New York, at which domestic and Canadian division managers joined with Al Lichtman, director of distribution, and homeoffice sales toppers, plans were green-lighted for the full utilization of the \$100,000,000 investment committed by the company for the 1953 product line-up.

A slate of 24 major productions, 13 of which will be in color by Technicolor, were announced for release during the

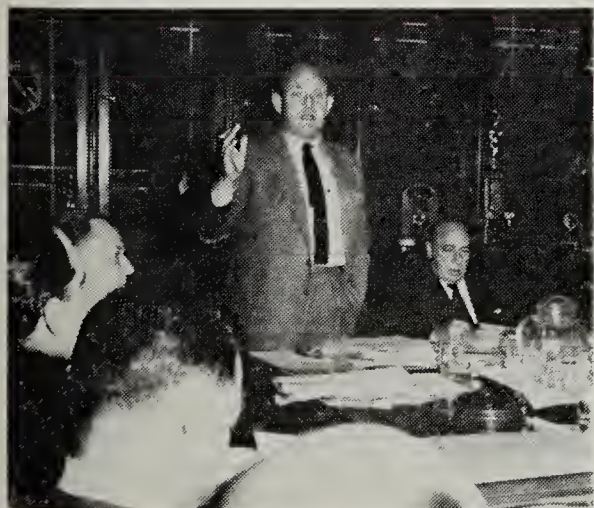
first nine months of this year, with the Frank Ross production of "The Robe" to highlight the roster.

To precede "The Robe" in its first September engagements, will be a multitude of diverse screen fare.

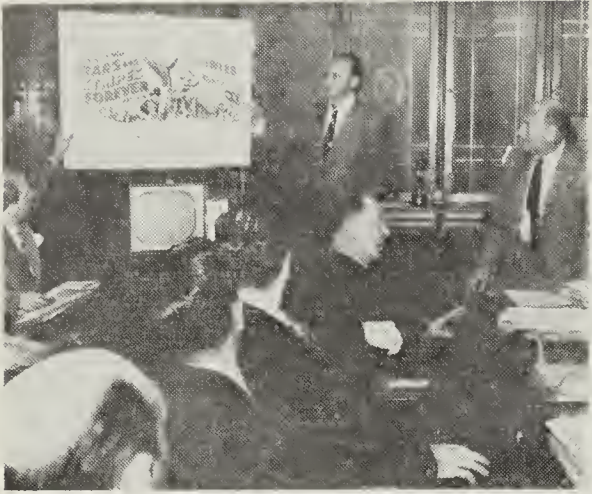
"Call Me Madam", lavish Technicolor adaptation of the Ethel Merman smash stage musical, termed by vice-president Charles Einfeld as destined to "rank as one of the all-time top grossers in the history of the industry," is one of seven major filmicals being offered during the period.

Other major productions set are "Tonight We Sing", "Niagara", "Gentlemen Prefer Blondes", "The President's Lady", "Farmer Takes A Wife", "Nearer My God To Thee", and a brace of other attractions.

And the holiday season was highlighted by the gala bow in New York City of "Stars And Stripes Forever", highlights of which are seen on another page.



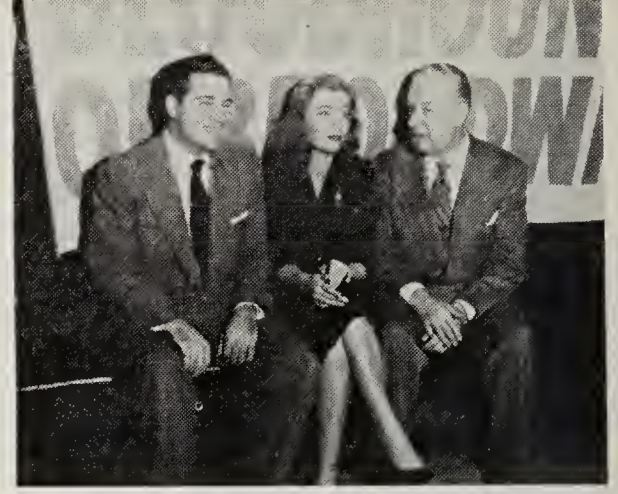
In New York, Charles Einfeld, vice-president, outlines advertising, publicity, and exploitation plans for the slate of 24 top attractions for the nine-month period beginning in January.



Einfeld directs managers' attention to the prepared material on "Stars and Stripes Forever," displayed by Edward Solomon, left, assistant advertising head, and Victor Sedlow, art chief.



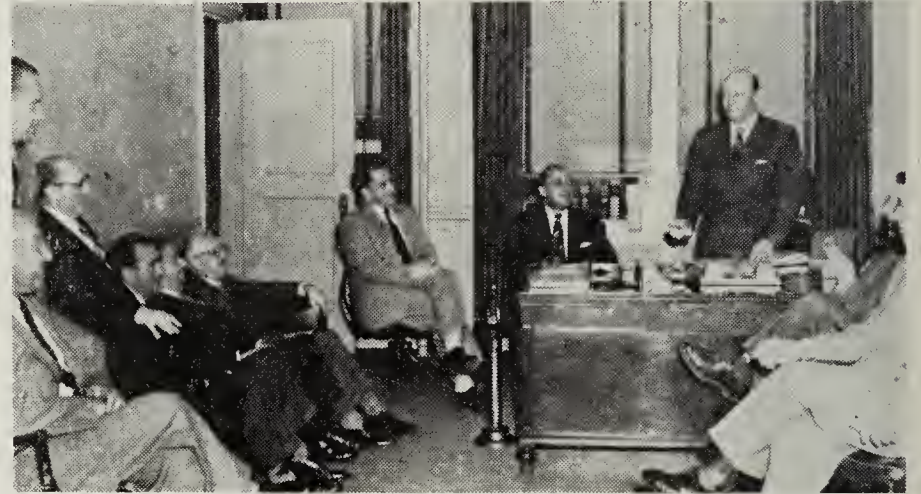
Staff Sergeant Marjorie Moore, Marine Corps band historian, describes official cooperation and participation by the leathernecks in the pre-selling campaign for "Stars and Stripes Forever."



Alex Harrison, home office representative, left, and M. A. Levy, midwest division chief, flank actress Ava Norring at a party for "Bloodhounds of Broadway," attended by division heads.



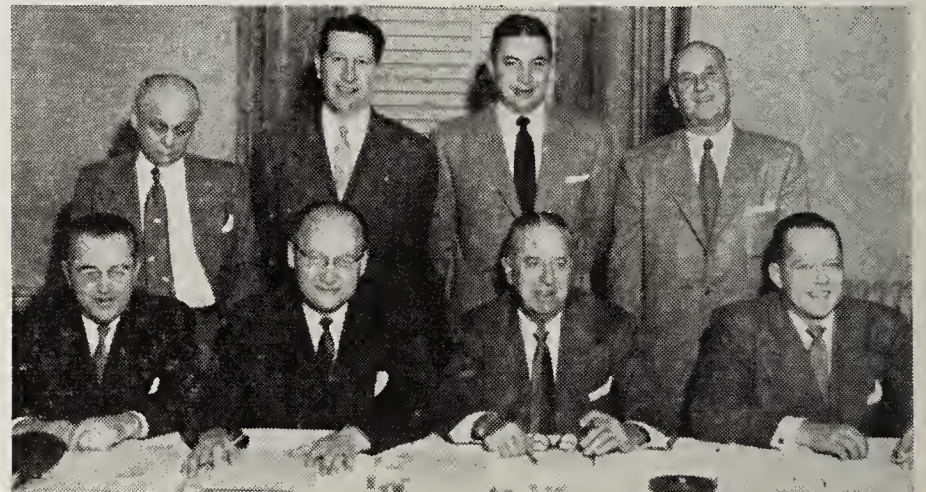
Domestic and Canadian division managers convene at the start of the two-day merchandising meeting under the chairmanship of Lichtman, director of distribution, who announced a \$100,000,000 production budget.



Martin Moskowitz, Empire State division manager, standing at desk, delivers a report on the results of home office conclaves to his staff. Abe Dickstein, New York City manager, is seen seated at Moskowitz's right.



A meeting in central division headquarters, Cleveland, follows through on policies formulated at the New York meeting. Seen, left to right, are: I. J. Schmertz, Cleveland branch manager; Robert McNabb, Cincinnati branch manager; Tom McCleaster, central division manager; Alex Harrison, home office; W. T. Keith, Indianapolis head, and Joe Lee, Detroit chief.



Midwest division branch managers chart plans for the 1953 product under the direction of division manager Levy. Seen, standing, left to right, are: Joe Neger, Kansas City; Saul Malisow, Minneapolis, scene of the meeting; Bob Conn, Des Moines, and J. E. Scott, Omaha, and, seated, Jack Lorentz, Milwaukee; Vernon Skorey, assistant to Levy; Levy, and Gordon Halloran.



Southern division men are, seated, Harry Purdy, Atlanta head booker; Marion W. Osborne, Oklahoma City manager; Harry G. Ballance, division manager; Paul S. Wilson, assistant division manager, and Mark Sheridan, Dallas manager, and, standing, Roy G. McClure, Atlanta office manager; Dan M. Coursey, Atlanta branch manager; T. P. Tidwell, Jacksonville manager; William A. Briant, New Orleans manager; J. E. Holston, Charlotte manager; T. W. Young, Memphis head, and H. Harrell, Ballance's assistant.



Herman Wobber calls a meeting of his western division in San Francisco to develop regional plans on 1953 releases. Noted, left to right, are: Wobber, western division sales manager; John Norcop, exploitation representative; Jack Erickson, San Francisco branch manager; Paul Schmuck, sales manager; Joseph Flanagan, salesman; Edward Reed, salesman, and Ugo Fratto, office manager-head booker, San Francisco branch. Wobber is optimistic about the 24 releases which begin the 1953 Fox product.



Clifton Webb, star of "Stars and Stripes Forever," arrives in New York with his mother to attend the opening of the film at the redecorated Roxy.



New York Mayor Vincent Impellitteri accepts the first ticket to the film's world premiere at the Roxy from Debra Paget, who stars in the musical; William Gaxton, Shepherd of the Lambs Club, and representatives of the U. S. Marine Corps, who assisted in promoting the glittering first night affair.



The American Broadcasting Corporation sets up its video equipment for the premiere show, the first network telecast of a film opening.



The famed U. S. Marine Corps Band, "The President's Own," disembarks in New York to perform at the premiere of "Stars and Stripes Forever."



Lichtman, 20th-Fox distribution director, arrives at the Roxy for the premiere with his wife.



A theatre party bent on having a good time, and headed by Spyros Skouras, Jr., and his wife, extreme right, arrives at the Roxy for the preview of the holiday offering and the new Roxy ice show.



George Skouras, United Artists Theatres president, his wife, and family also enjoy the gala holiday opening of "Stars and Stripes Forever."



Alfred W. Schwalberg, president, Paramount Film Distributing Corporation, his wife, and family join the happy throng that jammed the Roxy.

New York News Letter

— By Mel Konecuff —

SPYROS P. SKOURAS, president, 20th-Fox, returned recently after being away for 69 days, during which time he covered 75,000 miles, and visited approximately 21



KONECUFF

countries. He was quite optimistic about the foreign market with regard to his company's product, estimating that 1952 will see an increase of gross receipts from abroad of \$3,200,000 over 1951, and he expects that 1953 should prove even better, with five million more over 1951. This represents about 40 per cent of the overall company income. These figures are based on realistic conversion rates.

While in Switzerland, Skouras conferred with officials of Eidophor, the Swiss color TV system which 20th-Fox controls, and he reported that developments on the process are progressing to the point where projectionists can merely turn a switch to start the system in theatres without any engineering or operating skill being necessary. He opined that it should be ready for marketing in a year or less, and reported that General Electric engineers are assisting in the development. He expected the prototypes to be ready in six months, after which there would be 90 days of testing, and manufacture should follow shortly thereafter.

Skouras estimated that three times as many theatres are needed in the East and Far East as there are at present, not only from an entertainment standpoint but also because of the educational potential, which is possible via visual education and which is badly needed there. He thought that the American motion picture industry should do all it can to encourage such construction, and will bring the subject up at the next meeting of the MPAA.

Tastes abroad are for any type of film as long as it is good, and American films are widely accepted for their entertainment and their honesty of presentation.

JAPAN: The local motion picture industry is very prosperous, both production and exhibition being included, with about 250 features being turned out annually. There are about 3,000 theatres, with many new ones under construction, and attendance is very good for both local and imported product.

KOREA: Here he was the guest of General Van Fleet, and toured the front lines, where he noted morale was very high.

MANILA: Business is flourishing, with the local industry very progressive. Prior to the war, there were about 200 theatres here, and few pictures being made. Today,

there are over 500 houses, with 60 to 80 features being turned out annually.

THAILAND: There is little or no new theatre construction, and American films are well received.

INDONESIA: He looks forward to many more theatres being constructed here, which should aid in the development of the country as a whole.

AUSTRALIA: Theatre business is good here with theatres in fine shape physically. American pix are very popular.

NEW ZEALAND: There is good theatre development here. American films are very popular.

INDIA: The local industry doing very well, being the second largest producer of films in the world. Here more theatres are needed, both for entertainment and education with less than 3,000 in existence. Only a fraction of these show outside product.

EGYPT: Conditions are improved.

GREECE: He was greatly impressed with the government, and progress is being made. He also visited Italy, Switzerland, Paris, and Frankfurt.

ARNOLD PICKER, vice-president in charge of foreign distribution, United Artists, returned from a four-week trip which took him through the Far East, and reported that the company's gross from foreign revenue was almost doubled in the year ending in last November, compared to 1951, and that he was well satisfied with the results attained. He paid high tribute to the company staffs the world over and to the faith and cooperation of exhibitors who think of the company as once again a supplier of important product.

NEW ZEALAND: General business very good here, and he expects big things from "Limelight", what with 12 prints to be supplied, compared to the normal two or three.

AUSTRALIA: He announced the appointment of Ron Michaels as joint managing director for Australia and New Zealand to co-direct company activities along with Walter Thorborg. He also reported great business for "High Noon", showing the best run since "The Great Dictator" 11 years ago. Picker said that there was much anticipation and comment there on the forthcoming "Melba."

INDONESIA: UA will probably open its own office here in conjunction with the present franchise holder, Intraport, with the new manager to be Constantin Goldin.

SINGAPORE: There have been some great advances in local production with about 18 Malay pictures being turned out annually, and a dubbing studio is kept busy all year around. The operation is controlled primarily by the Shaw Brothers, who own about 60 theatres in addition to other interests throughout the city. The Indo-China market is continually growing in importance.

PHILIPPINES: Five new theatres are opening in Manila this month, and business is brisk with much activity being reported. Picker announced that UA would distribute world-wide a locally made film entitled "Genghis Kahn," probably in dubbed version. It was written, directed, and produced by Manuel Conde, and also stars him.

B'way Houses Happy Over New Year Grosses

NEW YORK—As a result of the New Year's holiday period most Broadway spots continued with outstanding grosses. All, except one, were holdovers. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"APRIL IN PARIS" (WB). Paramount, with stage show, claimed the second week would hit \$85,000.

"STARS AND STRIPES FOREVER" (20th-Fox). Roxy, with ice colorama on stage, did \$139,000 from Tuesday through Sunday, with the second week heading toward \$148,000.

"MILLION DOLLAR MERMAID" (MGM). Radio City Music Hall, with Christmas stage show, announced \$103,000 for Thursday through Sunday, with the fifth week expected to tally \$153,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion reported that the sixth week would be close to \$58,000.

"MY COUSIN RACHEL" (20th-Fox). Rivoli claimed that the second week would reach \$40,000.

"EIGHT IRON MEN" (Col.). Globe expected opening week to tally \$18,500.

"RUBY GENTRY" (20th-Fox). Mayfair estimated the second week would reach \$22,500.

"LIMELIGHT" (UA). Astor claimed \$15,000 for the 11th week.

"BLACKBEARD, THE PIRATE" (RKO). Loew's State was bound to top \$23,000 on the second week.

"AGAINST ALL FLAGS" (U-I). Capitol, with Johnny Ray heading the stage show, was sure to reach \$80,000 on the second week.

"COME BACK, LITTLE SHEBA" (Para.). Victoria expected the second week to tally \$54,000.

Other items included: Indonesia is banning more films percentage-wise than any other country in the world. . . . TV could be a possibility in Australia next year. . . . UA will enter the 16mm. market in Australia and Brazil. . . . Strong protest is being lodged in Australia as regards the duty on color prints, which he termed abnormally high and unfair, six cents a foot. He could see no reason for this tax as there is no color processing of film in the country. . . . He expects to visit Japan in the near future.

THE METROPOLITAN SCENE: Additional season's greetings were in from Dr. Herbert Thomas Kalmus, Charlie Einfeld, The Charlie Schlaifers, Ed Harrison, Harry McWilliams, Nick John Matsoukas, Norman Elson, The Si Seadlers, Syd Gross, Jeff Livingston, etc. . . . The advance sale for Danny Kaye's antics at the Palace is running well over \$200,000 mark, with tickets on sale for eight weeks in advance. . . . Allied Artists' "Hiawatha" was selected by the American Museum of Natural History for showing as the feature film at the annual membership meeting. . . . Collier's is running a double page color spread on Italian stars Silvana Mangano, Eleanora Rossi Drago, and Marina Berti in the Jan. 3 issue. . . . Okeh pressbooks are in on "Breaking The Sound Barrier", "The Thief Of Venice", "Pony Soldier", "Bloodhounds of Broadway", "The I Don't Care Girl", "My Pal Gus", "The Four Poster", "Ruby Gentry", "Babes In Bagdad."

Allied Forms Committee For 16mm. Suit

Skouras Clarifies Company Policy On Reduction In Exec. Salaries

NEW YORK—Spyros P. Skouras, president, 20th Century-Fox, last week, upon his return from a trip abroad, clarified the company's plan to temporarily reduce executive salaries which, in turn, would save approximately \$900,000 in 1953.

The plan is applicable to executives who earn over \$500 weekly. These will be asked to take a voluntary 50 per cent reduction, which can be recovered after the company has earned a minimum of one dollar per share for its 2,769,484 shares outstanding. About 87 employees here and on the coast are parties to the agreement.

While producers, directors, stars, and other creative talent are not affected by

the reduction plan, Skouras did express the opinion that salaries here were also too high in line with present boxoffice levels, and hoped eventually that plan could be formulated, perhaps on participation lines, which could pay them properly yet keep operating costs at a minimum to be desired.

Skouras reported that his company would like to produce films for television at the studio, thus reducing overhead, which, in turn would reduce costs of films for theatres, but he called the TV guilds "unreasonable" in their demands, and this attitude was keeping his company out of the TV production market.

WB Pictures Shows Decrease In Profit

NEW YORK—Warner Brothers Pictures, Inc., and subsidiary companies last week reported for the year ending on Aug. 31, 1952, a net profit of \$7,229,000 after provision of \$7,700,000 for federal income taxes and after a provision of \$550,000 for contingent liabilities. The net profit for the year ending on Aug. 31, 1951, amounted to \$9,427,000 after provision of \$9,100,000 for federal income taxes and after a provision of \$700,000 for contingent liabilities.

Included in the operating profit for the year ending on Aug. 31, 1952, is a profit of \$878,000 from sales of capital assets, before provision for federal income taxes thereon, which compares with corresponding profit of \$1,189,000 for the previous year.

The net profit for the year ending on Aug. 31, 1952, is equivalent to \$1.46 per share on the 4,950,000 shares of common stock outstanding on Aug. 31, 1952, after deducting shares held in treasury. The net profit for the previous year was equivalent to \$1.67 cents per share, on the 5,619,785 shares of common stock then outstanding.

Film rentals, theatre admissions, sales, etc., after eliminating intercompany transactions, for the year ending on Aug. 31, 1952, amounted to \$112,422,000, compared with \$116,909,000, for the previous year.

The loss and damage claims resulting from the two fires at the studio in Burbank, Cal., were settled with the insurance companies subsequent to Aug. 31, 1952, for \$4,515,670. Because the insurance carried was based on the replacement cost rather than on the depreciated book value of the properties, the insurance claims were for a substantially greater amount than the book value of such properties. Final determination of the assets to be replaced and the treatment for federal income tax purposes of the excess of the insurance proceeds over the book value of the assets destroyed has not yet been made, and, accordingly, no portion of such

Allied Jersey Unit "Regrets" Republic TV Sale

NEW YORK—The following announcement came last week from Allied States Association of Motion Picture Exhibitors:

"It is with regret that we view the action of Republic in its sale of pictures made for motion picture theatres to television.

"One of the most important factors in the sales equation is good will, and with one move Republic may very well have destroyed that factor."

NYC Checking Neg. Shipments

NEW YORK—The City of New York has served assessments to Movietone and Lopert Films, seeking to collect the three per cent sales tax on motion picture negatives shipped into the city, it was learned last week. The move is believed to be the first step in a city drive to extend the levy to negatives, a long-threatened action that would cost distributors an estimated \$16 to \$20 million annually.

"Moulin" Ruling Allows Opening

LOS ANGELES—Federal Judge William Byrne's denial of a preliminary injunction which would have prevented pre-release premiere of UA's "Moulin Rouge", enabled the Fox Wilshire to go ahead as scheduled with the opening of the film.

Judge Byrne turned down the injunction application made in federal court by Georges Banyai, who said he represented a French corporation, Montmartre Moulin-Rouge, which owns a Paris dance hall called Moulin Rouge.

excess has been reflected in the net profit for the year.

The operating results of the company for the quarter ending on Nov. 29, 1952, are not yet available, but it is expected that the profit before capital gains and before provision for federal income taxes and contingencies will be considerably lower than the corresponding profit of \$4,170,000 earned for the same quarter last year.

Berger, Back, Cole, Yamins, Rembusch, Dollinger Will Cooperate With Myers; Vlachos Resolution Up At New Orleans Meeting

NEW YORK—Allied last week announced the formation of a special committee to cooperate with Abram F. Myers, general counsel and committee chairman, in any action to be taken by the exhibitor organization against the government's 16mm. anti-trust suit.

Allied's board authorized the formation of the committee at its convention in Chicago. Members are Ben Berger, Leon Back, Colonel H. A. Cole, Trueman Rembusch, Irving Dollinger, and Nathan Yamins.

Allied disclosed also that a special meeting of the national film committee would be held in New Orleans to further activate the statement of policy and the implementing resolution offered by John Vlachos, Michigan Allied, at the convention. The committee consists of Yamins, chairman; President Wilbur Snaper, coordinator; Cole, Berger, Rembusch, Dollinger, and Myers.

SEC Reports Stock Changes

WASHINGTON—RKO Theatres, National Theatres, and Warners last fortnight reported changes in stock holdings to the Securities Exchange Commission.

A. Louis Oresman purchased 2400 shares of RKO Theatres common, increasing his direct holdings to 32,400 shares. David Greene bought 2400 shares of common through the Chemical Bank and Trust Company for Dorothy Greene, increasing the total to 36,500 shares. Elmer C. Rhoden, a director of National Theatres and president, Fox Midwest, purchased 3000 shares of common, increasing his direct holdings to 8900 shares. He also has indirect holdings of 2025 shares. Warners vice-president Albert Warner made gifts of 3200 shares of common, decreasing holdings to 329,500 shares. Warner also purchased 5600 shares of common, increasing trust holdings in which he is a beneficiary of 26,000 shares.

"Miracle" Test In Chicago

CHICAGO—The American Civil Liberties Union filed a complaint with the Circuit Court of Cook County against the City of Chicago, Mayor Martin H. Kennelly, and Police Commissioner Timothy J. O'Connor, protesting the banning of "The Miracle."

Eastern Penna. Back In National Allied

NEW YORK—Wilbur Snaper, president, Allied States Association, and Sidney E. Samuelson, president, Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., jointly announced this week that Eastern Pennsylvania has resumed full activity in National Allied.

The International Scene

Canada

Distributors on the American scene might be singing the blues, but if the latest figures for film rentals for 1951 in Canada are any indication, the song in this country is a happy one. Total rentals for the year, according to the Dominion Bureau of Statistics, for 35mm. films totalled \$27,331,759 in 1951, against \$25,086,976 the year before. For 16mm., it was \$1,894,461, compared with \$1,713,813, giving a total of \$29,221,220, an increase of \$2,420,431 over the previous year's \$26,800,789. Rentals for 8mm. films even showed an increase, coming to \$4,647, making a grand total of \$29,225,867. This last figure shows quite an increase from the \$9,536,200 total of 1930, covering 907 situations while today there are 2,689 theatres in Canada. Other information from the Bureau indicates that revenue from advertising material was \$551,048 and from other sources it was \$341,798. In 1951, there were 1,120 exchange employes, and these received \$3,071,545 in salaries. In 1950, there were 1,136 employes. Total number of 35mm. films released in 1951 were 1,591, while 2,290 new 16mm. films of all types were released. This includes 701 35mm. features and 558 16mm. features. Of the standard-size films, 1,280 were in English, 280 in French, and 31 in other languages. Of the narrow-gauge films, 1,967 were in English, 312 in French, and 11 in other tongues. In the total 35mm. releases are included 495 newsreels, of which 66 were in French and the rest in English. And, in the 16mm. field, there were 110 newsreels, all in the English language.

Motion pictures and television in Canada has a great ally in MacLean's Magazine, largest national magazine in the country. In its Jan. 1 issue, it carried a strong editorial condemning consorship of both motion pictures and television. "Films are chopped for varying, inconsistent, and unstated reasons. The chopping is done by political appointees often lacking in qualifications for the job." Then the editorial proceeds to show how different provinces in the country treat different subjects, with Alberta rejecting films because "they advocated inter-racial tolerance and racial equality," while another province banned "The Snake Pit" because people might think that mental hospitals in that province were just as bad. In Quebec, says the magazine, chief censor Alexis Gagnon has said, "We are a Catholic province, and we will not permit anything to be shown which does not conform to the Catholic idea."

Often considered a "white elephant" the Famous Players unit, the Victoria, Toronto, is to be again shuttered. This makes it the third time that it has been closed down. Blamed for the closure is the shortage of adequate product for the location. Manager Russ McKibbin will move over to the Imperial, flagship of the FPCC circuit, to take over from Fred Trebilcock,

Belgian Extension Approved By MPEA

NEW YORK—In an effort to provide American distributors with better treatment abroad, foreign managers meeting at the MPEA board last week decided to recommend a three-month extension of the expiring one-year Belgian film agreement, and seek the immediate negotiation of a new and improved contract.

The expiring agreement, representing a compromise finally formalized last April in an exchange of letters between President Eric A. Johnston and the Belgian Minister of Economics, provides for the voluntary limitation of American film imports, with the level to be held at 251 features.

The meeting also deferred a decision on American industry participation in the 1953 Cannes Film Festival, and heard a report on continuing Norwegian discussions looking to an increase in the film rental ceiling.

who is resigning. The switch-over here will take place on Jan. 17. The latter was recently appointed to his post, switching bridges with Tom Daley, who took over the helm of the University, Toronto.

CANADIAN CLIPS: One of Canada's best-known critics of both the film and drama, Augustus Bridle, 83, died in Toronto, a month after being struck down by a car. . . . No immediate aid is to be given the Canadian Film Institute by the Canadian government through its agency, the National Film Board, according to a letter written by R. H. Winters, in reply to a request for aid outlined in a resolution of the Saskatchewan Film Board. Winters said that the CFI was being reorganized, and a study of its operations is under way, and nothing will be done until the board of directors delivers its report. Financial report comes through payment for distribution services. . . . Eddie Weisberg, booker for JARO films in Toronto,



The Mayflower, Tarlac, Tarlac, Philippines, was recently reequipped by manager and owner Emilio T. Mercado. A Simplex XL projector and Simplex XL-4-22 sound were installed by Mercado, and the new chairs were locally made.

will be married in the spring. . . . Nat Taylor, president, Twentieth Century Theatres and International Film Distributors, heads the film and theatre section of the campaign for funds being conducted by the Women's College Hospital, Toronto. He will be assisted by Charles P. Cashman, Photo-Engravers, in the campaign. . . . Stan Helleur, movie columnist, The Toronto Telegram, is conducting a Veterans' Cheer Fund for war veterans in hospitals. He was quite successful. . . . Eglinton, FPCC suburban house, is scheduled to become second-run move-over house, matching its competitor, the Nortown, another FPCC house. . . . Semi-annual meeting of the Quebec district of the Canadian Picture Pioneers held in Montreal saw 30 new members inducted, bringing the total membership to 164. L. Ernest Ouimet and George Ganetakos, both honored at a 50th anniversary celebration in Toronto, spoke. . . . Arthur Gottlieb, head, Film Laboratories, Toronto, and husband of Gladys Glad, was seriously injured Christmas night when he fell down the stairs of his country home.

—HARRY ALLEN, JR.

Mexico

In Mexico City, injunction demands to obtain relief from the up to 50,000 pesos (\$5,780) fines and imprisonment clauses of the new Film Law reforms were asked by counsel of theatre owners in the federal district. The injunction was asked in the name of the National Association of Film Exhibitors, headed by Antonio G. Osio, owner, Olympia, Mexico City, and partner in the Gold Chain throughout Mexico. The exhibitors claim they are not in accord with the new laws which mean that only those "favored" by the government can distribute films, with new producing units unable to operate unless they receive official sanction. Exhibitors also said that they are disposed to bow to the ruling to show Mexican films 50 per cent of the screening time in their houses, but that there are not sufficient native-made product to make this ruling feasible. Exhibitors in Mexico City were protesting over the closing of 11 major first-runs by new head of the office of public spectacles in the Federal District, Adolfo Fernandez Bustamente, for violating price regulations and charging 58 cents admission, instead of 46 cents. The only course open to the Society of Theatre Operators, which argues that the law does not resolve industry problems, is an appeal to the Supreme Court.

WB Salaries Revealed

WASHINGTON—According to a report filed with the Securities and Exchange Commission last fortnight, Harry M. Warner, president, Warners, received a salary of \$182,100 in the fiscal year ended on Aug. 31, 1952.

Other company salaries are: Jack L. Warner, vice-president, \$182,050; Albert Warner, vice-president, \$104,000; Harry M. Kalmine, vice-president, \$130,000; Robert W. Perkins, vice-president and general counsel, \$104,800; Samuel Schneider, vice-president, \$104,700; Samuel Carlisle, comptroller, \$50,720, and Stanleigh P. Friedman, vice-president, \$65,800. The total paid all directors and officers was \$1,199,970.



Night in day...

The best moonlight is the light of the noonday sun . . .

Obvious, of course, to an industry trained in modern cinematographic technics. Equally obvious is the need for infinite care in the choice of film and filters—in keying film and situation . . . in co-ordinating method and result desired in processing.

To help solve problems such as these, representatives of the Eastman Technical Service for Motion Picture Film are trained to advise—are ready and able to roll up their sleeves and lend a hand wherever necessary.

In maintaining this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address: Motion Picture Film Department, **Eastman Kodak Company**, Rochester 4, N. Y. *East Coast Division*, 342 Madison Avenue, New York 17, N. Y. *Midwest Division*, 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division*, 6706 Santa Monica Blvd., Hollywood 38, California.

This Was The Week When

Commander K. D. Ian Murray started a series of visits to nine cities on behalf of U-I's "Against All Flags", as an authority on pirate lore. . . . MGM revealed that "The Hoaxters" would have its national release on Jan. 30. . . . C. J. Tevlin, vice-president in charge of RKO studio operations, revealed that the company will make a minimum of 20 features throughout the year. . . . WB held the world bow of "The Jazz Singer" at the Fox Beverly, Beverly Hills, Cal.

U-I set the world premiere of "Girls In The Night" for Loew's State. . . . A \$1,525,000 loan was concluded between the amusement industry division, Bankers Trust Company, and the Western Television Corporation. The latter company has a catalogue of several hundred full-length features. . . . The Theatre Owners of America announced that the mid-winter board of directors and executive committee meetings will be held on Jan. 25-26-27 at the Hotel Pierre, New York, with the agenda calling for an executive committee meeting on Jan. 25 with Walter Reade, Jr., executive vice-president, as chairman.

Harvey Pergament, president, Cavalcade Pictures, Inc., Hollywood, owner of "The Tinderbox", a full length animated cartoon, announced that the subject would be put on the state right market for independent release. It is processed in Eastman Monopak. . . . MGM revealed that scenes from "Above And Beyond" would be featured on Ed Sullivan's "Toast Of The Town" on Jan. 11, with Robert Taylor doing a personal. . . . U-I set the world bow of "Meet Me At The Fair" at Loew's Ohio, Columbus, O., on Jan. 17, with Chet Allen, in the show, and members of the Columbus Boys Choir on hand. . . . Louis P. Gainsborough, founder and president, American Academy of Asian Studies, revealed that the feature-length documentary of the life of Mahatma Gandhi was nearing completion at the Hollywood studios of Stanley Neal Productions, Inc. . . . Manor Films was appointed sales agent for "Leonardo Da Vinci."

Lesser's Tri-Opticon In Chicago Bow

CHICAGO—The city last fortnight received the United States premiere of Tri-Opticon third dimensional films at the Telenews.

Crowds formed in front of the theatre, and the 606 seats were constantly refilled.

Despite the milling crowds, the show was handled smoothly by Joe Odendhal, veteran manager; Sylvan Goldfinger, general manager, Telenews Circuit, and Jim Gorman, Carnegie manager.

Five films, presented by Thalia Productions, through arrangements with Stereo-Techniques, Limited, London, were shown. The patrons, given special viewing glasses in the lobby, left them in a basket as they departed.

An animated short of three minutes, in Technicolor, was followed by "A Solid Explanation", eight and one-half minutes, produced by Associated British Pathe in collaboration with the British Film Institute. "Royal River" was a Technicolor trip along the Thames for nine and one-half minutes.

"Around Is Around", in Technicolor, 10 minutes, a bewildering array of moving spirals, was presented by the National Film Board of Canada, in collaboration with the British Film Institute. "The Black Swan", a ballet in black and white, was produced by Anglo Scottish Pictures and Stereo-Technique, Limited.

On hand at the premiere were Max Roth and Charles Lindau, Capitol Films Company, Tri-Opticon representatives, and Al Vaughan, publicist for Sal Lesser.

Lesser, during his annual visit to Europe, saw in Lucerne, Switzerland, an exhibition of Tri-Opticon, and began negotiations at once with Stereo-Technique, Limited, London, developer of the process, and acquired the United States exhibition rights.

Charles Skouras Optimistic

HOLLYWOOD—Charles P. Skouras, president, National Theatres, Inc., at the annual Christmas meeting of Fox West Coast Corporation's Southern and Northern California division, last fortnight told the 234 theatre managers present along with district managers, bookers, home office executives, and others, "We can look forward with confidence to better business."

George Bowser, FWC general manager, presided, passing out Christmas bonus checks and awards from the recent showmanship drive and insurance dividends. Bowser presented the Charles P. Skouras "National Showman Plaque" to Robert Apple, manager, Crest, Reno, Nev., along with a check for \$250 for outstanding showmanship and results.

Columbia Profit Down

NEW YORK—Columbia reported last week that the operating profit for the 13-week period ended on Sept. 27, 1952, was \$208,000.

This compares with a profit for the corresponding period last year of \$215,000. Federal tax provision of \$80,000 made the net profit for the 13 weeks \$128,000, compared in 1951 to a tax provision of \$50,000 and a net profit of \$165,000.

Earnings per share of common stock dropped from 14 cents in 1951 to nine cents in 1952 for the corresponding 13-week period.

West Virginia Allied Approves National Policies

CINCINNATI—Ruben Shor, director, West Virginia Allied, announced last week that a mail poll of the group's board of directors had resulted in a unanimous endorsement of the policies of National Allied.

The directors are reported to have been emphatic in their rejection of the proposed industry arbitration draft.

MGM Releasing 16 In Four-Month Period

NEW YORK—MGM will release 16 pictures during the four months starting on Jan. 1 instead of 12 as previously announced, it was made known last fortnight by Charles M. Reagan, general sales manager.

Under the tentative schedule announced several weeks ago, MGM had three pictures a month listed for the same period. The new program of releases just announced will make available five pictures in January, four in February, of which two are in Technicolor, three in March, with one in Technicolor, and four in April, one of which will be in Technicolor.

"Lili" and "The Story Of Three Loves", both in Technicolor, will be given special handling, although not listed on the regular releasing schedule.

PEOPLE

NEW YORK—The appointment of Des Moines branch head Paul Webster to the office of sales manager of the midwestern district, was last week announced by James R. Grainger, Republic executive vice-president and director of sales. Webster will handle Chicago, Milwaukee, Minneapolis, Kansas City, Omaha, Des Moines, and St. Louis.

NEW YORK—Paul Raibourn, president, Paramount Television Productions, announced last week that Charles E. Denney, Jr., had joined its staff. Denney formerly an account executive with the National Broadcasting Company, will conduct a survey of the social and economic aspects of local, as compared with national, programming in television.

NEW YORK—C. J. Feldman, general sales manager, U-I, was last week named chairman, distributors committee, Motion Picture Association. He succeeds A. W. Schwalberg. Outgoing chairman, Schwalberg was host at a dinner honoring the sales executives of the companies.

NEW YORK—Allen Hodshire, veteran publicist, last week joined the exploitation staff of RKO. Hodshire has been associated with various theatre enterprises throughout his career, and most recently represented Radio Free Europe.

NEW YORK—Wolfe Cohen, president, Warner International, announced last fortnight that William Blamey, former manager for Warners in Thailand, had been appointed manager for the company in Formosa, succeeding S. H. Ko, resigned.

NEW YORK—Charles G. Drayton was last week elected assistant treasurer and assistant secretary, RKO Radio Pictures, Inc. Drayton joined the company in 1940, and, for some years, has acted in the capacity of assistant to the comptroller.

NEW YORK—Norman V. Ritchey, president, Monogram International, announced last fortnight that Walter Liebler had been named assistant treasurer, succeeding James J. Tierney, resigned. Liebler has been with United Artists.

HOLLYWOOD—Jack Leewood, former executive assistant to Robert L. Lippert, last week joined the Cagney Productions, Inc., unit of "A Lion Is In The Streets", as publicity coordinator.

Miscellaneous

In the Newsreels

MOVIE TONE NEWS (Vol. 36, No. 2) Korea: Cardinal Spellman visits Korean front. New York: Eisenhower has quiet family holiday. Off the Coast of Lebanon: French liner runs aground. Cleveland: Detroit Lions, 17, Cleveland, 7. Chicago: Hollywood Ice Revue.

NEWS OF THE DAY (Vol. XXIV, No. 236) Korea: Cardinal Spellman visits Korean front. New York: Eisenhower has quiet family holiday. Off Coast of Lebanon: French liner runs aground. Cuba: Preview of 1953 beach styles. New York: Moviemaking in Manhattan. Cleveland: Detroit Lions, 17, Cleveland Browns, 7.

PARAMOUNT NEWS (No. 39) The biggest news stories of 1952.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 426) Off Coast of Lebanon: French liner runs aground. The Netherlands: Snow. France: Floods. Korea: Cardinal Spellman visits Korean front. San Francisco: Perricone quads home for Christmas from Korea. New York: Eisenhower has quiet family holiday. Cleveland: Detroit Lions, 17, Cleveland Browns, 7.

WARNER PATHE NEWS (Vol. 24, No. 41) Off Coast of Lebanon: French liner runs aground. Korea: Cardinal Spellman visits Korean front. Korea: Hollywood stars arrive for GI shows. France: New Government crisis. New York: Eisenhower has quiet family holiday. Woodland Hills, Cal.: Harry M. Warner named "man of the year." Cleveland: Detroit Lions, 17, Cleveland Browns, 7.

TELENEWS DIGEST (Vol. 7, No. 1-AB) Exclusives: Nostradamus: Predictions for 1953; Doctor H. C. Carlson demonstrates how oxygen restores energy to athletes; The Joannys Family demonstrates making of shadowgraphs. France: Government crisis. Switzerland: Ski instructors in training. Mexico: Modernistic "city" built for Mexican University.

TELENEWS DIGEST (Vol. 6, No. 53-A). Middle East: Libyan king visits General Naguib. Sanchi: Buddhist relics enshrined. The Netherlands: Town votes on United Europe. Los Angeles Harbor: Girls at home on ship rigging. Australia: Glamour girls unionized. Cleveland: Detroit Lions 17, Cleveland Browns 7.

MOVIE TONE NEWS (Vol. 36, No. 1) Sports Review of 1952.

NEWS OF THE DAY (Vol. XXIV, No. 235) Bill Stern's sports review of 1952.

PARAMOUNT NEWS (No. 38) The biggest sports stories of 1952.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 425) News review of 1952.

WARNER PATHE NEWS (Vol. 24, No. 40) News review of 1952.

TELENEWS DIGEST (Vol. 6, No. 52-B) Headlines of 1952.

NATIONAL LEGION OF DECENCY

Jan. 1, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Abbott And Costello Meet Captain Kidd" (WB); "On Top Of Old Smoky" (Col.); "Port Sinister" (RKO); "Rogue's March" (MGM); "Wherever She Goes" (English-made) (Mayer-Kingsley); UNOBJECTIONABLE FOR ADULTS: "Beautiful But

Appeal Ruling Says Chicago Houses Must Bid

CHICAGO—The Circuit Court of Appeals last week reversed decisions of the lower court, and ruled that the Jackson Park here and the Towne, Milwaukee, are not entitled to preferred playing time and automatic flat rentals, but must bid against competing houses for product where bidding is involved.

Under the Jackson Park decree, distributors here have been licensing product to the theatre on flat rentals even where competing houses sought the same pictures and were willing to bid for the product. A similar situation prevailed in Milwaukee as a result of the Towne's successful anti-trust action.

Appeal of the Jackson Park case was brought by Loew's, while the Towne action was appealed by the eight majors and Milwaukee exhibitors.

Judges Major, Finnegan, and Kerner concurred in the opinion, although Judge Kerner, who passed away suddenly, had not signed the opinion before his death.

The Jackson Park case, heard in U. S. District Court by Judge Michael Igoe, was instituted when James Coston purchased three Warner houses, and sought to bid against the Jackson Park for MGM product. Judge Igoe ruled the Jackson Park was entitled to first opportunity on a flat rental basis, and Loew's appealed.

The Towne action came in a petition by defendants in the original anti-trust action for an interpretation of the decree.

ASCAP Amends Election Proced.

NEW YORK—The American Society of Composers, Authors, and Publishers passed an amendment last fortnight designed to offset past difficulties caused by organization articles in electing a president.

The amendment states that, in the event of failure to elect a president at the end of his one-year term, the office shall remain vacant pending an election, with the first vice-president discharging the duties of the president during that time. No president can be elected to more than three successive terms.

Dangerous" (RKO); "The Member Of The Wedding" (Col.); "No Time For Flowers" (RKO); "Redhead From Wyoming" (U-I); "Skipper Next To God" (French-made) (Excelsior); "Stop, You're Killing Me" (WB); "Sword Of Venus" (RKO); "Train Of Events" (Fine Arts); OBJECTIONABLE IN PART: "The Clown" (MGM); "The I Don't Care Girl" (20th-Fox); "The Mississippi Gambler" (U-I); "Never Wave At A WAC" (RKO).

NATIONAL BOARD OF REVIEW

Dec. 20, 1952

STARRED SELECTED FEATURE: "Above And Beyond" (MGM); UNUSUAL SHORTS: "The Medal Of Honor" series (UA).

Republic Schedules Four Sales Meetings

NEW YORK—James R. Grainger, Republic executive vice-president and director of sales, will preside at a series of four regional sales meetings, the first of which is being held at the company's North Hollywood studios this week, followed by meetings in Chicago, New York, and Miami, Fla.

Company President Herbert J. Yates will address all meetings, which will be highlighted by discussion of forthcoming productions, with emphasis on promotion plans for "Fair Wind To Java", John Ford's "The Sun Shines Bright", "The Lady Wants Mink", "Sweetheart Time", and "San Antone."

Sales manager Francis A. Bateman will head a group of branch managers attending the studio sessions. Following the coast meeting, Grainger will return to the home office.

The Chicago meetings will be held on Jan. 19 and 20 at the Blackstone Hotel. The New York sessions will take place at the home office on Jan. 22 and 23, and the southern district, headed by sales manager Walter L. Titus, Jr., will meet at the Columbus Hotel, Miami, on Jan. 28 and 29.

Yates, Grainger, and the southern district group will be joined by all Republic sales managers and other company executives for the world premiere of "Fair Wind To Java" on Jan. 29 at the Paramount, Miami, and the Beach, Miami Beach, Fla.

Tax Subject Readied

HOLLYWOOD—Colonel H. A. Cole, co-chairman, National Tax Repeal Committee, accompanied by Paul Short, National Screen Service executive, arrived last week to complete arrangements for the production of a short subject which will be presented to the Committee on Ways and Means in Congress.

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Schwartz Reveals Brotherhood Aides

NEW YORK—Sol Schwartz, national chairman, amusement industry participation in "Brotherhood Week", Feb. 15-22, on behalf of the 25th anniversary of the National Conference of Christians and Jews, last week announced the regional exhibitor chairmen for the drive. Walter Reade, Jr., is the national exhibitor chairman.

Serving under Reade will be: Albany: Charles Smakwitz and Harry Lamont; Atlanta: Boyd Fry; Boston: Ben Domingo; Buffalo: Arthur Krolich; Charlotte: H. D. Hearn; Chicago: John Balaban; Cincinnati: Rube Shor and Jerome Shinbach; Cleveland: Frank Murphy and Max Mink; Dallas: Julius Gordon and James O. Cherry; Denver: Hall Baetz and William Hastings; Des Moines: Myron Blank; Detroit: Jack Sharkey; Indianapolis: Howard Rutherford; Jacksonville: Leon Netter; Kansas City: Howard Burkhardt and E. C. Rhoden; Los Angeles: W. O. Srer and M. A. Anderson; Memphis: Jack Katz; Milwaukee: Harold Fitzgerald and A. D. Kvoool; Minneapolis: Harold Fields, Ed Rubin and Harry Weiss; New Haven: Harry Shaw and H. Feinstein; New Jersey: Frank Damis; New Orleans: Henry Plitt; New York City: Sam Rinzler, Spyros Skouras, Jr., and Michael Edelstein; Oklahoma City: Morris Lowenstein; Omaha: Robert Livingston and Larry Kaplane; Philadelphia: William Goldman; Pittsburgh: Bert Stearn and Moe Silver; Portland: Jack Matlack; St. Louis: Harry Arthur, Jr., and Russ Bovim; Salt Lake City: Ray Hendrey; San Francisco: Joseph Blumenfeld and Mark Alling; Seattle: Frank Newman; Tampa, Fla.: Herman Silverman, and Washington: A. Julian Brylawski and Orville Crouch.

Si Seadler, national publicity and advertising chairman, announced the regional publicity and advertising chairmen: Albany: Jerry Atkin; Atlanta: Robert Moscow; Boston: Paul Levi, James King; Buffalo: Ed Meade; Charlotte: Everett Olsen; Chicago: William Hollander and Ansel Winston; Cincinnati: Joseph Alexander; Cleveland: Ted Barker; Dallas: Frank Starz; Denver: William Hastings; Des Moines: A. Don Allen, Jerry Bloedow; Detroit: Mrs. Alice N. Gorham; Indianapolis: Dale McFarland; Jacksonville: Howard Pettengill; Kansas City: Senn Lawlar, Lawrence Lehman; Los Angeles: Thornton Sargent and Ed Meck; Memphis: Richard Lightman; Milwaukee: Hortense Brunner; Minneapolis: Robert Whelan; New Haven: Lou Brown; New Jersey: Ward Farrar; New Orleans: Maurice Barr, Ross McCausland; New York City: John A. Cassidy; Oklahoma City: Roger Rice; Omaha: William Miskell and Larry Kaplane; Philadelphia: Everett Callow; Pittsburgh: William Elder; Portland: Keith Petzgold; St. Louis: Bob Johnson; Salt Lake City: Helen Garrity; San Francisco: Fay Reeder and William Blake; Seattle: Willard Cogland, and Washington: Jack Foxe, Jerry Baker.

Regional distribution chairmen were announced by Ben Kalmenson, national chairman, distribution committee: Albany: Jack Goldberg; Atlanta: W. Gordon Bradley; Boston: J. M. Connolly; Buffalo: Manuel A. Brown; Charlotte: J. W. Greenleaf; Chicago: William J. Devaney; Cincinnati: Edwin M. Booth; Cleveland: Harry S. Buxbaum; Dallas: Mark Sheridan, Jr.; Denver: Marvin Goldfarb; Des



Santa Claus recently delivered to U-I's sales heads in New York the first print of "Girls in the Night," and Pat Hardy, who makes her film debut in the picture and who arrived in New York to make personal appearances at the premiere at Loew's State. Seen, left to right, are: C. J. Feldman, general sales manager; Foster M. Blake, western sales manager; F. J. A. McCarthy, southern and Canadian sales manager; P. T. Dana, eastern sales manager, and James Jordan.

Moines: Donald R. Hicks; Detroit: Joe Baringhaus; Indianapolis: Claude W. McKean; Jacksonville: Paul Hargette; Kansas City: Tom Baldwin; Los Angeles: A. Swerdlow; Memphis: Louis C. Ingram; Milwaukee: Low Elman; Minneapolis: J. T. McBride; New Haven: Jules Livingston; New Orleans: Luke Conner; New York City: Phil Hodes; Oklahoma City: R. B. Williams; Omaha: D. V. McLucas; Philadelphia: Joseph G. Leon; Pittsburgh: Al Levy; Portland: J. R. Beale; St. Louis: C. C. Hill; Salt Lake City: C. R. Wade; San Francisco: Jack M. Erickson; Seattle: Paul McElhinney, and Washington: Pete R. DeFazio.

Salt Lake Shipper Loses Case

WASHINGTON—The suit by the Wycoff Company, Inc., Salt Lake City, shipper of motion picture film, which asked to remove itself from regulation by the Utah Public Service Commission, was ordered dismissed last week by the U. S. Supreme Court. The company had asked the court to rule that the intrastate movement of films distributed by laboratories in California, New Jersey, and New York should be regulated by federal, and not state, authorities.

Justice Robert H. Jackson, ruling for an 8-1 majority, said that a "sufficiently concrete" issue had not been presented by the company, which sought to enjoin the Utah PSC from interfering with its business.

MGM Testing TV Spots

NEW YORK—It was revealed last week that MGM will continue testing the use of television in the promotion of motion pictures when "Jeopardy" has a series of Boston openings starting on Jan. 29, one month before national release date.

Howard Dietz, vice-president and director of advertising, publicity, and exploitation, has completed arrangements through Donahue and Coe, which will enlist the cooperation of WNAC-TV, Mutual affiliate in Boston. The campaign is being coordinated by Terry Turner, representing Mutual. Don Thompson is filming a series of special spots at the MGM Culver City studios for the forthcoming test.

TV Tape Recording Nears Demonstration

HOLLYWOOD—It was revealed last week that Bing Crosby Enterprises, Inc., has developed the television magnetic tape recording system to a point where it compares favorably with early kinescopes. Refinements to be added will be followed by a demonstration in May. Commercial production is slated for January, 1954. A demonstration produced clear, bright images with a minimum of distortion, but with a grainy quality.

John T. Mullin, chief engineer, Crosby Enterprises, and representatives of the Ampex Electrical Corporation, assisting in the development, claim that a way has been found to completely eliminate the grainy quality.

The refined apparatus will be used for a May demonstration, according to Frank Healey, executive director, electronic division, Crosby Enterprises, who predicted that the new model would transmit a picture free from grain and equal in quality to a live telecast.

Wesco Income \$1,503,000

NEW YORK—National Theatres, Inc., acquired all capital stock of the Wesco Theatres Corporation and all the common stock of Roxy Theatre, Inc., last Sept. 27, it was reported last fortnight by Charles P. Skouras, president.

Wesco and its voting-controlled subsidiaries and Roxy Theatre, Inc., had a combined net income of \$1,503,000 in the 39 weeks to Sept. 27 after deducting \$2,050,000 for taxes. The net is equivalent to 54 cents a share on the 2,769,486 shares of National Theatres common stock outstanding. It compares with \$1,821,881, or 66 cents a share, for the similar period of the previous year when taxes were also \$2,050,000.

Theatre admissions and miscellaneous income for the 39 weeks amounted to \$45,681,639, against \$47,811,376 a year ago.

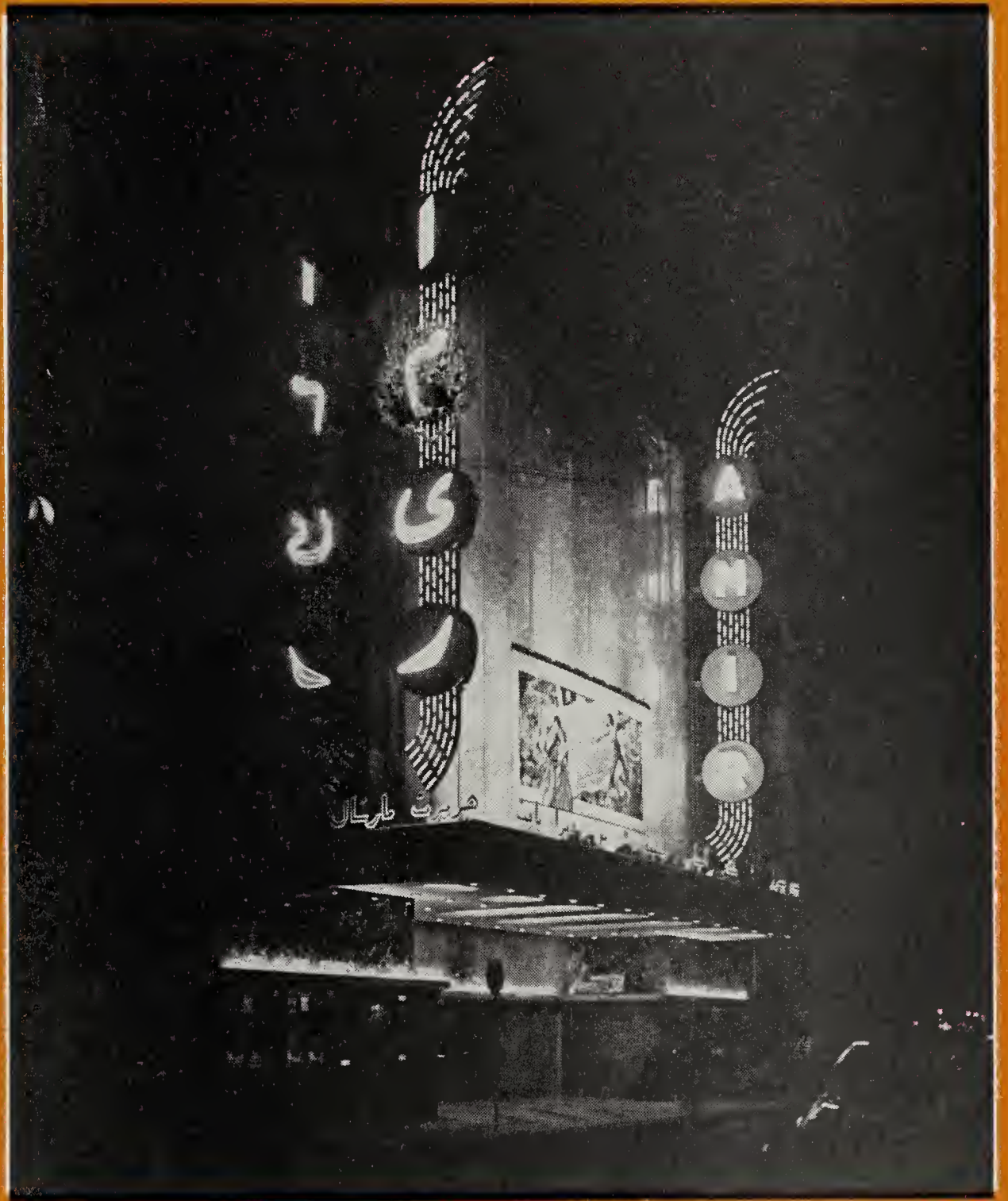
16mm. Requests Granted

HOLLYWOOD—Two among the 12 requests made by counsel for the defendant film companies in the 16mm. case were granted by Federal Judge William Byrne last week as he gave the government 30 days in which to file an amended bill. The court ordered the government to clarify and particularize the meaning of the phrase "among other things" in the language of the original charge that defendants conspired to withhold 16mm. films from certain outlets, including television, and to define the phrase "limiting conditions", as applied to terms under which 16mm. films were licensed.

Pix Files Washington Suit

NEW YORK—Pix Theatre Company, operator of the Pix, Washington, last fortnight filed an antitrust action in U. S. District Court against the eight major distributors and United Paramount Theatres, seeking trebled damages of \$2,340,000. Pix, a partnership of Samuel, Max, and Faith Cummings, Celia Cohen, and Rose Chatkin, claims the defendants conspired to discriminate against the theatre so that films were not available until about six months after Washington first-run. Pix has leased the theatre since October, 1941.

PHYSICAL THEATRE



East meets West in the beautiful Amir, Alexandria, Egypt. The changeable English and Arabic letters on top of the marquee give a lacy cresting to the simple canopy, and their beauty is further enhanced by the neon back lighting. The ceiling of the marquee is lighted by coves and downlights, creating ample light on the sidewalk, and at the entrance, without being too obvious or producing any glare.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

Vol. 8, No. 1

January 7, 1953

IN THIS ISSUE:

FLEX-SHEET MIRROR FOR DECORATIVE LUSTRE... *Page 5*

NEW PRODUCTS..... *Page 8*

LET'S TAKE A LOOK..... *Page 11*

**Today's
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LAYING IT

On The Line

The 5 W's

As even the most casual student of journalism is aware, every news story is based upon the famed five W's: What, Where, When, Who, and Why. With a new year stretching out in front of us let's see if this journalistic device can help to supply a peek into the next 12 months.

WHAT DOES 1953 HOLD IN STORE FOR MOTION PICTURE THEATRES? At the moment it shapes up as one of the most interesting and vital periods since the end of World War II. After a slow beginning 1952 saw the start of a number of trends which should continue and expand. One of the most important was the gradual return of the public to the movies. This was brought about by the rising caliber of the product coming out of Hollywood, and the loosening of the grip that home television had on persons with sets for a number of years. Another reason for this upsurge was that theatremen started to sell their pictures in a fashion similar to that of the days before the war. The wartime boom made many exhibitors forget the art of how to bring a film to the public. Still another reason for this return to the theatres, was the introduction of such things as Cinerama, three dimensional films, and the expansion of large screen theatre television.

WHERE CAN EXHIBITORS EXPECT THE MOST ACTIVITY? As has been the case in the past few years, the drive-in seems to be the area which will see the greatest expansion in 1953. With the January 1 lifting of the ban on construction by the National Production Authority, it has been estimated that some 3,000 new drive-ins will be constructed. The widespread use of large screen TV in outdoor theatres also seems to be indicated.

WHO CAN THE THEATREMAN EXPECT TO AID HIM? All indications are that the stress in 1953 will be upon new construction and use of the new techniques and equipment that has been developed. This means that the theatre equipment manufacturers and theatre equipment dealers will play an increasingly important role this year.

WHEN WILL THE INDUSTRY SEE ITS DEMANDS MET? For years the motion picture industry has been carrying on its fight against the tax. A more recent need is the allotment of channels for the exclusive use of theatre television. These and other industry problems can best be presented and solved by offering a united front. This can be accomplished by such things as all-industry conventions. There has been a movement in this direction as demonstrated by the recent Allied-TESMA-TEDA convention and trade show in Chicago. Although 1953 may not see the solution of all industry woes, the "when" could certainly be hastened by offering a united front.

WHY SHOULD EXHIBITORS LOOK TO 1953 WITH OPTIMISM? All signs point to a prosperous year. The advances made in 1952 seem to be of a permanent nature, and should act as a springboard into increased improvement. With all the new technical weapons now at the disposal of the industry it has never been in a stronger position to offer the public the finest in entertainment and service.

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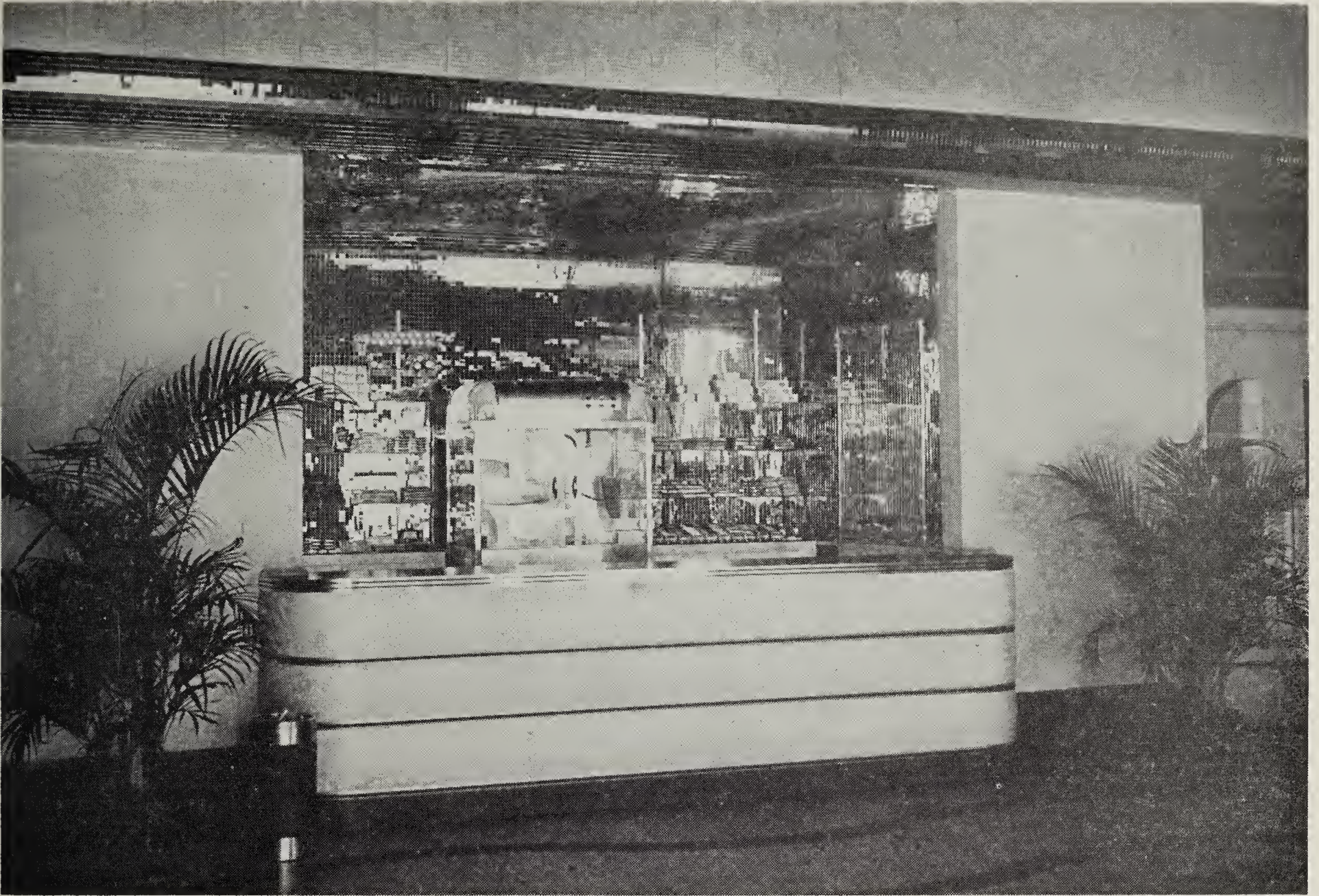
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Available in a Wide Range of Tints and Patterns

This Product Fits into Any Desired Color Scheme

MIRRORS HAVE LONG been a favorite medium of the decorator and designer. Imparting an illusion of space, lending glamorous brilliance, and creating an air of luxury, mirrors offer a virtually unlimited scope in the planning of dramatic effects.

The already wide range of mirror applications for achieving distinctive new effects throughout the theatre has been widened even further with the development of a versatile material called Flex-Sheet Mirror. As its name indicates, Flex-Sheet Mirror consists of blocks or strips of mirror mounted on a cloth backing to form a flexible sheeting. Because Flex-Sheet bends both concavely and convexly, it is adaptable to a large variety of installations. Any arched, fluted, or terraced ceiling becomes a logical surface for the application of the product, and panels on lobby walls, concave wall recesses, the boxoffice, confection stand, and attraction signs give ideal opportunity for Flex-Sheet decorations.

Flex-Sheet Mirrors are made of high quality glass, backed with lead for lasting brilliance. After cloth is applied to the back of the uncut mirror, the desired

square or rectangular tile shapes are cut, and the edges specially processed to give added lustre and to eliminate chipping. Cloth used for backing is very stretchable cotton material, which makes fitting around columns and other curved surfaces a simple matter.

Available in four styles—metal leaf, white mirror, colored mirror, and dewdrop—and 15 colors, appropriate types of the decorative material can readily be selected to blend with almost any type of architectural treatment or color scheme. In manufacturing the leaf type sheeting, gold or aluminum leaf is applied to the back of the glass instead of the conventional mirroring material, giving a luxurious metallic effect. The white mirror type is made the same as any other mirror, while the colored mirror is

tinted glass with the usual silvered backing. The dewdrop type of Flex-Sheet, also tinted glass, has a shimmering, stippled appearance, the glass having been processed in the molten state to produce irregular indentations on the back surface. The indented surface is then silvered.

Colors

The leaf type Flex-Sheet is available in either gold or aluminum, as noted; plain mirrors are obtainable in white, white deluxe, gun metal, or blue; colored mirrors may be had in rose, light gold, gold, or green, and the dewdrop pattern comes in white, light blue, ruby-red, champagne, and sea green. White, blue, and gun metal in the plain mirror finish are approximately 1/16" thick, while white deluxe is about 3/32". Rose and gold tinted glass varies slightly from the 1/16" thickness, and the dewdrop pattern is rolled to an approximate thickness of 1/8".

Suitable Surfaces

Flex-Sheet Mirror may be applied satisfactorily to plaster walls, Transite, plywood, steel, presdwood, tempered board, marble, or decorative tile. Plaster walls must be dry and smooth, and, as a perfectly level surface is required, rough or

PHYSICAL THEATRE

Vol. 8, No. 1

January 7, 1953

sand finished plaster is not suitable, and commercial plaster should be rodded and true if Flex-Sheet is to be applied. For exteriors, a good surface is Portland cement and sand plaster, rodded and troweled smooth; Transite or its equivalent, or Weldwood resin-glued plywood. If the existing wall is brick, structural tile or the like, it must first be surfaced with cement plaster.

Outside installation of Flex-Sheet where it is subject to direct contact with rain, snow, wind and heat is not recommended. However, it may be used under marquees, in the boxoffice, and at other such protected locations. Where Flex-Sheet is to be used on the exteriors, it is specially processed at the factory to make it more resistant to weather. If the exterior surface is cement plaster, defects must first be pointed up and sanded smooth, and one coat of Flex-Sheet Mirror Primer applied. One gallon of primer covers about 300 square feet of surface.

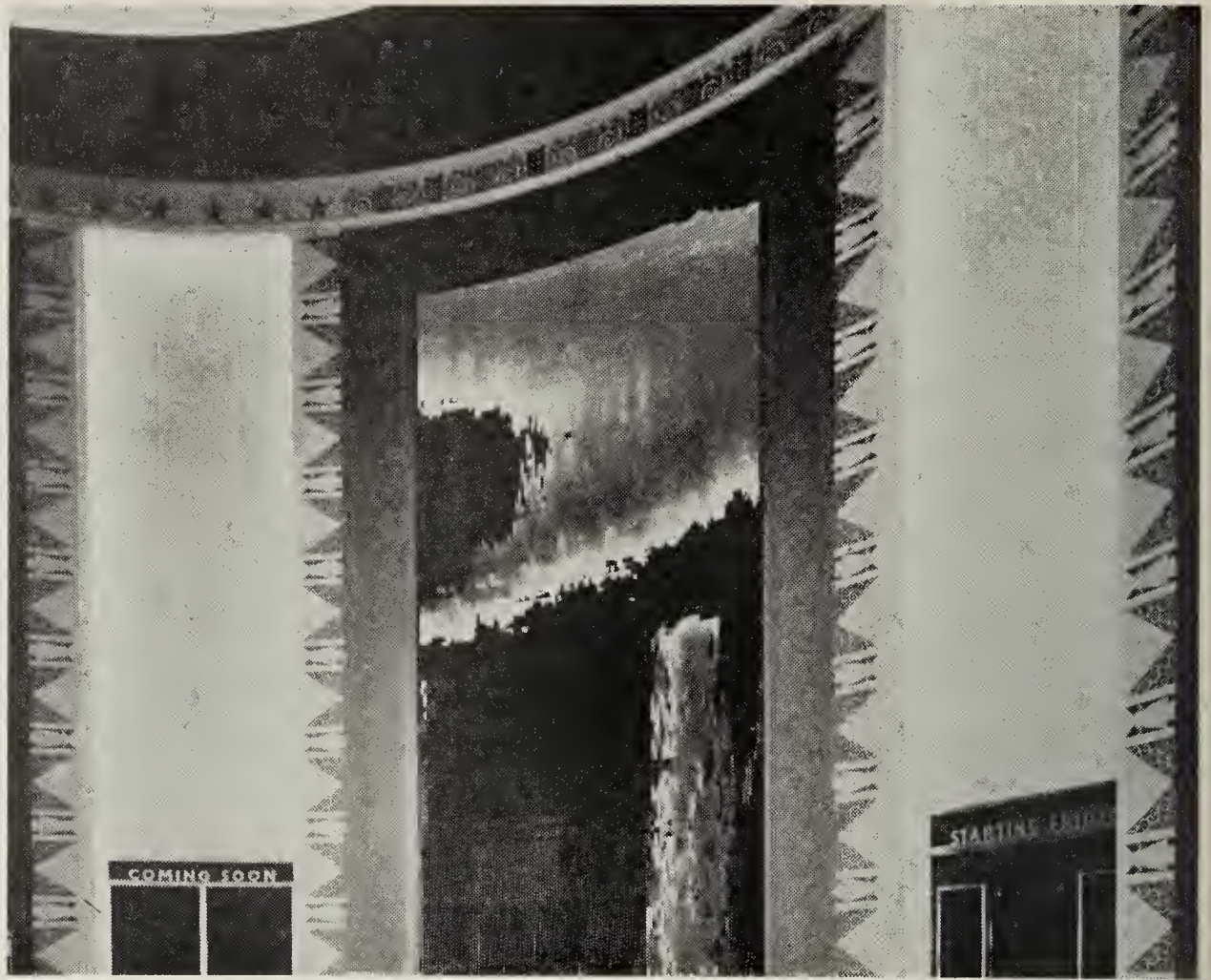
Flex-Sheet should not be applied over solid lumber, for even kiln-dried lumber will warp with the mirror sheeting cemented to one side, and serious damage to the decorative facing will result. For this reason, soft insulation board also is unsatisfactory.

The installation of Flex-Sheet Mirror is so simple that any reasonably skilled mechanic should be able to produce highly satisfactory results. All the tools needed for the job are a steel scraping knife, a steel straight edge for use in cutting, a sharp knife for cutting, a supply of cotton cloth, a glass cutter, a stock of No. 116 300-grit carborundum stone, and a solid table at least 24 inches square.

In unpacking and in subsequent handling of Flex-Sheet, be sure that the sheet bends toward the cloth side, as bending against the glass might cause chipping.

Maintenance

One of the advantages of Flex-Sheet



That Flex-Sheet Mirror can be used to obtain eye-catching and interesting effects is beautifully demonstrated by this view of the lobby of the Royal, Detroit. The two concave panels are each 20 feet high and 10 feet across, and are surfaced with gold mirror tiles thus creating a rich atmosphere.

Mirror is that it requires but a minimum of maintenance. Wiping with a cloth slightly dampened with glass wax or any glass cleaner is all that is necessary to retain its brilliant appearance.

Flex-Sheet is not recommended for installation in parts of the theatre where it can be kicked or otherwise "worked on" by the public. However, it will serve quite satisfactorily, mounted on corrugated Transite, for the fronts of candy stands having a recessed kick rail extending per-

haps six inches or more above the floor.

Should glass tiles be broken at any time, repairs can easily be made with but a single-edge razor blade and a knife or screw driver. The cloth backing of the broken tile is cut with the razor blade, the damaged piece is pried out from the wall with the knife or screw driver, and a new glass unit is cemented in its place.

Theatre Installations

The distinctive beauty of mirror sheeting has been recognized by many theatre owners as well as operators of cocktail lounges, hotels, restaurants, and other establishments where attractiveness is an important factor in winning patronage. One of the most notable installations of Flex-Sheet is at the Royal, Detroit, where two concave panels, each measuring 20 feet high and 10 feet across, are surfaced with 1" x 2" gold mirror tiles, and lend an elegant touch to the lobby. At three Chicago houses, the North Shore, B & K, the Grenada, 1" x 1" champagne dewdrop Flex-Sheet Mirror, mounted on corrugated Transite, brings appropriate glamour to the candy stands. The Valentine, Evanston, Ill., has a huge panel of 1" x 2" blue Flex-Sheet Mirror as an extremely decorative background for its automatic drink dispenser. Many theatres have taken advantage of the brilliance of Flex-Sheet to add glitter to wall-mounted attraction signs in their lobbies, with the sheeting used both for background and border in the signs. Other houses have installed Flex-Sheet as a sparkling background for the changeable letters on their under-the-marquee attraction boards.

As with any such versatile, colorful decorative medium, the possibilities of Flex-Sheet Mirror are limited only to the imagination of the decorator. With the glittering, glamorous effects it makes possible, Flex-Sheet is a product which is particularly well suited to theatrical use, and one which is worthy of consideration.



The appeal of this front is richly enhanced by Flex-Sheet Mirror, used above the entrance. A minimum of maintenance is required in order to retain the brilliant beauty of this decorative product, and illustrates another of the many uses to which it may be put either in a theatre front or interior.

The NPA Ends Building Ban

WASHINGTON, D. C.—“Building materials requirements for recreational, amusement, and entertainment construction, banned for more than two years, can be met without interfering with supplies for the \$33½ billions of other types of construction activity estimated for 1953,” John L. Haynes, director of the Building Materials Division of the National Production Authority, Department of Commerce, forecast recently.

“Erection of theatres, bowling alleys, skating rinks, swimming pools, playgrounds and other places of recreation in 1953,” he said, “may amount to a value of one-quarter billion dollars. New construction activity has not been permitted for such structures in the period Oct. 26, 1950 to Jan. 1, 1953, so that all possible structural steel could be made available for industrial expansion and other defense construction.”

Haynes pointed out that the majority of the building materials required in most recreational construction—concrete, cinder blocks, brick, rough lumber, wall board and non-metallic roofings—should be, “amply available to fill the stored-up demand in this field,” in addition to the continuing requirements for other types of construction.

Reveal RCA Earnings

NEW YORK—Sales of products and services of the Radio Corporation of America and subsidiaries, attained an all-time record volume of \$473,501,673 during the first nine months of 1952, Brig. General David Sarnoff, chairman of the Board, recently announced. Corresponding figures for the first nine months of 1951 amounted to \$421,281,782.

Despite the record volume of sales, earnings before Federal taxes, were \$36,443,110, as compared with \$37,851,841 in the same period of 1951.

A New TESMA Slogan

CHICAGO—A new Theatre Equipment and Supply Manufacturers Association trade mark was adopted at the recent convention held here, and embodying the slogan “That the Show Must Go On,” which is in keeping with the basic objectives and goals of TESMA.

At the meeting TESMA and TEDA confirmed the dates Oct. 31 to Nov. 4 for next year's joint convention with the Theatre Owners of America. The site selected is the Conrad Hilton Hotel, Chicago.

Zenith Ups Electronics Expert

CHICAGO—Dr. Robert Adler was appointed associate director of research for Zenith Radio Corporation, it was recently announced by Commander E. F. McDonald, Jr., Zenith president.

During the past 11 years, Dr. Adler has been responsible for numerous contributions to the advancement of the electronics industry, and the improvement of communications equipment used by the armed forces.

One of the most significant is the gated-beam tube for television, which represents an entirely new concept in the field of vacuum tubes. The use of this system has greatly simplified the sound system in television receivers.

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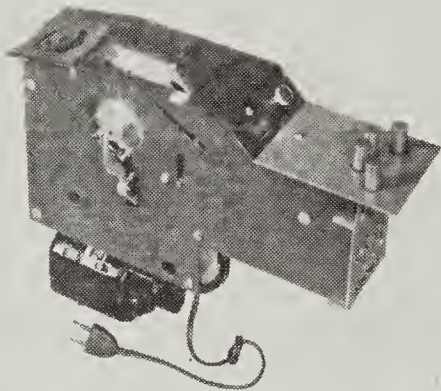
... that have theatre interest



Ticket Issuing Units

The Argus Manufacturing Company, Chicago, is marketing its new, individually motorized ticket issuing units. The attractively finished cabinets accommodate three, four, or five individual units, any of which may be quickly and easily removed without affecting the operation of the others, according to the manufacturer.

Tickets, in sets of from one to four, are automatically dispensed in an upright position. Not more than one key of the same unit may be operated at one time, and it is said that the machine will not repeat if the key is held down. The delivery chute will not jam, if tickets are accidentally pushed back. When the ticket magazine is empty, the unit locks automatically. The sales total is recorded on tamper-proof, non-reversible counter, and is accessible by lifting the top plate. It is activated entirely by the use of cams and levers rather than by conventional gears.



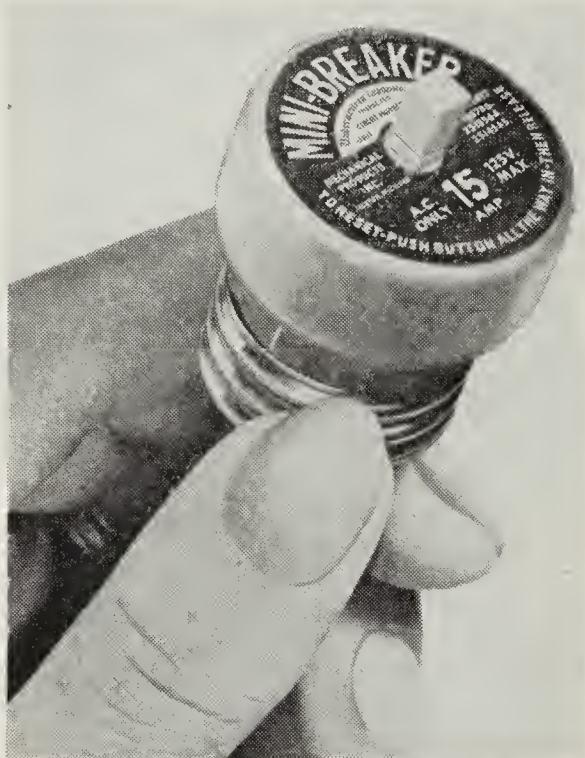
A new, individually motorized ticket issuing machine features a delivery chute that can't jam, according to Argus Manufacturing Company.

Circuit Protector

Mini-Breaker is the name of a new permanent type circuit protective device manufactured by Mechanical Products, Inc., Jackson, Mich. The device is designed to replace the conventional fuse and it is claimed to be the only one of its kind to meet all the essential design, safety, and performance requirements established by Underwriters' Laboratories, Inc.

It is said to fit like a fuse in any standard Edison base fuseholder delivering up to 125 volt A.C. service, and requires no additional equipment and no special wiring when applied to branch or main circuits of corresponding 15, 20, or 30 ampere ratings. Mini-Breakers can be installed in a matter of seconds, and anyone can restore electrical service simply by pressing in and releasing its shock-proof reset button. In operation, the new device safely interrupts excessive overloads and short circuits, tripping instantly on "shorts", but with a built-in time lag to handle temporary starting loads and line surges. It is claimed that although service can normally be restored within 10

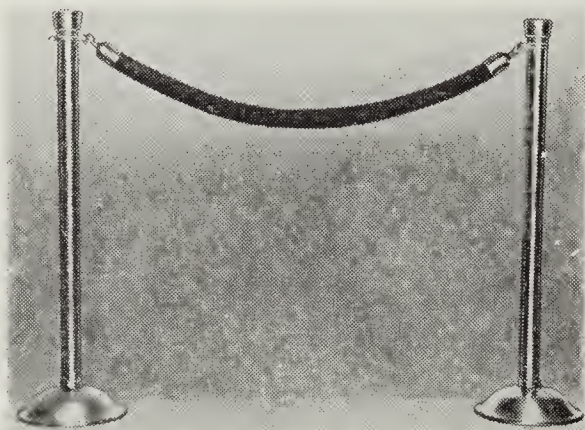
seconds after an interruption by releasing the reset button, it will not maintain a circuit that has not been cleared of the condition that caused the interruption.



The recently announced Mini-Breaker, made by Mechanical Products, Inc., is claimed to be a new permanent circuit protective device.

Break-Away Guide Ropes

Velour-covered guide ropes with an exclusive break-away feature is now being manufactured by Lawrence Metal Products, New York. Used across doorways or restricted areas where unexpected pressure might be applied the break-away ropes will open at a weight of five pounds, helping to keep crowds in line, but meeting unexpected pressure with safe "give", it is claimed. Guide ropes are offered in one and one and one-half inch diameters, covered in blue, gold, maroon, green or grey velour, with special colors available on request.



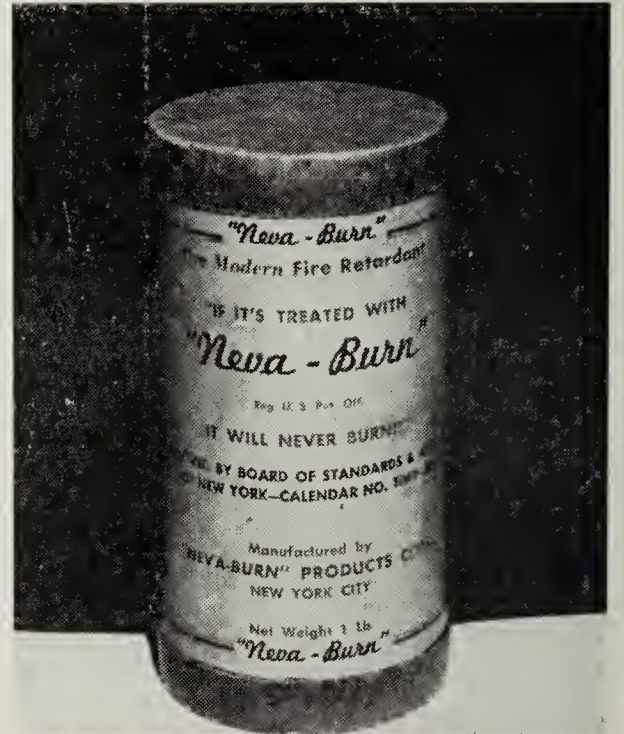
The ability to break-away safely when there is too much pressure is the main feature of the Lawrence Metal Products new guide ropes.

Flame-Proofing Spray

The availability of a new flame-proofing product known as Neva-Burn was recently announced by the Neva-Burn Products Corporation, New York.

Neva-Burn is a chemical powder which

is mixed with water, and can then be sprayed on stage curtains and wall coverings. The mixture, according to the manufacturer, will cause the sprayed material to be made completely fireproof. Neva-Burn is nontoxic, and will not harm fabrics. A three-pound carton is said to make a three-gallon solution. It is sold in weights of one pound and up, and it is claimed that Neva-Burn meets all Fire Department regulations.



When mixed with water Neva-Burn, made by the Neva-Burn Corporation, is said to be able to form safe and dependable fireproofing sprays.

Air Conditioning Unit

The Niagara Blower Company, New York, recently announced the development of improved apparatus for the drying or moistening of atmospheric air by its new "Liquid Contact Method." Air is treated to fix relative humidity and temperature independently, as separate functions to obtain closer control of results. According to the company, filtered fresh air enters a new type of spray chamber providing especially intimate contact between air and the spray liquid. The spray either adds moisture or removes it by absorption or by condensation. The condition of the spray liquid determines the moisture content of the air

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ISSUE OF JANUARY 7

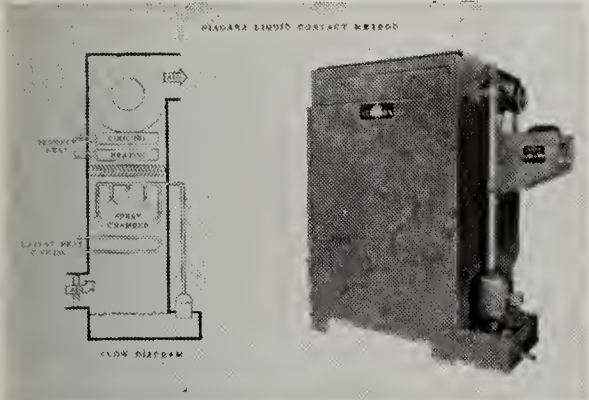
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leaving the chamber. The final temperature is fixed as a separate function, either within the apparatus or external to it, thus giving trustworthy control of room conditions by means of thermostats, without the use of moisture sensitive instruments. It is claimed that this method makes possible the furnishing of large amounts of fresh dry air with the moisture removed at low cost, permitting the cooling or heating to be done economically.



Improved apparatus for the drying or moistening of atmospheric air, made by the Niagara Blower Company, is now available to the trade.

A New Rubber Matting

TOLEDO, O.—A new rubber runner matting especially designed for lobbies or other inside entrance ways, and called the Do-All Long-Ribbed Matting, was recently announced by the D. W. Moor Company.

The matting is made from corded rubber in 3/16-inch thickness. It has traction-type ribbing running the long way of the mat to facilitate cleaning with a broom. Sold by the running foot, the matting is 34 inches wide and comes in rolls of approximately 38 feet in length. Colors available include red, green, blue, mosaic, and black.

RCA To Distribute Splicer

CAMDEN—The Radio Corporation of America will distribute to motion picture studios the film-splicing equipment produced by the Prestoseal Manufacturing Corporation, it was jointly announced recently by RCA and Prestoseal.

Distribution to American motion picture studios, for 35mm. 17½mm. and 16mm. film, will be in the hands of the Engineering Products department of the RCA Victor division. Foreign distribution will be handled by the RCA International division.

The equipment, according to RCA, is designed to splice all types of safety and magnetic film with a butt-weld end-to-end splice, and without any overlap of film, loss of frame, or any audible effect on the sound track. The splice is permanent in character, as there is no cement to dry out.

More NTS TV Installations

NEW YORK—National Theatre Supply recently installed Simplex television systems in two more theatres. One house getting the TV equipment was the Lee, Fort Lee, N. J., a 1500 seater, and the other installation was at the Gopher, Minneapolis. The systems are of the direct projection type manufactured by General Precision Laboratory, Pleasantville, N. Y.

Dazian's Opens Dallas Store

NEW YORK—Dazian's, Inc., the world's largest and oldest theatrical fabric organization, climaxed its 110th anniversary year with the opening of its newest stock branch in Dallas, Tex. The Dallas office will serve the states of Texas, Oklahoma, Arkansas, Louisiana and Mississippi.

In addition to carrying a complete line of theatrical fabrics and accessories, the store will also maintain a complete line of decorative fabrics for the home.



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Industry Impressed By Demonstration Of The New Giant-Sized RCA Synchro-Screen

NEW YORK—The latest development in the motion picture industry's drive toward greater realism—an RCA Synchro-Screen so wide that it fills the theatre's entire proscenium arch—was recently unveiled at the RKO 58th Street Theatre before an invited audience of industry members and the press.

This latest installation enhances the illusion of depth perception by adding large dimensions to the "light surround" technique. The picture width of RKO's new screen is 30 feet, seven inches. The 12-foot-wide wings on either side make the picture look even bigger. Charles Horstman, supervisor of sound and projection of RKO Theatres Corporation, said that the new screen achieves "virtually true-to-life perspective."

In order to offer a dramatic contrast between the conventional and the new method of screen presentation, a film was shown with the old-type black masked

screen and then it was removed to reveal the new Synchro-Screen.

Audience reaction was very favorable, although a few technical flaws were noticed. However, there was general agreement that the new Synchro-Screen does do a superior job particularly when showing color film, and that the screen also has exploitation value.

J. F. O'Brien, manager of RCA theatre, sound, and visual equipment sales, announced at the demonstration that approximately 100 theatres from coast to coast have installed Synchro-Screen during the past year. "Our reports from the field," O'Brien stated, "indicate that no equipment development in recent years has attracted as much favorable patron attention as these 'light surround' screens."

The event also marked the first anniversary of the screen which was designed by theatre architects Ben Schlanger and William Hoffberg.

Kodak V.-P. Retires

ROCHESTER—Charles K. Flint, Eastman Kodak's vice-president and general manager of the company's Kodak Park Works, will retire on Jan. 1, it was recently announced.

Flint's position as general manager will be taken over by Ivar N. Hultman, company vice-president and assistant general manager.

In announcing Flint's retirement, Kodak's board of directors paid tribute to his leadership of the Kodak Park organization, and cited several important photographic advances which occurred under his management.

Pacific TEX Service Begun

NEW YORK—Opening of RCA's first transpacific TEX radio teleprinter exchange service, between San Francisco and Honolulu, was recently announced. The new TEX circuit will provide direct, two-way service with government agencies and commercial firms in both cities by means of RCA-installed radioprinters.

TEX, a recently developed international communication service, has been available between New York, Washington, D. C., and several European countries since 1950.

Zenith Adds Floor Space

CHICAGO—The directors of Zenith Radio Corporation have authorized new construction that will add more than 300,000 square feet of floor space to the company's main plant, it was announced recently by Hugh Robertson, executive vice-president.

The new space will be used chiefly to provide additional packing and shipping facilities required for the steadily increasing volume of production, he said. It was estimated that the cost of the new addition will be \$3,000,000.

Kodak Expanding Facilities

ROCHESTER—Installation of new, modern facilities for the production of Kodak Elon developing agent, an important ingredient in most photographic developers, is nearing completion at the Kodak Park plant of Eastman Kodak Company, Rochester, N. Y.

Market New Mosler Safe

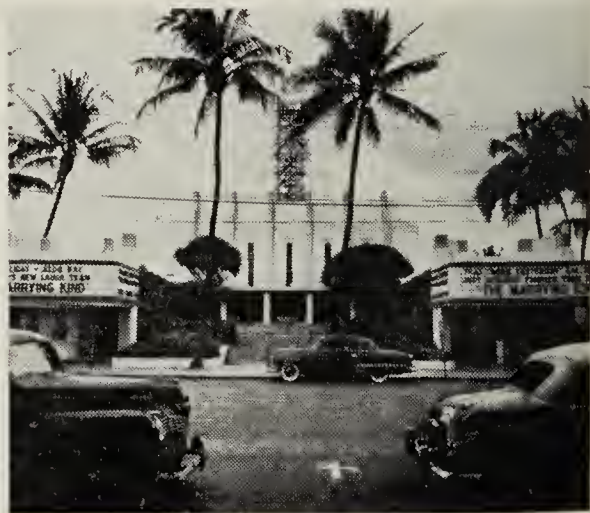
HAMILTON, O.—The Mosler Safe Company recently introduced its new "400 Series" safe designed by Raymond Loewy Associates. Said to be one of the most important changes in safe styling in years, the new safe features a "counterspy" dial which can be easily read from a standing position.

The safe also has a thermostatically controlled door which automatically seals the interior of the safe when the temperature reaches 165 degrees F. Another important feature is the lock which is capable of one million changes of combination.

Completely Fireproof Fabric For Draperies

CHICAGO—A new synthetic fiber, fireproof drapery material having the appearance, feel and draping qualities of wool, was recently announced by the Edwin Raphael Co., Inc.

To be marketed under the name Infinity Fireproof Fabrics, the new material is said to be permanently and inherently flameproof, and there is no treatment required. Even when subjected to the most unusual heat and flame conditions, it will not burn or have an afterglow. In addition to being fireproof, the fabric is mildewproof, mothproof, will not shrink.



Taking the old adage, "two hands are better than one," a step further, the Waikiki, Honolulu, seems to believe that two marquees and dual entrances are better than one as pictured above.

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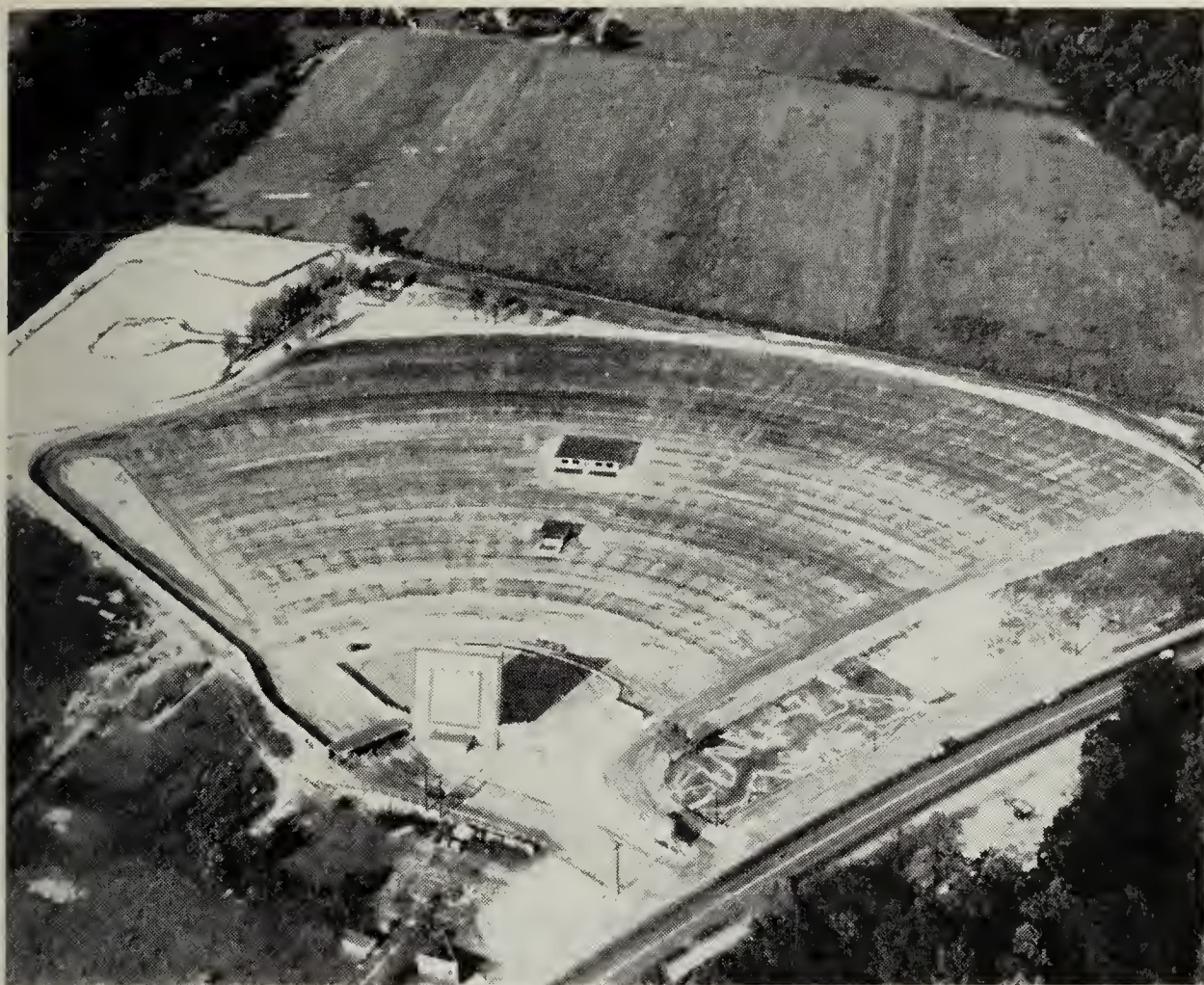
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Modern and well kept drive-ins, such as the East, Huntington, W. Va., can continue to grow and prosper by maintaining a proper balance between entertainment and services. With an untapped audience of an estimated 75 million, outdoor theatres, should not find it necessary to directly compete with conventional houses by running similar programs but should try to develop their own audiences.

Let's Take A Look

Here Is A Frank Study of the Drive-In Picture That Doesn't Pull Its Punches

At the recent convention of the Theatre Owners of America, the committee on drive-ins, with Jack Braunagel as chairman, issued a report which we feel should be read by every exhibitor who is operating a drive-in, or who expects to in the near future. For this reason we are presenting this report:

The year of 1952 has proved a fruitful and expanding one for drive-in theatres throughout the nation. Taking the country as a whole, we now find drive-in theatre operations in nearly every city of 5,000 or more, and in many places of lower population. It is our opinion that these small town situations cannot prove profitable to any degree if run in opposition to the theatres, and recommend that every small town exhibitor give thought to building his own drive-in in his community for his own personal good as well as the good of the industry.

Sane Operation

We are now to the critical point of overbuilding in drive-ins, which leads to product fights that in the long run do nothing more than run up film rentals without increasing gross, cut prices, and cause double and triple bills. We have seen one drive-in during the month of July in a major city, not overbuilt in our opinion, advertising two features—both on a 35-day availability—five comedies and cartoons, an acrobatic live act; and in addition to this, offering free popcorn and snow cones to every child under 12 attending. When the novelty of something like this wears off what will they offer to top

that?

Drive-ins today need more than ever before good, sane operation. The inexperienced are now letting their places run down, become overrun with weeds, making it appear as if they are on their last legs. We feel that there is still room for drive-in expansion. We also feel that drive-ins can come into a town without hurting a conventional theatre a great deal, providing that the drive-in goes after the business the theatre does not get, rather than trying to take part of the business from the theatre by stealing the product and running the same type policy as an indoor. We feel that if the indoors theatres—running 52 weeks a year—can continue their own business and drive-ins create extra business, that both exhibition and distribution are sure to get extra revenue overall.

Concessions

It has come to our attention that many drive-ins are setting programs that will help concession business. Yes, concessions are important—but not as important as a satisfied customer who will return to pay another 50 cents at the ticket window. We have seen many 50 cents driven from the boxoffice by overly long breaks, short subjects booked because the customers don't like them and go into the snack bar, or shows too long and tiring in order to keep them present long enough to get hungry. More than once this year a film salesman has been heard to say "buy and book this short subject—it will fill your concession stand." We can not

DRIVE-IN THEATRES

agree for our first duty is to entertain our paying customers with what we have on the screen, and not charge them admission for the privilege of buying at our concession stands.

New builders of drive-in theatres are making several mistakes that prove costly, but could be easily avoided. For example, we have seen several where flood lights, ball park lights, or some other disturbance such as an unwelcome odor from a nearby plant, have completely wrecked a new drive-in. These could be often avoided by the builder spending time in his prospective location after dark before he builds his drive-in rather than after, so that he can take these disturbances into consideration in laying out his plans.

Insurance Problem

Another danger is the fast rising costs of insurance, particularly liability, in drive-in theatres. This is caused by lack of proper supervision by the theatre manager of his playground area, parking area, and extra attractions such as pony rides. We have even heard rumblings that insurance companies were considering refusing insurance to anyone having accidents due to carelessness, just as they are doing with auto insurance. A special drive should be made in 1953 to reduce accidents in drive-in theatres, for one accident without insurance could wreck anyone.

We still feel nearly 50 per cent of the people in this country have never been in a drive-in theatre, even today with over 3000 in operation. With a new audience of 75 million to attract, we have a long way to go to reach our peak. Make them drive-in conscious, educate them where to go, treat them right after you get them and drive-ins will prosper.

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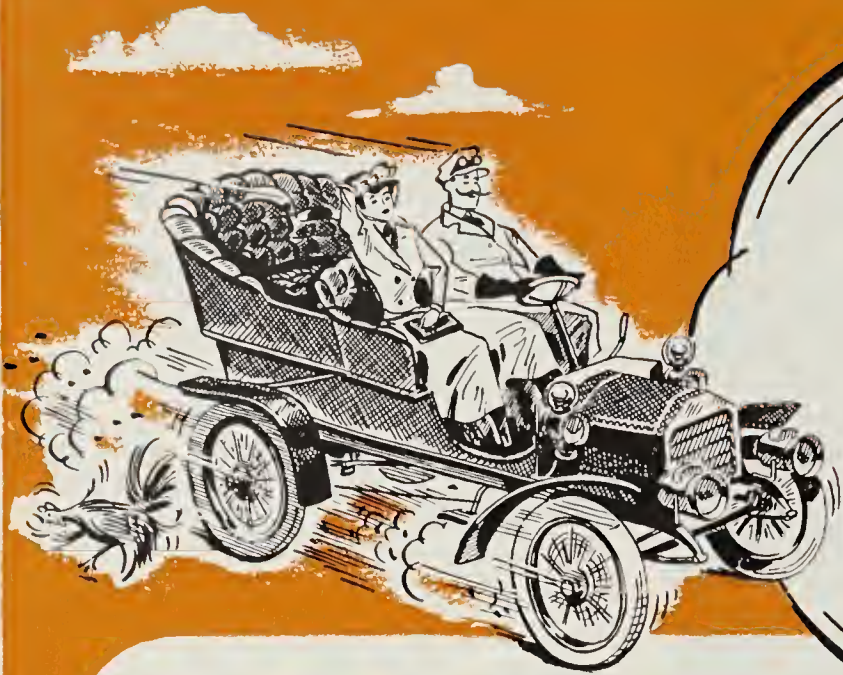
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NEWS OF THE

Territory

BRANCHES

Atlanta

More than 200 attended the Variety Club's installation and dinner-dance in the clubrooms. John H. Fulton, retiring Chief Barker, gave the welcoming speech. Ringmaster Emory Austin, MGM publicity chief, then took over.

The Alsobrock family, Fort Lauderdale, Fla., sold the Lyric to the Fort Lauderdale Corporation at a reported price of \$51,000. . . . The Savannah Theatre Company, Savannah, Ga., has sold the Bijou for \$55,000. . . . Arv Rothchild, Jacksonville, Fla., was in booking.

M. W. Burdette is the new owner, AA, Wadley, Ala. . . . John Moffitt, theatre owner in Montgomery, Ala., was seen around the Variety Club.

W. P. Alexander is the new owner, Chipley, Chipley, Fla. . . . Bernard Jacon, vice-president, Italian Films, New York, was in for a visit with W. R. Richardson, Astor.

Paramount was host at the annual Christmas party at the American Legion Club. . . . John N. Spearing, IATSE business agent, Jacksonville, Fla., was in. . . . Gwendolyn H. Hulsey, formerly with UA, is now with Warners, Jacksonville, Fla.

Charlotte

Stewart and Everett Theatres will take over operation of the Rosemary and Patricia, Aiken, S. C., on Jan. 11. It was formerly owned and operated by H. B. Ram. . . . Mr. and Mrs. Jack London and daughter, Alice Hardie, returned after spending the holidays at Miami Beach, Fla. He is salesman for Republic. . . . The North 21 Drive-In, closed and will reopen on March 1. . . . J. T. McSwain, owner, Cary-Raleigh Drive-In, has taken over operation of the Cary, Cary, N.C. Former owner is Mrs. W. W. Young.

The Drive-In, Liberty, N. C., closed. . . . Floyd Baker, Carolina and Baker, Spruce Pine, N. C., has taken over operation of the Roxy, Old Fort, N.C. . . . The Millers Creek Drive-In, North Wilkesboro, N. C., closed. . . . The Crest, Wrightsville Beach, N. C., will close for the winter. . . . The Scotland, Launenburg, N. C., closed for a remodeling job, and reopened under the name of the Center. . . . Patsy Connell, typist-clerk, Republic, and Marshall Russell, army, were married.

Memphis

National Theatre Supply held a sales meeting just before the holidays when seven district managers and 20 salesmen participated, and were entertained at the Variety Club. Among the district

managers were: T. W. Neely, New Orleans; J. C. Brown, Atlanta; J. I. Watkins, Oklahoma City; W. C. Carl, St. Louis; Fred Hansen, Dallas, and C. C. Bach, Memphis. Also attending was W. E. Green, president, and Bob Bostic, vice-president.

COLUMBIA — The Alicia, Alicia, Ark., suspended operations due to a fire. It is owned by Ben Bush. . . . James Pope, salesman, and family spent the holidays in Jackson, Tenn., with Pope's family. . . . A surprise wedding was also revealed, James "Socko" Martin and Mrs. Violet Howe. She is the operator of the Strand and Sunset Drive-In, Hot Springs, Ark. They were married on Dec. 27. Martin is a salesman. The couple will make their home in Hot Springs while Martin commutes.

20TH-FOX — Visiting exhibitors include K. H. Kinney, Hughes, Ark.; Whyte Bedford, Hamilton, Ala.; Gene Thompson, Cage City, Cage City, Ark.; Jimmy Wilson, Shirley, Ark., and Douglas Pierce, Pocahontas, Ark.

Jimmy Wilson took over the Brown, Shirley, Ark., from Gene Thompson.

In Columbus, Miss., employees of the Varsity were tendered a yule party by Burgess Waltmon, manager and partner, and Mrs. Waltmon. The affair was held at their camp north of Columbus.

New Orleans

Leon J. Bamberger, sales promotion manager for RKO, will address the annual convention of the Allied Theatre Owners of the Gulf States.

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 150 Walton Street, N.W., Atlanta 3, Ga.
 229 South Church Street, Charlotte 2, N. C.

It was Christmas at the old homestead near Magnolia, Ark., for the three Houck brothers, Joy, Fred, and Willis.

Little Patsy Jones now has a baby sister. The stork deposited a bundle from heaven at the Wade Jones' before Christmas. Dad is with Booking Service Company, affiliate of Joy Theatres, Inc.

Jack Rudolph, Atlanta, was a guest of the Harold "Babe" Cohens, Lippert, at the Sugar Bowl Game.

Film Row callers were: J. P. Guitreau, Gonzales Drive-In, Gonzales, La.; Mayor Lew Langlois, New Roads, La.; Nick Lamantia, Ritz, Bogalusa, La.; Mickey Versen, C-Wall, Morgan City, La.; Lefty Cheramie, Rebstock, Golden Meadows, La.; E. W. Ansardi, Burras, La.; Ernest Drake, Ideal, Ponchatoula, La.; S. J. Gulino, Kenner, Kenner, La.; A. M. Riley, Castle, Logansport, La.; Clarence Thomasie, Harvey, La., and Mrs. Ann Guzzardo, Independence, La.

Clare Hilgers was in from Dallas for the Delta Theatres, Inc., stockholders meeting. He, L. C. Montgomery, and Ernest MacKenna are interested in the Joy.

Frank Smith, Grand, Grand Isle, La., who also heads Smith Refrigeration Sales and Installation, Marrero, La., is all set to resume business at the plant. . . . Warren Salles, Covington, La., made the rounds. So did W. H. Sendy, Patio; M. F. Welsh, Welsh, Franklinton, La.; C. M. Powell, Palace, Mount Olive, Miss.; Vincent Smolcich, Roxy, Biloxi, Miss., and H. B. Shaver, Athens, La.

John Schaffer, Sr., head, Schaffer Film Delivery Service, and the missus spent Christmas with their daughter and family in Memphis.

Santa Claus' pre-Christmas gift to Gus Trog's two little lassies was a baby brother. Papa is office manager at Warners. Trog kept that long promised date with his friends, "If a boy, a hunting we shall go." So it was a nimrod's fest for he and his buddies.

Film Rowites who wended their way home for Christmas festivities were: Virginia Landry, Manley, Inc., who went to Houma, La.; Vienna Bellilo, Joy Theatres, Inc., Maringuoin, La., and Fay Lococo, also of Joy's to Kentucky. Lin Barker, Manley, Inc., choo-chood to St. Augustine, Fla.

The holiday festival saw open house at Russell Callen's Associated Booking Exchange. At Masterpiece, an employee's party found nifty packages of a bonus tucked under the illuminated tree. At Monogram and Lippert, gifts were exchanged. Merriment and gaiety prevailed at Republic, where employees joined in singing Christmas carols, exchanged gifts, and feasted. A table was spread in the Hotel Roosevelt for Paramount-Gulf, Inc., personnel. The Paramount Pep Club staged the annual party at Lenfants. Joy Theatres, Inc., had a big time, a buffet supper, Christmas tree group singing, and exchange of gifts. Their big show was the presentation of a dual pen desk

set to chief Joy N. Houck from all employees. B. W. Stevens, Theatre Display Service acted as master of ceremonies. Handsome gifts were also given to general manager Willis Houck and office manager Harold Morel Schambach. 20th-Fox and United Artists also had Christmas parties.

"The Mississippi Gambler," U-I Technicolor production, which will have a Mississippi River Valley territorial pre-release following a tri-city world premiere in St. Louis, Memphis, and New Orleans, on Jan. 13, 14, and 15, launching 250 dates in the territory, is being backed by one of the most comprehensive personal appearance tours and promotional campaigns in the company's history. Piper Laurie, Julia Adams, and three U-I featured players, Jackie Loughery, "Miss United States" in the 1952 "Miss Universe" beauty contest; Valerie Jackson, "Miss Montana," and Ruth Hampton, "Miss New Jersey," will cover the three premiere cities and 35 other towns in the premiere territorial area. In Memphis, the premiere is being tied in with the Variety Club Heart Fund campaign. In addition to St. Louis, Memphis, and New Orleans Miss Loughery's tour will take her through Mississippi, Alabama, and Louisiana. Miss Jackson is scheduled to visit in Arkansas, Mississippi, Tennessee, and Kentucky. Miss Hampton will visit in Illinois, Kentucky, Missouri, and Iowa. Following the premiere, Miss Laurie and Miss Adams will visit key cities from coast to coast while Miss Loughery, Miss Jackson, and Miss Hampton will cover key and sub-keys in three different sections of the country. U-I has assigned a special field exploitation force to work in the Mississippi River Valley premiere territory, with Robert Ungerfeld, Maurice Harris, Alfred Cohan, William Gandall, Ben Hill, and M. L. Plessner on the scene for the past four weeks, and with several other representatives scheduled to assist in the campaign during the next two weeks.

Friends and acquaintances of Mrs. William Sendy were happy that she is doing remarkably well. Her husband, William, brought back the good news from Philadelphia, where she is hospitalized for a serious operation. The Sendys operate the Patio.

Charles Bazzell, manager, Chimes, Baton Rouge, La., shut down through Jan. 3, due to Louisiana State University's Yuletide holidays.

H. B. Shaver sold his Athens, La., theatre, and the new owners replaced it with 16mm. However, he still owns the Gibsland, La., house.

M. F. Welsh recently purchased the Rose, Franklinton, La., from O. D. Myles, and closed it. He continues to operate the Welsh.

Florida Jacksonville

Jack Fitzwater, Jacksonville district manager, Florida State Theatres, announced his resignation after a success-

ful career of 28 years of service. He will announce his plans at a later date. Fitzwater began work in Tampa, Fla., and, in a few years, became the first FST manager of the Tampa, the city's largest house. In 1947 he was named the FST district manager for the lower East Coast, and, in 1950, was promoted to the district managership in this city. Fitzwater has participated generously in the leadership of community organizations.

The special Saturday morning kid matinees at the Florida, under the sponsorship of Foremost Dairies, will continue through the first several months of 1953. . . . Al Fourmet, manager, Edgewood, who has more than 30 years of experience in show business, resigned to enter the lawn equipment field. . . . Louis J. Finske, vice-president, Florida State Theatres, made a business trip to Texas. . . . T. E. Bell announced the closing of the suburban Fairfax. . . . The Imperial lobby was very decorative with a popcorn Santa Claus designed by Becky Roberts, assistant manager. . . . Harry Botwick, confections department, Florida State Theatres, was host to other FST officials and warehouse employees at a party. . . . Over 400 guests from all branches of the industry attended the FST Christmas party in the Southside Legion Hall. . . . Metro, U-I, 20th-Fox, Paramount, and Warners, all observed the holidays with social functions. . . . FST ended its 10-weeks "Football Showmanship Drive" on Dec. 20, with the results to be announced after the first of the year. Seventy-three theatres participated.

Early reports indicate that Florida will harvest a bumper crop of tourists during the January-April season.

Miami

"The Jazz Singer" was given a special engagement day-and-date at the Paramount and Beach over New Year's. Business was reported very good in the area.

New assistant at the Tower is William Robb. He replaces Oran Cohen, transferred to assistant, Boulevard Drive-In, following the resignation of Howard Lange. . . . In keeping with the holiday spirit, Wometco Circuit passes came out on green paper, typewritten in red ink. . . . Wometco's first-run and subsequent-run houses conducted a poll called "The Four Poster," under sponsorship of the Marriage and Family Council. Walter Klements, Mayfair, is credited with the handling. . . . Wometco's "Call Card" system, whereby doctors and others wishing to leave notification of where they are seated during a show, is plugged regularly through a special trailer. . . . Through the method of monthly activity reports, Wometco managers are kept on their toes with regard to exploitation and general good house management. Each theatre submits reports to the district manager, who circulates the information to other houses. . . . Wometco has begun distribution of a new service manual to members of the service staffs. The easily-read manual is further enlivened with clever cartoons prepared by Jack Ozark, Wometco and WTVJ animator.

NEWS OF THE

Territory

Chicago

The American Civil Liberties Union claimed in a suit filed in Cook County Circuit Court that the refusal of local censors to grant an exhibition license to "The Miracle" violated constitutional rights. The action, which named Mayor Martin Kennelly and Police Commissioner Timothy O'Connor, was brought by Charles Liebman and ACLU. The action held that the ban is a violation of freedom of speech and personal liberties.

Mixed reaction was reported at the premiere of the Tri-Opticon third dimensional system at the Telenews. The program consisted of short subjects on the ballet, a visit to a zoo and aquarium, a British travelogue, and cartoons. The Tri-Opticon program, which requires special glasses, opened for an indefinite run, with the theatre getting \$1.25 top for adults and 50 cents for children at all times.

Connie Chavez, recently from Mexico, was named to the Telenews staff. . . . Harry Walters, former United Artists manager, was appointed district manager for Italian Films Export. . . . Balaban and Katz aides got a Christmas present, a five cents an hour raise.

Arthur Katzen was named to the MGM publicity department. . . . Harry Sears, Jr., Park manager, is the dad of a new son.

A \$2 common dividend was declared by Balaban and Katz, making the year's total \$5.25 against \$6 last year.

The Variety Club held open house on Jan. 2 at the opening of new rooms in the Congress Hotel.

Charles Carpenter, Moline, Ill., owner of downstate theatres and drive-ins and newly elected Secretary of State, will be guest of honor at the installation of 1953 Variety Club officers in the Congress Hotel Gold Room on Feb. 18. Newly-elected Governor Stratton, Mayor Kennelly, and other state and local civic leaders have been invited.

Ralph Parker, Jr., was made Palace manager, Fairmount, Ind. . . . William Richmond was named Lincoln Park manager, and Irwin Lovett, assistant, in Lincoln Park, Mich.

Sydelle Spielman, Essanjay, and Ben Feldman were wed. . . . B and K used four radio outlets to call attention to its Nortown, which recently had a \$60,000 modernization. . . . Hal Ward was named Radio City manager, Ferndale, Mich.

Clyde Nihiser is reopening the Star, Geneva, Ind. . . . Frank King is a newcomer to the Palace staff.

James Coston, Coston Enterprises, and president, Indiana-Illinois Theatres, took a prominent part in a \$250 plate

dinner for Samuel Cardinal Stritch charities.

Mrs. John Dromey, wife of the Great States booking director, is better after a stay in a Milwaukee hospital. . . . "Hans Christian Andersen," granted an extended run in the Loop by Federal Judge Igoe, opens at the Oriental on Feb. 12.

Mrs. Robert Gardner, wife of the theatre equipment dealer, is better after an attack of pneumonia.

Joseph Canick, 53, veteran projectionist, last at the Woods before illness overtook him some time ago, passed on. Survivors are his wife, a son, and two daughters.

Virginia "Smitty" Smith, who helped open the Telenews 13 years ago, came back to assist in handling the crowds at the Tri-Opticon third-dimensional premiere.

Max Roth, Capitol, presented 1953 calendars listing trade phone numbers.

Ed Jilbert, veteran boxoffice man, was injured in an auto accident. . . . Using a table fork to unlatch the front door of the Red Bud, Red Bud, Ill., all burglars got for their efforts were seven flashlights.

Dallas

In Albuquerque, N. M., the Duke City Drive-In, northwest of the Menaul-Carlisle Boulevards, was nearing completion, and Thomas Griffin, president, Allstate Theatres, said it would open in February. The new spot will be similar to the other Allstate theatre in Albuquerque, the Terrace.

Some 60 employees of Big Spring, Tex., theatres received approximately \$5,000 in bonuses. Employees of the Ritz, Lyric, State, Rio, Jet, and Terrace shared.

R. J. O'Donnell, Variety Clubs International chairman, Adolph Zukor Golden Jubilee Celebration, announced that Raymond Willie, general manager, Interstate Circuit, had been appointed general chairman for the affair in the southwest territory. Willie succeeds Paul Short, National Screen Service division manager, serving as temporary chairman. The new date for this Zukor celebration in Dallas, jointly sponsored by Variety Clubs International, Variety Club of Texas, and Texas Council of Motion Picture Organizations, had been changed from Jan. 28 to Feb. 6 at the Adolphus Hotel.

Denver

The Jefferson County planning board tabled a rezoning petition which would permit construction of a drive-in on the northeast corner of West 26th and Wadsworth Avenues. The plan is scheduled for further study.

The Variety Club, Tent 37, held its annual election, and chose Alex Murphree, drama editor, The Denver Post, as Chief Barker. Others elected included Don Hammer, First Assistant; William

Hastings, Second Assistant; Victor Love, Property Master, and Bernie Hynes, Dough Guy. On the crew are the above, the former Chief Barkers, and Fred Brown, George Allan, Henry Friedol, James Micheletti, Gene O'Fallon, and Joe Stone.

The remodeling job at U-I is going along rapidly. The front office now has a lot of space, and Mayer Monsky, branch manager, is getting a new private office. The salesmen will have a new room for themselves.

Paul Allmeyer, Paramount salesman, wife, and three children spent their holiday vacation in St. Louis. . . . Robinette Chilton, recently in the theatre business at Raymond, Wash., and formerly 20th-Fox branch manager at Seattle, has been added to the Denver force as salesman. He fills the spot left when Jack Allender resigned.

William Hughart, Associated Film exchanges manager, left for his home in Hayden, Ariz., when the exchange was sold to Don Hammer.

Police captured two gunmen that robbed the Tower of \$1,000 when they forced their way into the office where Leroy Ramsey, manager, and Donna Raphael were counting the money. One of the holdups told police he used his share in paying a lawyer in another burglary case in which he was involved.

A gunman held up Ben Reed, assistant manager, Comet, at closing time, and got away with \$40 of snack bar money and \$10 belonging to Reed.

Des Moines

Fire drills held in the schools were credited with preventing panic when smoke filled the Iowa, East Des Moines, on Christmas eve, and some 450 children filed out of the house in orderly evacuation. Manager Ben Kubby ordered the house lights on when the smoke filled the theatre, and instructed his staff to go down the aisles telling the children the show was over. The children left the theatre quietly, and no one was injured. The showing was sponsored by the East Des Moines Merchants Association. The fire started from a smouldering cigarette in a restroom, and damage was minor.

The Easttown had a free Christmas party for children, with the show running continuously from 10 a.m. to 4 p.m. The party was sponsored by professional and business men. . . . Edwin Utech is the new owner, Tulip, Orange City, Ia. Robert Vande Brahe is manager. The Tulip was sold at auction after being closed. . . . Robert L. Conn, manager, 20th Century-Fox, was elected Chief Barker, Variety Club, Tent 15. . . . Lana Tew, booker for Columbia, became the bride of William Seid.

Kansas City

An appeal by Dickinson Theatres, Inc., of a decision by the Shawnee Township zoning board was heard by the Johnson County commissioners, who took the case under advisement. The zoning board refused to allow construction of a drive-in on a 33-acre tract near old U. S.

Highway 50 and Kansas Highway 58. Counsel for the corporation said the decision of the zoning board was not consistent with a recent approval the board granted for another theatre in the same area. Several property owners protested the Dickinson appeal.

A program of theatre assistance to "The March of Dimes" has been initiated. C. E. Cook, Maryville, president, Kansas-Missouri Theatre Association, was appointed Missouri theatre chairman for the National Foundation for Infantile Paralysis.

Mrs. Mabel K. Carter, Nevada, Mo., filed a \$1,500,000 treble anti-trust suit against 20th-Fox, Wesco Theatres, Loew's, Paramount, RKO, Warners, UA, Columbia, and U-I. Mrs. Carter operates theatres at Liberty, Mo., and Sedalia, Mo., and alleges that the defendants attempted to monopolize showing of first-run pictures and engaged in a conspiracy to restrict and limit competition by keeping independent exhibitors, including herself, from getting this product first-run in order to protect theatres owned by them.

Los Angeles

Harry W. Warner, president, Warners, was named "Man of the Year" by the Woodland Hills Men's Club before 300 members and guests at the organization's club house. The announcement was made by Harry Martin, president, who presented Warner with a scroll. Warner, as a resident of the community of Woodland Hills, has been active in promoting and assisting in the development of civic projects, including the new American Legion town hall which serves as a meeting place for Woodland Hills groups.

Catholics of the Hollywood film industry will give a practical demonstration of their faith on Feb. 1 by turning out en masse for the second annual all-industry communion breakfast. George Smith, general chairman, announced that the breakfast would be held at the Hotel Statler after James Francis Cardinal-designate McIntyre, the west's first Cardinal, celebrates Mass for the film Catholics and their families at St. Vibiana's Cathedral, and serves them Holy Communion. Smith, western division manager, Paramount, estimated more than 1,000 men, women, and children would attend the Los Angeles breakfast alone.

Milwaukee

Screen Guild held a party for all the employees and trade. . . . H. J. Fitzgerald, general manager, Fox-Wisconsin Amusement, attended the Wisconsin-U.S.C. football game at the Rose Bowl.

The Upper Teutonia Avenue Businessmen's Association repeated the "Little Miss Snowball" contest on the stage of the Egyptian. . . . A. M. Camillo, veteran manager, Modjeska, announced a new price policy of 50 cents, plus tax, at all times for adults. Another event was a juvenile panel. Five Milwaukee students were invited to take part in the panel each week to discuss current problems.

Fox-Wisconsin held a Christmas party for employees.

Minneapolis

The manager of the State, Caledonia, Minn., undertook baby-sitting on a wholesale scale. The theatre put on a free show for kids while their parents took in sales at stores. . . . Ted Mann, World, here; World, St. Paul, Minn., and a drive-in at Duluth, Minn., was written up in the "Town Toppers" series of The Minneapolis Star.

The Star, suburban Hopkins, switched to an art policy. . . . "Doc" Reynolds, exhibitor in Princeton, Minn., was vacationing in California. . . . Ted Todd, exploiter, 20th-Fox, was in for "My Cousin Rachel." . . . Minneapolis Seating Company enlarged its offices adjoining Film Row. . . . Leo Peterson and son, Dan, purchased property, and are having plans drawn up for a new drive-in at Redfield, S. D. The Petersons operate the State, Pierre, S. D.

Employees of U-I wrapped gifts for the school for mentally retarded children at Faribault, Minn. . . . Recent out-of-town exhibitors on the Row were Paul Ayotte, Wabasha, Minn.; Ken Pepper, St. Croix Falls, Wis.; W. V. Olson, Zumbrota, Minn.; Arvid Olson, Pine Island, Minn.; Leo Allender, Northome, Minn., and Bill Cameron, Waterville, Minn. . . . The U-I sales force attended the company sales meeting in Chicago. . . . Jack Kelvie, former booker, Republic, is the new office manager at 20th-Fox.

Betty Lou Stern, daughter of Al Stern, RKO office manager, was married to Chester Pawlicki, Ironwood, Mich. . . . Myrna Paine is the new biller at Columbia. . . . A "Mr. Moviewise" contest was promoted by all exhibitors in Sioux Falls, S. D., over a radio station. Seven times a day, a listener was called and asked a question about a film currently showing in Sioux Falls. If he answered correctly, he was then asked the "jackpot" question. Money was awarded for correct answers to questions. Exhibitors tied in the contest with their newspaper advertising.

Byron Johnson, manager, Tri-Town, Lindstrom, Minn., closed because of poor business. . . . Kenneth Bergman joined the booking staff of U-I after a hitch in the army. . . . J. J. Arnold sold the Towne, Northwood, N. D., to Charles Aasand and Don Fadness, and moved to Harvey, N. D. . . . Aberdeen, S. D., city fathers, looking for additional tax revenue, increased theatre license fees \$25 in each of three classifications. The scale starts now at \$100 for 500-seat houses, and goes up to \$175 for 1,000-seat houses.

Karlton Hamleben, LaCrosse, Wis., replaces Francis Crowley as manager, Time and Paramount, Mitchell, S. D. In the shift by Minnesota Amusement Company, Crowley went back to Mankato, Minn. . . . W. J. Breitling is the new owner, Comfrey, Comfrey, Minn. . . . Joe Bauman redecorated the Strasburg, Strasburg, N. D., and put on a free

show to celebrate. . . . Milton Osmundson sold the Lakeside Drive-In, Regent, N. D., to C. K. Wuttke and Elmer Hoffer. . . . D. G. Rauenhorst started work on Duffy's Drive-In, Slayton, Minn. The 350-car stand will be open about June 1.

John Dukhorn, new owner, reopened the Lake, Lake Lillian, Minn. . . . Ben Berger, circuit operator and president, North Central Allied, was reelected Chief Barker, Variety Club of the Northwest, at a meeting of the board. Also reelected to serve were LeRoy Miller, George Granstrom, Sam Heller, and Tom Burke. Board members include Gilbert Nathanson, Casper Chouinard, Pat Halloran, Joe Podoloff, Charles Rubenstein, and Lowell Kaplan. . . . Frank Schilken, Jr., was reelected business agent, projectionists' union.

Rumors have been circulating that the 4,000-seat Radio City will be converted into a television center by a TV group seeking to acquire the house. The theatre property is owned by United Paramount Theatres, parent company of Minnesota Amusement Company, operator, Radio City.

Omaha

In conjunction with the air force, actor Robert Taylor, born at Beatrice, Neb., and Colonel Paul Tibbets, who dropped the first atom bomb, appeared to publicize "Above and Beyond."

Morrie Smead, Strand, Council Bluffs, Ia., went to California for the Rose Bowl game, and will stay on the coast until March. . . . Charles White former Avoca, Ia., manager, received a 15-day furlough from Fitzsimons Hospital, Denver, where he has been convalescing from wounds received in a training camp mortar shell accident at Fort Riley, Kans. Mrs. White's father, Howard Brookings, Oakland, Ia. has several Iowa theatres.

U-I salesman Harry Fisher and his wife had a grand Christmas present, a baby girl. . . . Paramount branch manager M. E. Anderson returned from Chicago. . . . D. V. McLucas, United Artists branch manager, on the sick list, was able to return to the office before Christmas.

Norma Parr, secretary to Joe Scott, 20th-Fox branch manager, received a diamond from Stanley Coney, in the army. . . . Pat Halloran, 20th-Fox salesman, had a 622 bowling score. . . . Mrs. William Counsman, wife of an Omaha theatre employee, died. . . . Erma DeLand, Theatre Booking Service secretary, visited her family at Osceola, Neb.

Clarence Blubaugh, United Artists salesman, is recovering at home after an operation. . . . Joe Jacobs, Columbia branch manager, reported his son reported to San Francisco after a holiday leave. . . . The Amo Club gave a Christmas party at the Corby for several hundred children.

Businessmen of Dunning, Neb., financed the installation of equipment by Quality Theatre Supply Company in the Community Auditorium. The VFW

auxiliary is in charge of operating the layout.

Employees of Orpheum and Omaha feasted on roast turkey at the annual Tri-States Christmas party at the Orpheum. Another Tri-States theatre, the Paramount, was filled with elaborate displays for the Chevrolet program and films for dealers in the Nebraska, South Dakota and western Iowa area. . . . Ted Emerson, Tri-States public relations department, was filling in at Fairbury, Neb., for manager Loren Landkamer, who was ill. Emerson's son, James, was home on leave from the navy over the holidays.

St. Louis

Edward B. Arthur, president, St. Louis Amusement Company, and general manager, Fanchon and Marco-St. Louis Amusement Company, was installed as Chief Barker, Tent 4, Variety Club. Other new officers are: First Assistant Chief Barker, Al Poos, district manager, Fanchon and Marco-St. Louis Amusement Company; Second Assistant Chief Barker, Herb Bennin, manager, MGM; Dough Guy, Paul Krueger, co-general manager, Fred Wehrenberg Theatres, and Property Master, Dick Fitzmaurice, manager, Rivoli. Delegates to the Variety Clubs International meeting are Arthur and Tommy James, St. Louis, and alternates, Dick Fitzmaurice and Al Poos.

Funeral services were conducted for Acheles Pappas, 72, veteran retired theatre owner, and manager, at the St. Nicholas Greek Orthodox Church. Pappas was injured fatally when he was struck by an automobile.

In Belleville, Ill., funeral services for Lieutenant Colonel William A. Kneeder (retired), former Belleville dentist and member of a pioneer motion picture family of southern Illinois, who died of a cerebral hemorrhage at Denver, were held at the Gundlach Funeral Home.

In Salem, Ill., airplane pilots from many points within a radius of 150 miles of Salem flew in to attend the premiere showing of "Above and Beyond" at the Salem. Loren L. Cluster, owner, Salem, made arrangements with Andy Anderson and Charles Wells, co-manager, Salem Airport, not only to provide parking accommodations for the airplanes of the pilots who flew in for the premiere but also to provide transportation to and from the airport to the theatre. Another special feature was the personal appearance of Colonel Paul Tibbets, who piloted the plane that dropped the A-bomb on Hiroshima.

In Jefferson City, Mo., articles of incorporation were granted by the Secretary of State's office to the Springfield Drive-In Theatre Corporation, Kansas City. Incorporators were listed as R. M. Shelton, F. L. Moore, and R. P. Lyon. Shelton is vice-president and general manager, Commonwealth Amusement Corporation, and Moore is the secretary-treasurer of that company.

Maurice Schweitzer, manager, Allied Artists-Monogram, and Mrs. Schweitzer returned from a pleasant reunion of the

Dubinsky family held on the Lincoln, Neb., estate of Irwin Dubinsky, a member of the family.

Johnny Walsh, coowner, Flo-Mar Productions, who underwent an emergency major operation at the Deaconess Evangelical Hospital, was making a satisfactory recovery, but is still a very sick man, and will have to remain in the hospital for some time.

Marc Steinberg, son of Nat Steinberg, manager, Republic, spent the Christmas holidays on a six-day pass from his duties as a radioman seaman, based at Norfolk, Va.

Loren Cluster, Salem, Ill., and family plan a vacation trip to Florida. . . . Out-of-town exhibitors in town included: A. B. Magarian, East St. Louis, Ill.; Loren Cluster, Salem, Ill.; Tom Bloomer, Belleville, Ill.; Russel Armentrout, Louisiana, Mo.; Charley Beninati, Carlyle, Ill., and Joe Goldfarb, Alton, Ill.

In to spend the holidays was Mourie Rosenblatt, son of Rube Rosenblatt, who recently joined the Black Hills Amusement Company, Denver, as assistant booker and buyer.

Marvin James, who had been manager, Meramec, Sullivan, Mo., since 1937, and the Berwan there since its opening, resigned to accept a position in the engineering department of the Ramsey Corporation's plant in Sullivan.

Leonard Hagedorn, Union, Mo., succeeded Sam Baumgaertner as the manager, Hermo, Hermann, Mo., a unit of the Williams Theatres Circuit. Baumgaertner, who managed the theatre for some 15 years, resigned.

The children of Vienna, Ill., and other parts of Johnson County, Illinois, attended the free show at the Grand, Vienna, arranged for by the Kiwanis Club.

San Antonio

Southside merchants sponsored a free all-day motion picture show at the Hi-Ho.

Julian Bowes, U-I field man from Dallas, handled the exploitation for the premiere of "The Lawless Breed," Majestic.

San Antonio newsboys selling The San Antonio Express and Evening News were guests at the Aztec at a special showing, and were given a book of coupons good for admission to any Interstate theatre. . . . Jewel Truex, manager, Azteca Film Exchange, returned from a business trip.

Among the out-of-town exhibitors in to book Spanish language films included: Hiram Parks, El Capitan, Lubbock, Tex.; Jose Lopez, Lopez, Charlotte, Tex.; Gustava Lavenant, Haydee, Dilley, Tex.; Mr. and Mrs. G. C. Franks, Alto, Wilson, Tex.; Miguel Galvan, Pena, New Braunfels, Tex., and Francisco Trevino, Ideal, Pearsall, Tex.

F. W. McManus, manager, Texas, Jasper, Tex., held a special free Christmas party sponsored by the merchants' committee, Chamber of Commerce of Jasper. . . . The Majestic, Fort Worth, Tex., closed by the Interstate Theatre Circuit, Inc., has been reopened by Ralph Langston, Trans-Tex Theatres. . . . The Jefferson Amusement Company, purchased a site at Vidor, Tex., on which it will construct a new 500-car drive-in.

Mitchell M. Lewis, Lewis Theatres, has been elected Chief Barker, Houston, Tex., Variety Club, Tent 34.

Newcomers to the Azteca staff include Joe Rodriguez, shipping department, and Eustebio Ortega, clerk. . . . Among the out-of-town exhibitors in to book were: John H. Flache, Alameda, Lamesa, Tex.; Francisco Irlas, Azteca, Big Wells, Tex.; Frank Fletcher, Ritz, Houston, Tex.; Benito Silvas, Mexico, Carrizo Springs,

TODAY'S

CRITICAL THEATRE GOERS

demand sparkling bright pictures... which means that if you have a giant-size screen, you must use Motiograph Hi-Power 75/115 ampere Arc Lamps. They assure brilliant pictures of unwavering intensity—much more light at much less cost—more screen lumens at 100 amperes—with better distribution—than condenser type lamps operating at 180 amperes with heat filters . . . and carbon costs are less than half. Furthermore they can be operated with less expensive current conversion equipment.



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San Francisco

Changes in North Coast Theatres personnel include the resignation of Orpheum assistant manager Don Beltz, who went over to Irving Ackerman's Stage Door as assistant to manager Jack Allen; Donald Topplef, former Orpheum aide, promoted to the United Artists; Abbott Thibdeaux, former Orpheum aide, now treasurer there, and Edward Knudson, from assistant, Stage Door, to day manager, Embassy.

Blumenfeld Theatres announced managerial changes. William Huff is supervisor, Motor Movies, Stockton, Cal., and Norman Polglase replaced Richard Rose as manager, Cerrito Motor Movies, El Cerrito, Cal. Rose went over to manager, Esquire, Stockton, and Barney Luthage was named manager, Esquire, Oakland, Cal. In Marin County, Dennis Parsons took over management of the El Camino, San Rafael, Cal., replacing Edward Gates, now pilot, Tamalpais, San Anselmo, Cal., and Fairfax, Fairfax, Cal., the posts formerly held by Ralph Shera and Parsons. Annabella Conley, manager, Marin and Gate, Sausalito, Cal., replaced John Young, transferred to manage the Lark, Larkspur, Cal., a position formerly held by Ray Ferrari.

John Parsons closed the Fulton, Fresno, Cal. . . . Barney Gurnette, who planned a trip to Peru and turned the Exeter, Exeter, Cal., over to Ed Rowden for booking, changed his plans and is back doing the chores. . . . E. M. Graybill is getting ready to build a theatre in San Miguel, Cal. About two years ago, he sold his theatre there to Howard Nevill. . . . Blumenfeld Theatres closed the Roxie, Oakland, Cal., and the Rafael, San Rafael, Cal. . . . B. B. Byard and A. A. Vann are starting construction of their new theatre in Garberville, Cal. Designer Gale Santocono is taking bids. B. F. Shearer Company has been assigned to handle equipment, and is engineering the job. . . . Bea O'Reilly, 20th-Fox western division office, has been confined to her home with a back injury. . . . Ruth Yorke, office manager-stenographer, United Artists, resigned. . . . Helen Marcus, secretary to Joseph Blumenfeld, has been on winter vacation.

State visitors were: H. B. Nevill, San Miguel; M. W. Bouldin, Lower Lake; Stanley Court, Livingston, and B. B. Byard, Garberville. . . . The Chamber of Commerce joined hands with manager Mark Alling and publicist Bill Blake, Golden Gate, in sponsoring a screening of "Hans Christian Andersen" for the orphans of the Bay Area and orphanages.

George Brand, former assistant manager, Orpheum, has been transferred to manager, Esquire, replacing Jack Halverson, resigned. Bob Broadbent returned to North Coast Theatres to replace Brand at the Orpheum. . . . Jerry Zigmund, west coast division manager, United-Paramount Theatres, was in for conferences with San Francisco district manager Earl Long. . . . The street was saddened by the sudden death of Cecil O. West, stepfather of Lorraine Stearns,



Seen at the Ballantyne party at the recent Allied-*TESMA*-*TEDA* convention in Chicago were, left to right, Miss Eula Boatman, Tecumseh, Neb.; Ben Marcus, Marcus Theatres, and president, Wisconsin Allied, Oshkosh, Wis.; Al Myrick, Lake Park, Ia., theatre owner; E. C. Watteyne, Tecumseh, Tecumseh, Neb., and Mrs. Watteyne.

secretary to Graham Kislingbury, district manager, North Coast Theatres. . . . Westland Theatres converted the 800-seat Town, San Jose, Cal., to an art theatre, the Town Theatre Unique. There is one show a night, with curtain time at 8:30. All seats are \$1, and children are admitted only when accompanied by parents. Free coffee is served to patrons during intermission. No popcorn is allowed, and no drinks are allowed or sold in the theatre other than the coffee in the lobby during intermission. The only things sold in the lobby are select candies. From time to time, there are exhibits to appeal to the art set.

John Coyne, assistant branch manager, MGM, is the father of his third child and second daughter with the birth of Kathleen Anne. . . . Howard Harper, MGM salesman, was on vacation. . . . Mrs. Fern Nichols, secretary to John Coyne, resigned. . . . The Northern California Theatre owners board made a tieup with Astor, distributor of "American Harvest," made for Chevrolet, whereby for every booking submitted by the association, it will pay \$2.50 to the association, which, in turn, will be turned over to the Variety Club's Blind Babies Foundation in the name of exhibitors from Northern California. The exhibitor showing the film gets it free, and, by showing it, also gets a chance to add to the Blind Babies Fund. Homer I. Tegtmeier is chairman, "American Harvest" committee.

When Rotus Harvey recently returned from the Variety Clubs International meeting at Pittsburgh, he told of the high praise given the Northern California tent by Nate Golden in acknowledging copper drippings sent in by exhibitors. Homer Tegtmeier, B. F. Shearer Company, and chairman of the drive, said that through the cooperation of Mars Metal, Northern California received the top salvage price for the copper drippings, which resulted in over \$700 being turned over to the Blind Babies Foundation in 1952.

Over 200 children attended the Variety Club's blind babies Christmas party. Robert Clark was chairman of the affair that found Santa Claus present with

gifts especially selected for blind children. Clark paid tribute to the Ladies of Variety, who made this party such a tremendous success. They made gifts for the youngsters, under leadership of Mrs. Morris Rosenberg, president.

Santa Claus visited the Variety Club at the annual party for members, children, grandchildren, great grandchildren, and friends. J. Leslie Jacobs was chairman.

Seattle

U-I held its annual Christmas dinner at the Sorrento, attended by 21 of the staff and their families. . . . L. O. Seley, manager, Manley, left for a trip to Kansas City. . . . Mike and Dorothy Powers were over from Eastern Washington for the 20th-Fox office party. . . . Helen Reynolds, Saffle's Theatre Service, spent Christmas in Yakima, Wash., as did Wanda Griffin and Dolores Sander-son, 20th-Fox office. . . . A U-I meeting for all branch managers and salesmen is scheduled for Jan. 9 and 10 in San Francisco. Attending from the Seattle office will be branch manager Arthur Greenfield and salesmen Harry Blatt and Hap Frederick. . . . Mr. and Mrs. Chilt Robinett, Raymond, Wash., spent the holidays in Portland. . . . Dorothy Larmore, 20th-Fox, took the occasion of the firm's office party to announce her engagement to Gene Christenson. . . . Miriam Dickey was down from Fairbanks, Alaska, to spend the holidays. She is wearing a ring on her finger.

Paramount News — Branch manager Harry Haustein was in San Francisco for his annual vacation. . . . Salesman John Kent was spending his holidays moving to a new home. . . . Eastern Washington sales representative Dave Dunkle was in over the holidays, and publicity director Walter Hoffman returned from San Francisco.

NTS and also Modern Theatre Supply entertained the people of Film Row with afternoon cocktail parties. . . . Film Row visitors included Frank Willard from Parkland and Orting, Wash., and Al Baker, was over from Spokane, Wash., where he has the Dishman and the Motor-In, nearby Melwood.

The Kelyor Grand, Walla Walla, Wash., a theatrical landmark of the Northwest, was sold by Midstate Amusement Corporation to Gordon Kelty, business man. Kelty said his plans for use of the building have not been completed, but it will be completely remodelled, and used for a commercial enterprise.

Mr. and Mrs. Robert Gray sold the Pateros, Pateros, Wash., to W. A. Scott.

Evergreen Theatres will equip one of its three first-run houses for third-dimensional films within the next two months, Frank L. Newman, Sr., president, announced. Engineers were studying apparatus in the Coliseum, 5th Avenue, and Paramount to determine which theatre will be best suited for the new system developed by M. L. Gunzburg. Evergreen will also install the third-dimensional equipment in theatres in 10 other cities.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Holiday vacationers included Chalmers Palmer, Columbia salesman, who motored with his family to Albuquerque, N. M., and Nat Kaplan, Woodlawn Drive-In, who was in Miami Beach, Fla.

New officers of the Colosseum are: President, Pete Nieland, UA; vice-president, Sam Weiss, 20th-Fox; secretary, Richard Breslin, 20th-Fox, and treasurer, Manny Naegel, Allied Artists. New directors are Carl Gentzel, MGM; Stuart Jacobson, U-I, and Morton Perleman, Columbia.

Here and there for the holidays were R. A. Guettler, Manley, Inc., district manager, with his family in Kansas City; Ruth Rudin, U-I receptionist, with her sister in Trenton, N. J., and Lou Korte, former 20th-Fox shipper, with his family here while on furlough from the anti-aircraft unit at Savannah, Ga. Yvonne Kugele, MGM contract clerk, had her brother and his family as holiday guests.

P. K. "Bud" Wessel, treasurer, States Film Service, Inc., is convalescing after a hospital checkup, and Charles "Red" Sinkborn, SFS driver, was recuperating from a virus infection.

National Theatre Supply is furnishing complete equipment for the Wyoming, Mullins, W. Va., owned by Charles Cassinelli. . . . "Loyola, the Soldier Saint" was run for city and business officials in the 20th-Fox screening room.

Few exhibitors in included: Fred Donahue and Jim Malavazos, New Boston, O.; A. D. Curfman, Westerville, O.; George Turkulas, Hamilton, O.; Ray Waller, New Concord, O.; Roy Wells, Dayton, O.; Ray Frisz and William Settos, Springfield, O.; Joe Joseph, Salem, W. Va., and J. N. Brandenburg, South Shore, Ky.

The Times Star, in an editorial, took exception to City Council's refusal to drop the three per cent city admission tax, and suggested that the city officials reconsider the decision. Mayor Carl Rich declared the city needs the revenue as much as the theatres, to which the editorial replied: "The theatre, particularly the suburban theatre which is in greatest distress, plays an important role in the community. When a theatre is dark, night shopping falls off. The theatre, a family institution in the suburbs, provides a wholesome gathering spot for juveniles. While the movie screen cannot compete with television for news, sports, and short films, it is still the only satisfactory medium for full length features of the scope of, say, 'Quo Vadis'. Theatres, in addition to the staggering 20 per cent federal admission tax, paid the local

tax as long as they were able. Since the first hearing, seven additional theatres have been added to the 26 closed in the last few years, and five are operating part-time. In many instances, these three per cent represent the difference between red and black."

Cleveland

Frederick J. Scheuerman, 57, identified with the industry for close to 30 years, died in Fairview Park Hospital. For the past 10 years, he had been affiliated with Milton A. Mooney's Co-operative Theatres of Ohio. Prior to that, he was for many years office manager for Warners. At one time, he operated the Lucier, Lakewood, O., now used as the Lakewood Little Theatre. Surviving him are his wife, two daughters, and a son.

Herbert Ochs, who operates drive-ins in Canada and the United States, and Mrs. Ochs spent Christmas in Dayton, O., where they went to inspect their newest grandchild, a third son born to their daughter, Mrs. Peter Hill.

While the Palace, Allen, and Hippodrome boosted New Year's Eve prices to \$1 for the midnight showing, Loew's maintained the established 85 cents top scale. The State, however, introduced a novel policy by presenting three big time feature pictures within a 24-hour period on Dec. 31. The theatre held its Christmas attraction, "Million Dollar Mermaid," over until 5 p.m. of its eighth day. From 5 p.m. to the midnight show, "The Stooge" was pre-released as a special holiday attraction for New Year's Eve only. The following day, New Year's Day, "Road To Bali" opened for its regular first-run.

Marvin Harris, former manager, Paramount, and now owner of his own theatres, including the Mystic, Lyric, and Avalon, Toledo, O., and the LaFrance, Swanton, O., has been appointed executive director of the Lucas County Ohio Sesquicentennial Committee. The new job requires full time. Operation of the theatres will be by Mrs. Harris.

In Toledo, O., the members of the industry are conspicuous for their active participation in civic and public relations activities. On Dec. 19, when the Old Newsboys' Goodfellowship Association, all newsboy graduates, deserted offices and businesses to sell copies of the annual charity edition on the street corners, 10 film men were participants. Howard Feigley affiliated with the Skirball Circuit, and Abe Ludacer, manager, Loew's Valentine, were active committee chairmen. Other participants included Frank Murphy, Loew's Theatres division manager; E. C. Pearson, Loew's Theatres area publicity man; Marvin Harris, circuit owner; Jack O'Connell, Loop owner; Larry Jacobs, formerly associated with O'Connell; Jack Lykes, manager, Colony; Pete Sun, retired theatre owner; Joe E. Brown, an honorary member of the Goodfellows Association, and Judge Frank W. Wiley who, in the now famous Martin G. Smith case, ruled that news-reel censorship in Toledo is unconstitutional.

Detroit

The board of Local 737 has approved a new contract covering laboratory technicians. The new contract grants a basic increase of 21 cents an hour to technicians at the General Film Laboratories. No other change in the contract took place. The raise is retroactive to May 8, the expiration date of the old contract, and covers a period of two years.

Detroit has at least one magnificent theatre building, but it isn't used for motion pictures. Detroit's fabulous "Prophet Jones," Negro spiritualist leader, has spent close to a half million dollars remodeling the old Oriole for use as a church. The theatre is resplendent in fancy drapes, a throne, and even an orchid phone with loudspeakers attached so his congregation could hear. The sale of the Oriole marks at least a dozen theatres sold in Detroit to Negro groups for use as churches.

Arch Oboler's "Bwana Devil" was entering its second smash week at the Madison. Oboler was in for a few days to assist in the Detroit premiere.

Al Ackerman, owner, Eastside, strengthened the small fry's belief in Santa Claus. Decked in a Santa Claus suit (no pillow needed), Ackerman paid a visit to the youngsters at the Sister Kenny Polio Hospital, Pontiac, Mich. Ackerman, father of two who were struck down with polio several years ago, is a great supporter of the Sister Kenny Polio Hospital. He practically furnished the hospital with all the necessary equipment, is sponsoring a huge dance at the Veterans Memorial building in January, with proceeds going to the fund, and says that top name performers will be on hand for the benefit.

Earl J. Hudson, president, United Detroit Theatres, gave the young children of Detroit a treat for the holidays. By special arrangement with the producers of "Hans Christian Andersen," Hudson opened the doors of the Fisher only to the children for a special showing.

Holidays come and go but not with several Detroit exhibitors who prefer to remain anonymous. The Goodfellow Fund was swelled with contributions from exhibitors to make sure that "every child has a Christmas." Several exchangeites helped selling the Goodfellow papers, and many others contributed to hospitals and other needy organizations to help give everyone a "Merry Christmas."

John J. Maloney, division manager, MGM, was in for a visit. . . . Benjamin Wachnansky, supervisor, Nick George Theatres, is in Miami, Fla., for a vacation. . . . J. Oliver Brooks, former exploitation chief, Butterfield Circuit, is now living in Florida. . . . The Palmer Park, suburban Highland Park, was opened by Irving Teicher. . . . Ernest T. Conlon, executive secretary, Allied Theatres of Michigan, spent the holidays with his wife, in Grand Rapids, Mich. . . . Ann Fearon, secretary to Dillon Krepps,

managing director, United Artists, was still recuperating from a fractured arm suffered two months ago. . . . Bert Foster, salesman, Lippert, is spending a month in California. . . . One exhibitor reported the finding of a man, sound asleep, with a Christmas wreath draped around his neck. . . . Special trailers advising theatre fans to take a "coffee for the road" ran in most theatres before New Year's entrance. . . . Milton Herman, supervisor and exploiter, Detroit Theatre Enterprises, switched the Roxy to a second-run policy.

Allen Dowzer, general manager, Mutual Theatres of Michigan, entered a local hospital for surgery.

Ray Branch, Hastings, Mich., exhibitor, president of Allied Theatres of Michigan for 19 years, and a leader of National Allied, announced the finalizing of an agreement for purchase of Film Truck Service and plans for the eventual offering of stock of the firm to Michigan exhibitors. The company, founded by the Robinson family, has been headed by Mrs. Gladys Pike, president, and her sister, Jane Robinson, treasurer. Branch's agreement calls for immediate purchase of sufficient stock to qualify him as a director, and, ultimately, for purchase of the entire stock of the company through subsequent financial arrangements. He will serve as general manager.

William Flemion is severing his connection with the Albert Dezel exchange after 33 years, and will concentrate his future activities as managing director of the Coronet and Studio, art film houses, in which Dezel and he have principal interests.

Indianapolis

To encourage blood donations to the Red Cross, the Indiana offered free passes to those pledging blood during a two-day period. Everyone giving a pint of blood during the two-day period or calling the Red Cross to pledge a donation received a pass to see "Battle Zone."

Rowdies, all teen-agers, created more action in the Circle than is usually seen in a cinema production. Three youths crashed the theatre, and then engaged in a fracas with several aides. One of the aides suffered a broken denture. Walter Wolverton, manager, called police, who picked up the youths. They were turned over to the Juvenile Aid Division.

Mrs. Mildred Allen is the new manager, Esquire. She was originally from Indianapolis, and went to New York several years ago for business purposes. . . . Syndicate Theatres, Columbus, Ind., has taken over the Elwood Drive-In, formerly operated by F. I. Mitchell.

The Indiana televised the Indiana-Michigan basketball game but drew only 1,100 patrons. . . . John Jones joined MGM as an exploitation man. The territory has been covered from Cleveland and Cincinnati.

Exhibitors seen on Film Row were: R. Foster, Venro, Charleston, Ind.; Vic Burkle, Rialto, Fortville, Ind.; Jack

Sloan State, Windfall, Ind.; J. Austin, Austin, Versailles, Ind., and Nick Paikos, Diana, Tipton, Ind.

Eddie Hochstein, Columbia salesman, left for Detroit, his home. He resigned his post here. Marty Grassgreen, Columbia salesman, went to Cleveland, where he assumed the duties as Columbia office manager.

Exhibitors seen on Film Row were: James Ackron, Ritz, Tipton, Ind.; William T. Studebaker, Logan, Logansport, Ind.; E. E. Smith, Devon, Fransesville, Ind.; Matt Scheidler, Hartford, Hartford City, Ind.; William Passen, Amuseu, Jasonville, Ind.; A. Thompson, Park, North Vernon, Ind.; Al Blankenbaker, Pastime, Richmond, Ind., and Jack Sloan, State, Windfall, Ind.

Pittsburgh

P. T. Dana, eastern sales manager, U-I, held a sales meeting of branch managers and salesmen of P. F. Rosian's district, Pittsburgh, Washington, Cleveland, and Detroit.

Dr. Harry C. Winslow, Meadville, Pa., owner, Park and Meade, the town's only radio station, and part of Conneaut Lake Amusement Park, has been receiving quite a bit of publicity. He received an interview in The Post Gazette, and the next week The Press had quite a story of the busy executive. The story advised that although he had applied for a television station in Meadville, the request was withdrawn. He stated he didn't think the advertisers could support a radio and TV station in the town.

The Stanley booked a stage show on Feb. 6, featuring Ella Fitzgerald and the Ink Spots. . . . Salesmen of the film companies were back after taking the usual vacation. . . . Frank Braden, probably one of the best-known publicity men in the country, will be in for "Hans Christian Andersen."

Film Rowites were saddened to learn of the passing of Max Cransfield at the Veterans Hospital, Los Angeles. He was a well known and popular figure. . . . Arch Oboler, producer of "Bwana Devil," and his script writer, Jerry Cage, were in for promotional work on the third-dimensional movie.

William Sill, Loew's Ritz, is retiring and plans to take it easy. He is being replaced by his brother, Elmer Sill. . . . Theatre owners are due for some additional TV competition as two new stations are due to be on the air in Pittsburgh before the end of 1953.

M. A. Silver, Warner Circuit zone manager, hit the 60 mark on his birthday. . . . Columbia set two more pictures for first-run showings in Pittsburgh suburbs and neighborhoods, "Invasion, U.S.A." and "Rainbow 'Round My Shoulder."

The newly remodeled Hazelwood, opened, with Nat Cherkosky as manager. The house is the only one in town, outside of the downtown Fulton, to have the new RCA Synchro screen.

Four former members of Sousa's band who live in the Pittsburgh area were guests at a private screening of "Stars and Stripes Forever."

Jack Ellstrom resigned as salesman for Columbia to join the Warner exchange as a booker. . . . Harriette Rubenstein, secretary to MGM executive Max Shabason, resigned to become the bride of Jerome Libenson, Wilkes-Barre, Pa.

Film Row was sorry to learn that United Artists branch manager James Hendel was stricken with appendicitis while on his way to Miami, Fla. He is doing nicely now in a Florida hospital.

RKO is planning to bring a wild animal circus to town for the first-run of "Androcles and the Lion" as a promotional stunt. . . . Commander K. B. Ian Murray, British navy, made an appearance on behalf of "Against All Flags," J. P. Harris. The commander made TV and radio appearances, and did some tall tale exchanges with the press representatives. He served as technical advisor on the film.

Ice show tycoon and theatre circuit owner John Harris moved all his personal effects from the old Harris home-stead in Crafton, Pa., and shipped them to California, where they'll be stored until the new Harris home will be ready in early April.

Ivan Black, veteran publicity man, was in to start the campaign for "Bwana Devil," Warner.

Adele Straus left the Harris executive offices, where she was George Eby's secretary, to join him in his own business venture in the same capacity. . . . The mother of Jack Kahn, Warner Theatres' publicity head, was in town, visiting from Baltimore, Md. . . . Among former Pittsburghers who came back to visit during the holidays were Harry Feinstein, now Warner Theatres' zone manager in New England, and Harriet Pettit, Harry Kalmine's secretary.

The holiday season brought Virginia Brown, Stanley, an engagement ring from Bill Martin, an engineer. . . . If all goes well, John Walsh, Fulton manager, will be back home by the time this is read, after a long siege at the Mercy Hospital.

The Peter Thorntons, he's publicity man, Gardens, are expecting a second visit from the stork.

Henry Sutton, former Warner manager here and now in the dress business in New York, was visiting. . . . Another holiday visitor was Grace White, John Harris' secretary. She now runs her own secretarial service in Los Angeles.

C. C. Kellenberg, 20th-Fox sales manager, received good news. His doctor told him he was in perfect health again after four years of careful dieting which stripped him of 50 pounds.

Warners' "Stop, You're Killing Me" was given a special New Year's Eve preview at the Warner.

NEWS OF THE

Territory

Boston Crosstown

Florida Christmas visitors from the district were Michael Redstone and Mrs. Redstone, Mr. and Mrs. Philip Smith, Mr. and Mrs. Nathan Yamins, and E. M. Loew. Richard Smith, son of the Philip Smiths, was married recently to Susan Flax, and they honeymooned in Nassau. Bob Zerinsky, who operates theatres in Claremont and Keene, N. H., was also in Miami, Fla., with his parents for six weeks, leaving the theatres in the hands of George Caron.

Frank LePage, Millinocket, Me., and Noel Cote, Van Buren, Me., visited the district together.

With 986,567 television sets installed in the Boston area as of Dec. 1, the million mark is expected to be made early in 1953.

Walter D. Pearson, manager, Wareham, Mass., Drive-In, for the Rifkin Circuit, spent the holidays in Schenectady, N. Y., returning in time to take in the Grand Lodge meeting of Masons at Masonic Temple. He and his wife, with Mrs. Ruth Perry, Wareham, kitchen supervisor for the drive-in, threw a New Year's party for the theatre workers, all of whom are in other businesses during the off-season.

Roy Heffner returned from a business trip for Goodwill Advertising in Kentucky and Georgia, and was quite optimistic.

After nine years as manager, Telepix, the only newsreel theatre in New England, Nancy Hopkins retired to her family homestead in Maine. For a short time, her assistant, Harriet Herenden, took over her duties, but she resigned recently to marry George Bernhart, a public relations counsellor. Sharon Bodenstein, Ilion, N. Y., and Jane Eker, formerly with the American Academy of Arts and Sciences, are now being groomed for the management positions. The Telepix management believes that for certain types of theatres, ladies possess certain advantages as managers over men.

Eddie Ruff and Irving Farber, Regal, booked George Kraska's "Miracle On Skis" into the swank Sutton, New York City, for its first playdate outside New England. The Austrian skiing short rounded out the program with Columbia's "The Member of the Wedding." Manor is handling the short in the New York area for Regal.

Manuel Lima, manager, Neponset Drive-In, for the Redstone Theatres, will be married on Jan. 10 to Miss Rose Mello, New Bedford, Mass. The trade extends its best.

Pembroke College, Providence, R. I., girls are having heart-throbs because of the new manager at the Avon. A bachelor, Bill Daugherty, described as six feet, four, 220 pounds, has been temporarily installed as manager, coming from the Torrington, Conn. Drive-In of Lockwood and Gordon.

"Haus Christian Andersen" opened Christmas Day at the Astor, and broke every house record in the history of the theatre. Jordan Marsh Company ran a series of endorsement ads for the largest amount of space the store has ever used to sponsor a motion picture. The week before Christmas, there were eight windows along Washington Street all set in "Hans Christian Andersen" motif. Jordan's also plugged the film on the radio and TV, and the entire cooperative campaign was climaxed by a huge Christmas party for underprivileged children in Greater Boston on the day before Christmas at the Astor, when 40 busses brought the children to the theatre.

As a further test of the use of television in the promotion of a motion picture, MGM has set a series of theatre openings for "Jeopardy" in the Boston area beginning on Jan. 29. Arrangements have been completed by Howard Dietz, vice-president and director of advertising, publicity, and exploitation, through Donahue and Coe, which will enlist the full cooperation of WNAC-TV, Mutual Broadcasting System station. Terry Turner, representing MBS, was in for several days coordinating the television campaign. Special filmed spots are now being made by Don Thompson, using facilities at the MGM Studios, Culver City, Cal. The New England openings of the picture are one month ahead of its national release date.

William S. Koster, executive director, Variety Club of New England, and chairman, "Good Will Milk Train" program, announced tentative plans for the club's newest charitable undertaking. It has been found that many Mexican children suffer from malnutrition, need a vitamin contained in powdered milk. Koster's plan includes having a special train start from New England, and visit every city where there is a Variety Club tent, picking up powdered milk obtained by the local organization. Koster sees in the "Good Will Train" an excellent public relations program for the clubs, and plans the program to get underway one month prior to the 1953 Variety Clubs International convention at Mexico City.

Eliminations announced by the Bureau of Sunday Censorship included the following: "Blackbeard The Pirate," parts 1 to 11. (Deletions: Dialogue: "You've been thinking I was Morgan's mistress . . . haven't you?", in part 4.) RKO.

Ernie Warren, Warren, Whitman, Mass., staged his sixth annual gigantic New Year's Eve show with four features, starting at 7:30 p.m. His slogan for the gala evening was "Come Anytime—Leave Anytime." His admission prices were 60 cents for the orchestra and balcony and 74 cents for the reserved loges.

New England Bowling

Theatrical Bowling League

ELEVENTH WEEK
STANDINGS

	Won	Lost	
Independents	30	14	
Harry's Snack Bar	28	16	
MGM	25	19	
Affiliated	24	20	
United Artists	15	29	
All Stars	15	29	
Affiliated	3	United Artists	0
MGM	1	Harry's Snack Bar	3
Independents	4	All Stars	1

High single: Serra—141. High team single: Harry's Snack Bar—500. High three single: Serra—325. High team three: Independents—1420.

INDIVIDUAL AVERAGES

J. Freeman	95.2	Field	88.4
Bradley	93.4	Rahilly	87.8
Jennings	93.0	J. Young	87.7
Serra	92.4	Trainor	87.1
Hill	92.3	Larson	86.9
Smith	92.0	Owens	86.3
Gates	91.7	Segal	86.0
Farrington	90.7	Glazier	84.8
Hy Young	90.6	L. Freeman	83.1
Asdot	90.5	Cohen	79.0
Prager	90.2	Pugh	77.2
Feinstein	89.4	Lynde	76.6
Clements	89.0	McCarthy	75.8
Berlone	88.9	Riley	74.7
Almon	88.5	Rowe	74.3

ALTERNATES

Trask	92.3	Sandler	89.0
Kapitt	89.7	Hochberg	81.8

Film District

After a 10-day visit to Hollywood, where he saw rushes and completed films, John J. Scully, U-I district manager, called a sales meeting for all branch managers and salesmen in his area. The meeting was called for Jan. 5 at the Hotel Statler, starting with a luncheon. Attending were branch managers David Miller, Buffalo; Leo Greenfield, Albany; Joseph Leon, Philadelphia; Carl Rear-don, New Haven, and Myer Feltman, Boston, with their sales staffs.

John McGrail, U-I publicist, left directly after Christmas for a long road trek, setting up radio and press interviews with Commander Murray, of the British navy, on "Against All Flags."

It was the general consensus that the Christmas decorations at Metro were never more attractive than this year, when John Picone, Picone's Pharmacy, Brighton, Mass., donated them. He is a personal friend of resident manager Benn Rosenwald, and made a special effort to arrange them himself. He was invited to the Christmas office party, and took in the screening of "Million Dollar Mermaid" along with the office staff. Others present were Jim Tibbetts and Jack Mercer, Charles Kurtzman, and Ralph Iannuzzi.

Hugh Mackenzie, Boston field representative for RKO, has been given a six-month leave of absence from the company, according to Richard Condon, national director of advertising, publicity, and exploitation. Mackenzie has left Boston for the west coast, where he will produce a film in Hollywood, "No Escape," in association with Matt Freed. The backing for the film has been put up by an eastern banker. Mackenzie has been associated with RKO for the past eight years.

Joseph Levine and Joseph Wolf, Embassy, have the New England distributorship for Commercial Pictures, headed by Raymond Hakim. The first release is "Angel Street."

Tom Duane, sales manager, United Artists, brought his two sons into the district during the holidays. Bill is a first year medical student at the New York Medical College, New York City, and Tom, Jr., is a senior at Thayer Academy. . . . Irving Mendelson, selling film for Warners in Syracuse, N. Y., brought his daughter Carole Mendelson, into the district. She is a senior at Brookline High School.

New Haven

Crosstown

The Sargent and Company show at Loew's Poli was a success. . . . The Lincoln furniture store sponsored a kiddie show at the Roger Sherman. . . . Sid Kleper, College, had plenty of bally for "Invasion, U. S. A." One of the news angles was Mayor William C. Celentano's statement tying in civilian defense. . . . Some of the nabe houses had matinee shows every afternoon during the school vacation. . . . Lincoln and Crown ads have had quite a bit of pep in copy. . . . Bob Spodick and Len Sampson, Crown, Lincoln, and other houses, have interior decoration taste, in addition to art cinema fancy, judging from the attractive new color scheme of the general offices at the Lincoln. . . . Ed Lynch, former manager, Roger Sherman, and now at the Warner Beverly, Beverly Hills, Cal., is busy with theatre chores on the west coast, instead of being in retirement. . . . For "Stars and Stripes," manager Morris Rosenthal, Loew's Poli, had an abundance of tie-ups, with the marine recruiting display in the lobby being one of the angles. Manager Rosenthal's Christmas lobby was one of the most attractive in the downtown area.

Meadow Street

Tim O'Toole, former branch manager, Columbia, and now at 1645 N. E. 7th Place, Fort Lauderdale, Fla., wrote, and wanted to be remembered to exchangeites and exhibitors. He invited those going to Florida to look him and Mrs. O'Toole up. . . . Ben Simon, 20th-Fox branch manager, was back on the job after being ill for a few days. . . . Monogram's recent Christmas party was held at Tiernan's. John Pavone's exchange was posted as being third in the "Razz Goldstein Drive," in conjunction with the Boston office. . . . H. Rifkin, Boston, was a visitor. . . . Branch managers and bookers are still talking about the Christmas party tendered to them by Warner Theatres with Harry Feinstein, zone manager, and Joe Minsky, buyer, booker, being the hosts. . . . Cocktails were served at the office, and then the group trekked to Kayseys to enjoy delicious filet mignon. . . . Charlie Doll, former 20th-Fox shipper now in the army, stationed at Fort Dix, N. J., was in and phoned Sal Popolizio, 20th-Fox, asking him to be remembered to his many friends.

The Plaza, Stamford, ran the following box: "It is Unbelievable! In 20 days, the Plaza has been transformed into one of Connecticut's finest theatres. We have done a complete top to bottom job of re-decorating and refurbishing the entire theatre. We invite you to see for yourself."

Commander K. D. Ian Murray, authority on pirate lore, was due in on behalf of U-I's "Against All Flags."

Circuits

Loew Poli

Continuous shows were in effect on New Year's Eve through to 3 a. m. New Year's Day. . . . Division manager Harry F. Shaw was in Bridgeport and Hartford. . . . Ray Quinn, assistant Elm Street, Worcester, Mass., was temporarily assigned to the Poli, Springfield, Mass., filling in for Carlson Cenelli, temporarily given time off. "Pecky" Villineau, formerly at Poli, Worcester, is temporarily assistant at the Elm Street. . . . Following up nice campaigns in "Stars and Stripes," various Poli managers were doing well in ballyhooing "Million Dollar Mermaid."

Variety Club

New Haven, Tent 31

Thirty-eight boys from the New Haven Boys' Club were guests of Tent 31, Variety Club, at a Christmas party in the club. The boys, selected by Victor Scafati, attendance officer for the city schools, were transported to and from the party by bus. Movies were shown by George Weber; Harry Tomlin, local magician, performed, and refreshments were served. Gifts of merchandise and money were distributed. Robert Elliano, Milford, Chief Barker, Tent 31, was general chairman. Mrs. Samuel Wasseman was chairman of a women's committee which assisted.

It was a busy time for members, with the Christmas party given to 38 boys from the New Haven Boys' Club and the members of the club holding a New Year's Eve get-together.

Connecticut

Hartford

Jim McCarthy, Strand manager, went to town on "April In Paris" promotion. . . . The Blue Hills Drive-In, Bloomfield, closed down.

Attorneys representing the Fishman Theatres, the Bowl Outdoor Theatre Corporation, and the state are to file briefs on the West Haven Drive-In litigation next month for study by Judge Edward J. Daly before a decision.

Lou Brown, advertising-publicity chief, Loew-Poli Theatres, and Arthur Canton, eastern press representative, MGM, accompanied Julie Dorsey on newspaper visits on "Million Dollar Mermaid." . . . George E. Landers, division manager, E. M. Loew's Theatres, reported shifting Jay Finn from house manager, E. M. Loew's, to manager, Winchester, Winchester, Mass. George Hudak continues as night floor manager, E. M. Loew downtown house.

Harry Feinstein, WB Theatres' zone manager, and James M. Totman, assistant zone manager, were in for conferences with Jim McCarthy, Strand manager.

Massachusetts

Fall River

Nathan Yamins sold to Samuel E. Liss property at 1439-1447-1449 and 1451 Pleasant Street, with the purchaser intending to renovate the site to provide parking space for his store's customers.

Norman Zalkind, Strand manager, was a judge at the debate between teams representing Providence Classical and BMC Durfee High Schools.

Worcester

Commander K. D. Ian Murray, authority on pirate lore, was due in on behalf of U-I's "Against All Flags."

New Hampshire

Concord

Manager Frank K. Eldridge treated over 150 Monitor newsboys to a party at the Capitol.

Students of parochial schools attended a special showing of "The Miracle of Our Lady of Fatima" at the Capitol.

Keene

A holiday party was held at the Scenic for children of employees of Sprague and Carleton, sponsored by the employees association.

Milford

A free showing for children was held at the Latchis.

Nashua

Featured for three days at the State was a colored film shot by photographer Joseph Pierro, "Nashua on Parade." The film is sponsored by several manufacturers and stores.

Newport

The Latchis gave a free showing of cartoons and children's films, with Peter Latchis as host. . . . A Christmas party was held at the Coniston.

Plymouth

Attendance at the Interstate Christmas party jumped from 300 last year to 600 this year, it was noted by Sherburne Graves, manager. . . . The Profile and the Knights of Columbus cooperated to hold a Christmas party for youngsters.

Portsmouth

A feature film, cartoons, and a visit by Santa highlighted the Kiddies' Christmas party at the Civic. Held on the same day was a Christmas party at the Arcadia.

Vermont

Bennington

Harte Theatres, Inc., has been chartered by the Secretary of State to operate the Harte. Incorporators are Alice B. Harte, John B. Harte and Charles G. Harte, all of Bennington.

East Arlington

Stanley Lincoln, Sandgate, Vt., is manager, East Arlington. Jack Stoop, owner and former manager, is working in Bridgeport, Conn.

NEWS OF THE

Territory

New York City
Crosstown

Arnold M. Picker, vice-president, United Artists, in charge of foreign distribution, arrived by plane from a month-long survey of the company's operations in Australia, New Zealand, Singapore, and the Philippines.

Walter Lantz, well-known Hollywood cartoon producer whose cartoons are being released by Universal-International, was in for a series of television and radio appearances in connection with his expanded 1952-53 cartoon program.

Michael Redgrave, starred in the J. Arthur Rank Organization Technicolor production, "The Importance of Being Earnest," which had its American premiere at the Baronet, had a full schedule of network television and radio appearances and press interviews in connection with the promotion.

Walter Reade, Jr., has accepted the chairmanship of the Heart Committee, Variety Club of New York. Assisting Reade are William J. German, Harold J. Klein, Charles Lewis, Ira Meinhardt, Bert J. Sanford, and Dick Walsh.

Walter Gould, executive vice-president, International-United Film Corporation, flew to the west coast to set plans for the distribution of the new company's product in the far western territories.

A saturation television campaign was set up by RKO for "Blackbeard The Pirate," Loew's State.

Theatrical celebrities and noted newspaper by-liners and publishers were guests of Paramount President Barney Balaban at a party at Sardi's honoring Shirley Booth on the occasion of her motion picture debut in "Come Back, Little Sheba."

RKO-Pathé's "Operation A-bomb," the first motion picture in color of an atomic explosion, received the praise of leading civil defense officials who were guests at a special screening of the two-reeler.

Paramount inducted 32 home-office employees into the company's 25-Year Club at ceremonies officiated by Barney Balaban, president, and Adolph Zukor. Zukor presented the new members with gold watches. Admitted to the club were Louis Phillips, William Piper, Robert Denton, Robert Seaton, A. J. Richard, Minnie Treisner, Edgar H. Fay, Anna Schneider, Mary A. Turner, Frederick Zech, Jack Pearley, Edmund Theise, Henry DeSiena, Fred Stederth, Fred Felbinger, D. S. Mungillo, John Oxtan, Michael Menditto, James Pelkey, George Lewis, George Pavlonis, William Kuntz, Urban Santone, James Kaudelky, John

Ahearn, Edward Holtje, Arthur Auspaker, Russell Higgins, Charles Bade, Oscar Geyer, Charles O. Bonaria, and Philip U. Bonaria.

Mrs. Lena Harris, 93, mother of Maurice "Bucky" Harris, U-I exploitation staff, died. She is survived by five sons, two daughters, 17 grandchildren, including Tommy Harris, also of U-I, and seven great-grandchildren.

"Girls In The Night," Universal-International's melodrama, filmed on the lower East Side of New York, will have its world premiere at Loew's State following "Blackbeard the Pirate." Pat Hardy, Jaclynn Green, Glen Roberts, and Don Gordon, young New York players who make their debuts in the film, will aid in the intensive promotional campaign. All four players will make a series of television appearances, and participate in borough activities to provide a concentrated promotional impact for the film.

Charles Rosenzweig, 62, industry sales veteran, died at his home of a heart attack. Services were held in Park West Memorial Chapel, with interment in Acacia Cemetery, Brooklyn. He had been with Universal, RKO, and Columbia. Surviving are his wife, a daughter, three sisters, and two brothers.

Monogram International Corporation President Norton V. Ritchey returned following a prolonged tour of the company's distributors and branches in the Caribbean circuit. Occupying an important position on Ritchey's agenda were conferences with Luis Lezama, Monogram Pictures of Mexico, and Louis R. Lee, Monogram Pictures of Panama, relative to the special handling of important, new Allied Artists productions. During a visit to Medellin, Colombia, Ritchey negotiated a renewal for a further period of time of the distribution agreement with Caribe Films, controlled by Cine-Colombia. At Port of Spain, Trinidad, Ritchey finalized arrangements for renewing the physical distribution agreement with Henry Teelucksingh's British and General Film Distributors for Monogram Pictures of Trinidad, Inc. Other highlights of Ritchey's trip were discussions with executives of Tropical Films in Venezuela, with Octavio G. Castro, Continental Films, Havana, and with Rafael G. Marti, Tropical Films, in San Juan, Puerto Rico.

Len Gruenberg, RKO, has been named chairman, exchanges committee, amusement division, Federation of Jewish Philanthropies, it was announced by chairmen Barney Balaban, Simon H. Fabian, and Manny Frisch. The co-chairmen also announced a Federation committee in the exchanges consisting of the following: Alex Arnswalder, 20th-Fox; David Burkan, Realart; Abe Dickstein, 20th-Fox; Robert Fannon, Republic; Howard Levy, Loew's; Charles Penser, RKO; Samuel Rifkin, United Artists; Saul Trauner, Columbia; Louis Allenhend, Loew's; Jack Farkas, Monogram; Myron E. Sattler, Paramount; Philip Hodes, RKO; William P. Murphy, Republic; Tom Feeney, 20th-Fox, and George J. Waldman, United Artists.

New York University's Film Library has added 100 films for distribution, including those of a new category, anthropology. Announcement of the acquisition was made by Professor Charles A. Siepmann, NYU School of Education, director of the library.

The New York Film Critics voted United Artists' "High Noon" the best picture of 1952 in balloting for the 18th annual awards. Fred Zinneman was voted top director for the same film. Sir Ralph Richardson was voted the best actor for his role in United Artists' "Breaking the Sound Barrier," and Shirley Booth was voted the best actress for her role in Paramount's "Come Back, Little Sheba." The French production, "Forbidden Games," was named as the best foreign film.

James Roth, RKO Theatres executive, died in Nassau Hospital, Mineola, L. I. Roth, 37, was associated with the circuit since 1929. He is survived by his widow, a son, and a daughter.

Nat Holt, who has just completed "Pony Express" for Paramount, returned to Hollywood following several days of home office conferences.

The Journal American, tying in with an Associated Press poll on the year's best pictures and performances, launched a New York City fan poll with \$1,000 in cash prizes to go to the winners. The contest was strictly the newspaper's idea. It was warmly welcomed by theatre operators. Top prize is \$500 with other awards scaled down to 10 prizes of \$10 each. Ballots are printed in the paper daily, and will be received until midnight of Jan. 14. AP's consensus will be the basis for determining the winners, and ties will be broken by judging contestants' letters.

New Jersey
Newark

Due to the resignation of Pat Nataro as manager, Fabian, Hoboken, N. J., Robert Phillips has been transferred from the Warner, Harrison, N. J., to the Fabian, Hoboken. John Stanek becomes manager, Warner, and Alfred Barrilla, assistant manager, Branford, has been promoted to manager, Union, Union, N. J., formerly managed by John Stanek.

The annual Christmas party for the employees of Warner Brothers' Jersey Circuit was held at Mayfair Farms, West Orange, N. J. A buffet luncheon was served, with dancing and music during the entire afternoon. A gift was given to each employee, and there were also door prizes.

FILMACK	SPEED!
	QUALITY!
SPECIAL TRAILERS	SHOWMANSHIP!
CAN'T BE BEAT!	
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Joseph Mikus, Jr., relief manager, Warner Brothers' Jersey Theatres, became engaged to Dorothy Margaret Hock, Irvington, N. J.

The Victory, Bayonne, N. J., closed, and will be demolished. . . . Many of the Warner Jersey Theatres ran sponsored Christmas kiddie shows during Christmas week.

New York State Albany

Harold Sliter, son of Fred Sliter, 20th Century-Fox salesman here and a veteran of 40 years in the industry, had been switched by the Schine Circuit from Lexington, Ky., to Tiffin, O., as zone manager. Sliter is now supervising 26 theatres. He is well-known in the Albany territory.

The engagement of Joyce Hellman, younger daughter of Mr. and Mrs. Neil Hellman and a Cornell University student, to Lieutenant Sanford A. Bookstein, Albany, has been announced by her parents. Lieutenant Bookstein is a certified public accountant in civilian life, having graduated from the University of Pennsylvania. His fiancée attended the exclusive St. Agnes School before entering Cornell.

Jacob E. Tarsches, former Albany theatre operator and old-time billiard star, died at Albany Hospital. Thirty years ago, Tarsches was associated with the late Christopher Buckley in the Leland and Clinton Square. The partnership was terminated, and Buckley went on to solo. Tarsches later operated a local billiard academy, and more recently he conducted a news room at the back of the Ritz building.

The Cinecure Corporation has been authorized to conduct a motion picture business in Rochester. Incorporators are: Wilson Royer, Samuel P. O'Connor, Jr., and Edward Harris, Jr., Rochester.

Third dimension projection not only provides viewers with the illusion of depth but also gives exhibitors a firmer confidence in the profitable level of business to be expected during the New Year. This is the opinion of Harry Lamont, president, Albany TOAA.

Woodrow Campbell, long time assistant contact man in Warner Theatres' zone offices here, and more recently ABC Vending Company man in the Binghamton area, has been transferred to Albany. . . . Neil Hellman, Paramount and Royal, Albany, and Lincoln Drive-In, Philadelphia, is wintering in Florida. The Paramount and Royal reverted to full-time operation for New Year's Week. . . . "Here's Howe," annual production of Mask and Wig, University of Pennsylvania, played Warners' Strand. Dr. Herman J. Diekman, dentist and son-in-law of Oscar J. Perrin, Madison manager, served on the arrangements committee.

Fishing at Key West and absorbing the bland Florida sun are being participated in by Harry Lamont, head, Lamont Theatres; Bob Case, manager,

Trade Mourns W. C. Smalley's Death

ALBANY—William C. Smalley, 63, a successful small-town independent exhibitor for some 35 years, died in Mary Imogene Bassett Hospital, Cooperstown, on Dec. 28 after a three-year illness.

President of Smalley Theatres, Inc., with headquarters in Cooperstown since 1921, Smalley had always fought the good fight for the so-called small exhibitor. He owned as many as 15 theatres at various times. The present number is 12.



W. C. SMALLEY

The deceased was a native of Danbury, Conn., but a resident of New York State since his youth. His first theatre operation was in Mount Upton, where he had worked in a milk plant. Smalley reputedly acted as projectionist as well as manager of that situation. He expanded to Cooperstown and to other points, such as Norwich, Sidney, Sharon Springs, Johnstown, Windham, St. Johnsville, and Hensonville.

He was stricken in 1950, complications developing. He had been able to work only occasionally since then. His wife, Mrs. Hazel Smith Smalley, carried on with head booker Bob Johnson and others of the efficient staff.

Funeral services were held from the Smalley home on Dec. 30. A contingent from Film Row attended. Expressions of regret at his passing were widely and sincerely expressed.

He had many friends in the industry.

Lamont's Sunset Drive-In, Kingston, and their wives. The quartet drove to the southern tip of the resort state for a month's vacation. . . . Gerry Schwartz, partner in the Riverview Drive-In, Rotterdam, returned from a visit to Florida.

A 40-year industry veteran, Fred G. Sliter, 20th-Fox salesman, was one of 55 inductees at the Motion Picture Pioneers' Jubilee Dinner in New York. Sliter began here in 1912 a career that was to take throughout much of the United States and Mexico, as salesman, branch manager, district manager, and as American film representative in Mexico of George Creel's World War I official propaganda agency. Now living in Menands, he found the Pioneers banquet a high spot among his many experiences and a milestone in his memories.

EYEING THE

Exchanges

NEW YORK — Monogram's sales and booking departments are working like Trojans in hopes of capturing the flag for first place in the "Razz Goldstein Drive," which winds up on Jan. 30. Presently, the New York exchange is in the lead.

20TH-FOX—The booking department's Martha Kafka's birthday is on Jan. 15, and Pat DeBlasi, cashier department, eats his cake on Jan. 18. . . . Secretary Bess Goldstein Allen celebrates her anniversary on Jan. 19. . . . Back to brighten up the office after illness is secretary Hanna Zimmerman.

COLUMBIA — Typist Frances Taylor, who teaches dancing at the Harlem branch Y, gave a Christmas party for kids in her class. . . . Saddened by the death of his father was salesman Lou Steisel.

RKO—Birthday wishes go to typist clerk Sandy Freilich, film room's Morris Laubgross, and New Jersey booker Charles Raffaniello. . . . File clerk Edith Feig was ill.

UNITED ARTISTS—The new triumvirate, branch manager Joseph Sugar, office manager Edward Mullen, and Myron Starr, sales department, are set to push United Artists into a booming 1953.

MGM—Laura Karlitz, secretary to the district manager, returned from her sojourn in sunny Florida to celebrate her birthday. . . . Soon-to-be-wedded salesman Bob Kraus was taken out to dinner by some of the office. . . . Birthday wishes are in order for Rosetta Ansourian and Henrietta Issac. . . . Salesman Harold Zeltner introduced his family around the office. The sons, Lanny and Teddy, had a million questions to ask. . . . Henrietta Issac left.

PARAMOUNT—Head shipper Al Kubart gave a little party for everyone in the shipping room in appreciation of faithful service.

RAMBLIN' 'ROUND—It's on again for Ethel Israel, secretary to Etta Segall at Monogram. . . . U-International booker Harvey Reinstein was back after illness. . . . Stenographer Sarah Schenendorf, Favorite, received birthday cards. . . . In the hospital was Dave Snaper, Snaper Circuit. . . . A theatre party is planned by the Motion Picture Booker's Club for "Hazel Flagg" at the Mark Hellinger on March 5. . . . The old-timer in the film business, Bill Steiner, has a new western.

—J. A. D.

Schenectady

Richard Murphy, manager, Fabian's Plaza, and Irwin Ullman, his assistant, earned a net rental, newspaper publicity, and word-of-mouth comment through a Christmas "Kiddie Karnival" presented in a tieup with Kaye-Kars and proprietor Moe Kaplan.

NEWS OF THE

Territory

Philadelphia

Crosstown

Commander K. D. Ian Murray, authority on pirate lore, was in on behalf of U-I's "Against All Flags," Goldman.

The S-W Earle definitely closes down in April.

Allied Artists' "Battle Zone" was given New Year's Eve previews in the Stanley-Warner Circle, Colonial, Logan, Midway, Savoia, and 69th Street.

Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., in a year's end drive for membership, suggested that as a New Year's resolution that exhibitors support the organization.

Vine Street

Keith Godfrey, Columbia Scranton-Wilkes-Barre, Pa., salesman, resigned to enter another business.

Joe Engel, Screen Guild, came back from two weeks in Florida. . . . Earle W. Sweigert, now with RKO in Pittsburgh, was around to renew acquaintances.

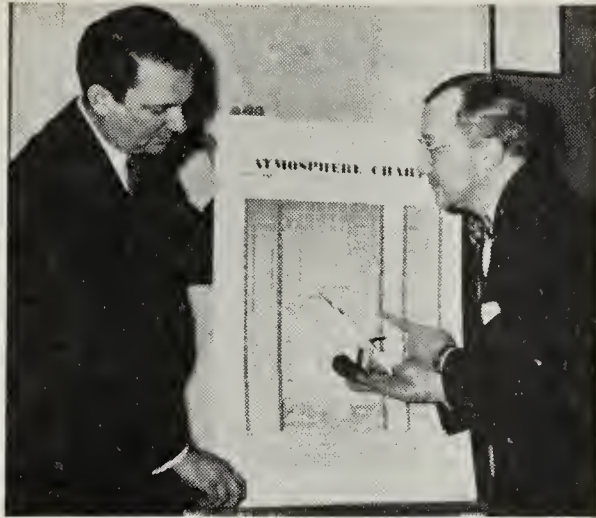
Republic booker Johnny Ehrlich said that Jan. 1 was his birthday. . . . At Warners, preparations were being made for "Robert Smeltzer Week" in the WB drive, Jan. 11-17. A request was made that all exhibitors cooperate in setting dates.

RKO branch manager Charles Zagrans was pleased over the marriage of his son, Jack, to Miss Marilyn Gay Hyman, Elyria, O. . . . RKO salesman Addie Gottschalk was on vacation at White Sulphur Springs, W. Va.

An exhibitor, operating a neighborhood theatre in a nearby key city, seeks a manager to handle the house from Jan. 15-April 1, with the possibility of a



Charles Judge, manager, Trans-Lux, Philadelphia, and Max Miller, United Artists field representative recently arranged this attention-getting front for "Breaking the Sound Barrier." A 16-foot, three-dimension replica of a jet plane, large signs, and the recording of the weird jet sounds drew crowds to the theatre.



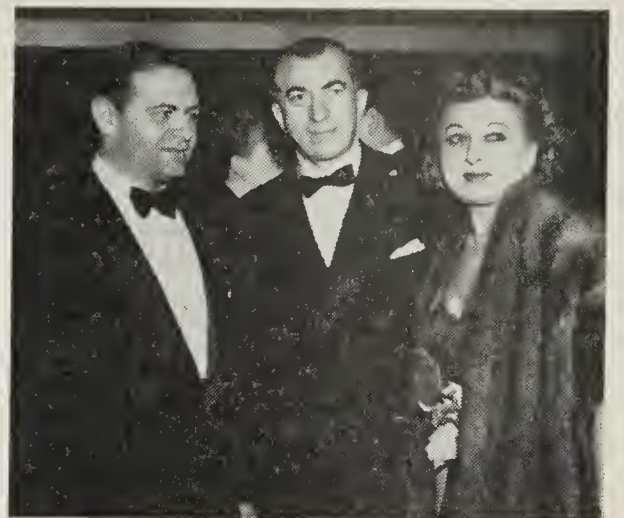
Charles Judge, manager, Trans-Lux, Philadelphia, and Dr. I. M. Levitt, director, Fels Planetarium, Franklin Institute, are shown discussing plans for a recent special preview of United Artists' "Breaking the Sound Barrier" at the Institute for scientists, military, and naval aviation instructors.

permanent job. Salary is \$65 per week, plus a percentage over a certain figure. Inquire of the editorial department of EXHIBITOR for further details.

Everyone was glad to see Leon Cohen, 20th-Fox projectionist, back in the area following his sudden appendectomy.

**Circuits
Stanley-Warner**

The holiday season got off to a good start with the gala local office Christmas party held at the CR Club, one of the best ever. A very good time was had by all. The festive spirit was dampened, however, by the news that Ellis Shipman



Left to right, Gerald Wagner, general manager, Lopert Washington Theatres; I. E. Lopert, head of the corporation which owns the Playhouse and DuPont, Washington, and Mrs. Lopert pose in the lobby of the Playhouse before the recent gala premiere of United Artists' "Breaking the Sound Barrier."

was in the hospital. Everyone will be glad to know that he is improving daily.

Everyone was saddened by the tragedy that befell the Pushkin family. Heartfelt sympathy is extended to Abbey and Marie, and also to Ann Levensten, whose father died.

What we want to know is where Harry Kaplowitz took his course in "how to win friends and influence people," especially his dancing partners. . . . Ray Ayrey was back in town for a couple of weeks.

Simultaneous with the opening of "Bwana Devil" at the Aldine, Elmer

Theatre Managers

Please check your shows at theatre by noon on day of showing.

All exchanges close at 5 P.M. daily. 12 noon on Saturday, Sunday and holidays.

Contact us in ample time so that we may help you prevent a miss-out.

HIGHWAY EXPRESS LINES, INC.

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"Send in your program on time"

Pickard, manager, lost his voice. He is now feeling better after a bad case of laryngitis.

District of Columbia Washington

Film Row hopes to "Bank with glee in '53," which is a subtle way of saying "Please, let's do even better than last year." But no one would go out on a limb and make public a New Year's resolution, no one, that is, except Jack Foxe, ace publicity man, Loew's Capitol. His resolution is: "To save my money in '53."

At the Variety Club, Tent 11, Jack Fruchtman and his entertainment committee staged a gala New Year's Eve party in the club rooms.

Variety Clubs International Chief Barker Jack Beresin and executive director William McCraw will be on hand for the club's installation of officers ceremonies in the Willard Hotel tonight (Jan. 7) at 9 p. m. New officers are Chief Barker, Victor J. Orsinger; First Assistant Chief Barker, Gerald P. Price; Second Assistant Chief Barker, Jack Fruchtman; Property Master, Alvin Q. Ehrlich; Dough Guy, Sam Galanty, plus George Crouch, Orville Crouch, Joseph Gins, J. E. Fontaine, Nathan D. Golden, Jake Flax, Jerry Adams Morton Gerber, Fred S. Kogod, Frank M. Boucher, and R. Wade Pearson. Also on the board

WASHINGTON EXCHANGE LISTING

(The following list represents addresses and pertinent information concerning film exchanges serving the Washington area. Cooperation in keeping this list accurate is requested. All companies listed may be addressed at Washington 1, D. C., with the exception of Paramount and 20th-Fox, whose postoffice box zone number is 13.—Ed.)

COLUMBIA

928 New Jersey Ave., N.W.—NA 4035

Division manager—Samuel A. Galanty
Branch manager—Ben Caplon
Office manager—Jack J. Hollischer
Salesmen—Ben Caplon, circuit key situations; Charles A. Wingfield, Baltimore, Maryland; Martin Kutner, Clinch Valley; Jack Jackfer, eastern Virginia; James Whiteside.
Bookers—Max Rutledge, Fred Sapperstein, Elmer Moore.
Cashier—Alice Sauber
Exploiteer—Sid Zins

EQUITY

1001 New Jersey Ave., N.W.—RE 0776

Branch manager—B. H. Mills
Office manager—Myron Mills
Booker—Mrs. Thelma Powell
Salesmen—Sampson Pike, Harry Kahn
Cashier—Ann Sknerski

SANDY

1013 New Jersey Ave., N.W.—EX 4613-4614

Manager—Fred Sandy
Salesman—Sylvester Sandy
Office manager-booker—Gertrude O. Epstein
Cashier—Fred Gordon

KAY

203 Eye St., N.W.—NA 3356

Booker—Dorothy Kelly
Special representative—C. J. DeMaio

LIPPETT

203 Eye St., N.W.—ST 1652

Branch manager—Max Cohen
Booker—Emelyn Benfer
Salesman—Jerry Murphy
Cashier—Josephine Deavers

METRO

1009 New Jersey Ave., N.W.—DI 6530-1-2

Southern division sales manager—Rudolph Berger
Branch manager—Jerry Adams
Assistant branch manager—Paul Wall
Office manager—Joseph Kronman
Cashier—Mrs. Anna Ridgely
Salesmen—Fred Rippingdale, Sid Eckman, Pete Prince, Buddy Sharkey
Bookers—Edward Kushner, head booker; Henry Ajello, Ida Barezofsky, Max Stepinkin
Field representative—Tom Baldrige

RKO

932 New Jersey Ave., N.W.—DI 3672

Eastern district manager—R. J. Folliard
Branch manager—J. B. Brecheen
Sales manager—Alphonsus P. Folliard
Office manager—Joseph Kushner
Salesmen—Olmsted Knox, eastern Virginia, Eastern Shore, Maryland, Virginia, Delaware; E. W. Grover, Baltimore, northern Maryland; C. T. Hurley, western Maryland, southwestern Virginia, West Virginia
Bookers—Jesse Smith, head booker; George Sullivan, Baltimore; Don Bransfield, country accounts; Herb Doherty, army-navy, non-theatrical
Cashier—Agnes Turner
Exploiteer—Ralph Banghart

are counsel Alvin Newmyer, associate counsel Milford F. Schwartz, and dean of the Chief Barkers' committee, Rudolph Berger. In addition, delegates to the 1953 convention are Jake Flax and Nathan D. Golden, with the two alternates, Morton Gerber and Wade Pearson. International canvasman is Jerry Adams, while the alternate canvasman is Victor J. Orsinger.

The Variety Club's board will hold the first official meeting in 1953 on Jan. 12.

At MGM, Catherine Murphy, branch manager's secretary, celebrated her holi-

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Branch manager—Harry R. Shull

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Atlantic division manager—C. Glenn Norris
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Bookers—Mrs. Sara Young, Jack Kohler, Leona Gunsberg
Head shipper—Bob Kuttler

REPUBLIC

203 Eye St., N.W.—RE 0155

Branch manager—Jake Flax
Office manager—Albert Landgraf
Salesmen—Jake Flax, Washington, Baltimore, key Virginia situations; W. Maynard Madden, western Virginia; Sam Tabor, Baltimore, environs; Eastern Shore, eastern Virginia, Shenandoah Valley; Joe Cohan
Booker—Esther Katznell
Cashier—Clare Cunningham
Head Shipper—William Wilson
Clerk—Joyce Kriso
Bookkeeper—Ida Leniek

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Booker—Al Wheeler
Salesmen—Milton Lipsner, key accounts; Maryland excepting Eastern Shore; Virginia Eastern Shore of Maryland, Harold Levy, Mark N. Silver
Cashier—Blanche Hayre

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Salesmen—George Nathan, Virginia, Washington, D. C., and D. C. circuits; Howard C. Savitz, Baltimore, Maryland, Delaware, West Virginia

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Branch manager—Phil Isaacs
Sales manager—Herbert C. Thompson
Special representative—Mike Weiss
Salesmen—Jack Howe, circuit accounts, Virginia; George Kelley, Eastern Shore; Peter Kaufman, Maryland, Washington, D. C.; Herbert Thompson, Baltimore
Bookers—Robert Cunningham, Baltimore; Fred Von-Langen, Maryland; Jane Harrell, Virginia, William Fischer
Cashier—Ida Green

WARNERS

901 New Jersey Ave., N.W.—NA 1130

District manager—Robert F. Smeltzer
Branch manager—Pete DeFazio
Office manager—Edward M. Phillips
Salesmen—Cliff Jarrett, part of Maryland, part of Virginia, Eastern Shore; Oscar Kantor, Baltimore, part of Maryland; Elmer McKinley

UNIVERSAL-INTERNATIONAL

913 New Jersey Ave., N.W.—DI 4525

District manager—John J. Scully
Branch manager—Joseph Gins
Office manager—Stanley Taylor
Salesmen—Vince Dougherty, Baltimore; Jack Benson, Clinch Valley, western Virginia; Ike Ehrlichman, Eastern Shore, Washington; Barney Frank, western Maryland, eastern Virginia
Bookers—Nate Shor, Bert Freedman, Robert Miller
Cashier—Walter Bangs
Mail Clerk—Myrtle Friess

UNITED ARTISTS

924 New Jersey Ave., N.W.—NA 6316

Branch manager—Arthur Levy
Office manager—L. B. Buchanan
Salesmen—Harold Rose, Eastern Shore, part of Virginia; J. Edward Fontaine, Baltimore, Washington, D. C.; Joe Oulihan
Booker—Doris Jowett
Cashier—Sam Jenkins

day vacation by staying home with her daughter, visiting her. . . MGM mailing Clerk Sue Spies was back with happy memories of her vacation spent in Charlotte. . . Joe Kronman's secretary, at MGM, Jeannette Adams, had a birthday.

At RKO, branch manager Joseph B. Brecheen made his monthly trip to Baltimore, Md. . . RKO office clerk Mrs. Lilyan Braun was a New Year's baby some years ago. . . Booker's stenographer Audrey Weaver, RKO, announced her engagement to U-I booker Robert Miller.

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Nate Kline, owner, Lenox, Baltimore, Md., was in. . . Sylvester Sandy, Charlotte Sandy branch manager, was in. . . Willard Levy was home from Fork Union, Va., Military Academy, staying with his mother, Sandy cashier Mrs. Bertha Levy. . . Dorsey Conklin, Conklin Circuit, Radford, Va., was in.

At National Screen Service, all the boys were helpful to the new clerk, Pauline D. Geronimo. . . At Republic, booker Mrs. Esther Katznel was taking it a little slower, just getting over an attack of virus.

Jerry Wagner, Playhouse, was ecstatic. The day the New York Film Critics Awards were announced, the Playhouse was playing "Breaking the Sound Barrier," starring the "best actor of the year," Sir Ralph Richardson, and serving a preview of the next showing, "High Noon," named the "best film of 1952."

RICK LA FALCE

Delaware Edgemoor

Dan Cudone now owns the Edgemoor instead of Fred Faulkner. The Brandt office, New York City, is handling the buying and booking.

Seaford

Because of generous response on the part of children at the local schools, three matinee showings were required at the traditional annual food show at the Palace the only admission price was a gift of food. Employees of the Palace gave their time, and the theatre gave the use of equipment to this annual affair, a Seaford tradition. The donations of food were arranged and prepared for distribution by the Seaford-Blades Associated Charities at Christmas.

Wilmington

Marquee and upright sign of the S-W Warner look gay, having just been repainted in Delaware's colors, blue and gold. . . The marquee and upright sign of the S-W Ritz were also repainted. . . Private William F. Baker, Jr., former Rialto aide, who, before he entered the army, billed himself as "The No. 1 Magician of the No. 1 State," has been ordered by Third Army headquarters to tour southeastern army posts giving his demonstrations in the methods of card sharks. . . City police were called when six youths caused a disturbance during a midnight show at the Queen which featured "Professor Zomby" and his black magic. One of the youths, a juvenile, was arrested on a charge of disorderly conduct, and his case referred to the Family Court. The others were sent home, but will also be summoned to appear in the Family Court. . . Bernice Ann Chomentowski, Rialto, resigned.

—H. L. S.

Maryland Baltimore

Burglars attempting a forced entry into the Cluster were interrupted, and one of them nabbed by police, according

TRADE SCREENINGS

PHILADELPHIA

MGM (1233 Summer) Jan. 8 2, "The Naked Spur" (James Stewart, Robert Ryan, Janet Leigh) (Technicolor); 15, 2, "Confidentially Connie" (Van Johnson, Janet Leigh, Louis Calhern); 16, 2, "Jeopardy" (Barbara Stanwyck, Barry Sullivan, Ralph Meeker).

RKO (250 North 13th) Jan. 19, 10.30, "The Hitch Hiker" (Frank Lovejoy, Edmund O'Brien, Elizabeth Fraser); 2.30, "Sword Of Venus" (Robert Clarke, Catherine McLeod, Renee De Marco).

WARNERS (230 North 13th) Jan. 14 2, "The Jazz Singer" (Danny Thomas, Peggy Lee, Allyn Joslyn) (Technicolor); 21, 2, "She's Back On Broadway" (Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore) (WarnerColor).

to manager Isaac Abner. . . Clifford Jarrett, Warner salesman for parts of Maryland, spent the holidays seeing Broadway shows. . . J. Lawrence Schanberger, Keith's owner, reports business 25 percent above last year's holiday season, the best since 1948.

Frank Durkee, owner, Durkee Enterprises, and Mrs. Durkee left for a holiday in Hawaii. . . Leon Back, president, Allied Motion Pictures Theatre Owners of Maryland, extended invitations to a screening of "The Hoaxers" at the Arcade. . . Jack Sidney, Century manager, was elected to the board of governors, Press Club.

The Cameo closed. Hyman Tabor was manager. . . Sam Tabor, Republic, and Mrs. Tabor spent the holiday in New York. . . Samuel Isaacson, chief projectionist, Stanley, was at Sinai Hospital for surgery. . . Walter Gettinger is booking and buying films for the Walbrook and Harford. Gettinger's partner in operating the Howard, who was Mrs. Elsa Soltz, was married to Seymour Berliner, a retired colonel, connected with the Pentagon. They will make their home in Washington.

Stricken with a heart attack while on duty, Joseph Schumsky, ex-marine veteran and night watchman at Keith's, was pronounced dead upon arrival at Mercy Hospital.

—G. B.

Leonardtwn

It was a merry Christmas for all employees of Jack Fruchtman's Southern Maryland Theatres, embracing the New and St. Mary's, Leonardtown, Md.; the Park and Plaza, Lexington Park, Md.; the Greenbelt, Greenbelt, Md., and the Auditorium, Indian Head, Md., Powder Plant Government Reservation. . . Promotion manager Ray Trumbule and his wife are looking forward to the middle of January when they expect the stork to visit. . . Jack Fruchtman flew back to Phoenix, Ariz., to school. . . EXHIBITOR correspondent George Morgan Knight, Jr., is recovering from lumbago, his friends will be glad to know.

Pennsylvania Coatesville

Bernard and Max Schantzer on Jan. 3 celebrated their fourth year of the operation of the Silver.

Reading

C. G. Keeney, former manager, Rajah, Park, and other theatres, who retired because of ill health, has reengaged in business, operating a theatrical and musical entertainers' booking agency, with Bobby Dease, also well-known in theatre circles here. A son, William, youngest of the junior Keeneys and the fourth to serve in the army, is winning high honors in an army training school specializing in radar.

Larry Levy, manager, Loew's Colonial, had an electrically-decorated tree on the side of his stage.

The Schad Theatres', Inc., Strand reopened after a short closing for repairs and improvements. . . Manager "Peg" Glase, Embassy, is celebrating his 40th anniversary in show business as a house manager. This is certainly a record.

Virginia Norfolk

Commander K. D. Ian Murray, authority on pirate lore, was due in on behalf of U-I's "Against All Flags."

Richmond

Commander K. D. Ian Murray, authority on pirate lore, was due in on behalf of U-I's "Against All Flags."

Roanoke

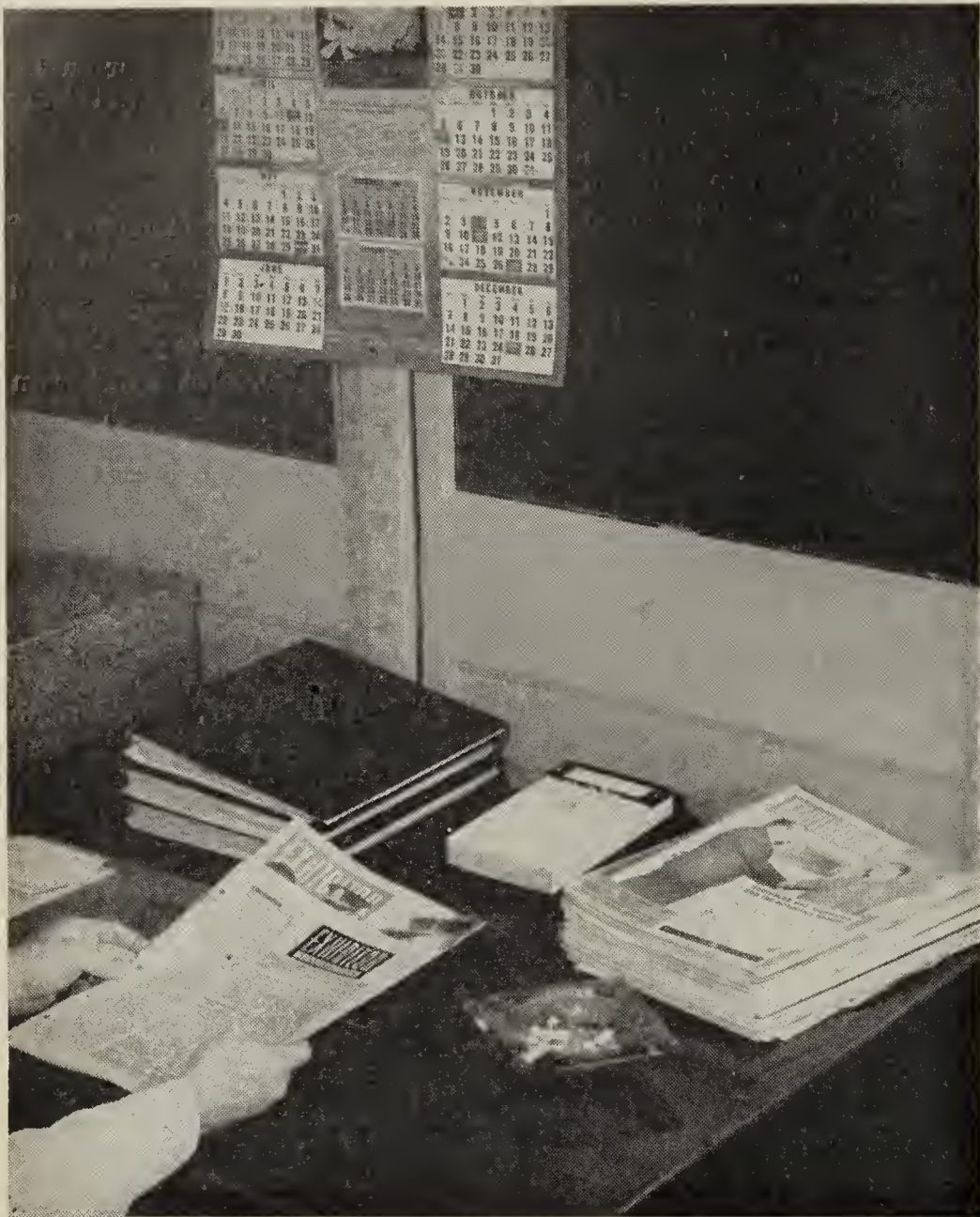
The Colonial donated proceeds from one night's film showing to the Salem Christmas Basket Bureau. No tickets were sold, but patrons were asked to contribute any amount they wished.

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Allied Artists

(For Monogram releases, see Monogram)

- BATTLE ZONE**—ACD—John Hodiak, Linda Christian, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 issue—(AA22).
- TORPEDO ALLEY**—MD—Mark Stevens, Dorothy Molone, Charles Winninger—Okeh service film can be exploited—84m.—see Nov. 19 issue—(AA-23).

TO BE REVIEWED OR IN PRODUCTION

- AFFAIR IN MONTE CARLO**—Richard Todd, Merle Oberon, Leo Genn—(Technicolor)—(English-made).
- COPPERHEADS**—Bill Elliott, Morjorie Lord.
- COW COUNTRY**—Edmond O'Brien, Helen Westcott, Peggy Castle.
- FORT VENGEANCE**—James Craig, Reginald Denny, Rita Moreno—(Cinecolor).
- HOMESTEADERS, THE**—Bill Elliott, Barbara Allen, Robert Lowry.
- JALOPY**—Bowery Boys, Jane Easton, Mono Knox.
- KANSAS PACIFIC**—Sterling Hayden, Eve Miller, Borton MacLane—(Cinecolor).
- MARKSMAN, THE**—Wayne Morris, Elena Verudgo, Stanford Jolley.
- ROAR OF THE CROWD, THE**—Howard Duff, Helene Stanley.
- SON OF BELLE STARR**—Keith Larsen, Peggie Castle, Dona Drake—(Cinecolor).
- STAR OF TEXAS, THE**—Wayne Morris, Robert Lee Brice, Stanford Jolley, Lyle Talbot.
- WHITE LIGHTNING**—Stonley Clements, Barbara Bestar, Steve Brodie.

Columbia

(1951-52 releases from 401
1952-53 releases from 501)

- AFFAIR IN TRINIDAD**—MD—Rita Hayworth, Glenn Ford, Alexander Scourby—Hayworth draw should bring this into the better money—98m.—see Sept. 10 issue—Leg.: B—(501).
- ASSIGNMENT—PARIS**—MD—Dano Andrews, Morta Toren, George Sonders—Interesting topical meller can be sold—85m.—see Sept. 10 issue—(507).
- BARBED WIRE**—W—Gene Autry, Pat Buttram, Anne James—Routine series entry—61m.—see July 16 issue—(474).
- BLUE CANADIAN ROCKIES**—WMD—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—58m.—see Nov. 19 issue—(472).
- CALIFORNIA CONQUEST**—MD—Cornel Wilde, Teresa Wright, Alfonso Bedoya—Names should help melodrama—79m.—see July 30 issue—(Technicolor)—(440).
- CAPTAIN PIRATE**—MD—Louis Hayward, Patricia Medina, John Sutton—Good swashbuckler for the duallers—85m.—see Sept. 10 issue—(Technicolor)—(502).
- CLOUDED YELLOW, THE**—MYMD—Jean Simmons, Trevor Howard, Sonio Dresdel—Well-made, suspenseful import—89m.—see Sept. 10 issue—(English-made)—(509).
- CRIPPLE CREEK**—W—George Montgomery, Karin Booth, Jerome Courtland—Standard western is okeh for the duallers—78m.—see July 2 issue—(Technicolor)—(442).
- EIGHT IRON MEN**—MD—Mory Castle, Dovid McMahon, Bonor Colleano—Suspensive war film—80m.—see Oct. 22 issue—(515).
- FOUR POSTER, THE**—CD—Lilli Palmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 issue.
- GOLDEN HAWK, THE**—MD—Rhonda Fleming, Sterling Hayden, Helena Carter—Swashbuckler should do okeh in the action spots—83m.—see Sept. 10 issue—(Technicolor)—Leg.: B—(508).
- HANGMAN'S KNOT**—OMD—Rondolph Scott, Donna Reed, Cloude Jorman, Jr.—Okeh action entry—81m.—see Nov. 5 issue—(Technicolor)—(512).
- HAPPY TIME, THE**—C—Charles Boyer, Louis Jourdan, Morsha Hunt, Bobby Driscoll—Delightful comedy—94m.—see Sept. 10 issue—(506).
- HAREM GIRL**—F—Joon Davis, Peggie Castle, Arthur Blake—For the lower half—70m.—see Jan. 30 issue—(422).
- INVASION U.S.A.**—MD—Gerold Mohr, Peggie Castle, Dan O'Herlihy—For the duallers—74m.—Leg.: B—see Dec. 17 issue—(513).
- JUNCTION CITY**—W—Charles Starrett, Smiley Burnette, Jack Mahoney, Kathleen Case—Standard series entry—54m.—see July 16 issue—(486).
- KID FROM BROKEN GUN, THE**—W—Charles Starrett, Smiley Burnette, Angela Stevens—Fair series entry—56m.—see Aug. 13 issue—(481).
- LADIES OF THE CHORUS**—ROMCMU—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help reissue—61m.—see Oct. 22 issue—(514).
- LADY AND THE BANDIT, THE**—AD—Louis Hayward, Patricia Medina, Suzanne Dalbert—Okeh action drama for the duallers—79m.—see Aug. 13 issue—(403).
- LAST OF THE COMANCHES, THE**—WMD—Broderick Crawford, Barbara Hale, Johnny Stewart—Okeh action entry—85m.—see Dec. 31 issue—(Technicolor)—(511).
- LAST TRAIN FROM BOMBAY**—MD—Jon Hall, Christine Larson, Lisa Ferraday—Average lower half entry—72m.—see Sept. 10 issue—(504).
- MEMBER OF THE WEDDING, THE**—D—Ethel Waters, Julie Harris, Brandon De Wilde—Interesting drama will best fit into the art and specialty spots—91m.—see Dec. 31 issue.
- MINE WITH THE IRON DOOR, THE**—MD—Richard Arlen, Cecilia Parker, Henry B. Walthall—Reissue has the angles—66m.—see Sept. 10 issue—(510).
- MONTANA TERRITORY**—OMD—Lon McCallister, Wanda Hendrix, Preston Foster—Outdoor action meller will fit into the twin bills—64m.—see June 18 issue—(Technicolor)—(438).
- PATHFINDER, THE**—MD—George Montgomery, Helena Carter, Jay Silverheels—Okeh progrommer for the duallers—78m.—see Dec. 31 issue—(Technicolor)—(516).
- RAINBOW 'ROUND MY SHOULDER**—MU—Frankie Laine, Billy Daniels, Charlotte Austin—Okeh programmer with plenty of angles—78m.—see Sept. 10 issue—(Technicolor)—(503).

EXHIBITOR

SERVISECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 49, No. 10

JANUARY 7, 1953

- RED SNOW**—MD—Guy Madison, Ray Mala, Corole Matthews—For the lower half—75m.—see July 2 issue—(439).
- ROUGH, TOUGH WEST, THE**—W—Charles Starrett, Smiley Burnette, Corolina Cotten—Standard series entry—54m.—see July 2 issue—(487).
- STRANGE FASCINATION**—D—Cleo Moore, Hugo Haas, Mona Barrie—Interesting programmer for the lower half—80m.—see Oct. 8 issue—(505).
- TARGET HONG KONG**—MD—Richard Denning, Nancy Gotes, Richard Loo—Routine melodrama for the lower half—66m.—see Dec. 17 issue—(517).
- VOODOO TIGER**—AD—Johnny Weissmuller, Jean Byron, James Seay, Jeanne Dean—Okeh series entry for the lower half—67m.—Leg.: B—see Nov. 5 issue—(518).
- WAGON TEAM**—W—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—61m.—see Sept. 24 issue—(476).

TO BE REVIEWED OR IN PRODUCTION

- ALL ASHORE**—Mickey Rooney, Peggy Ryan, Dick Haymes—(Technicolor).
- AMBUSH AT TOMAHAWK GAP**—David Brian, John Hodiak, Maria Elena Marques—(Technicolor).
- CONQUEST OF COCHISE**—John Hodiak, Robert Stock, Joy Page—(Technicolor).
- CRUISIN' DOWN THE RIVER**—Dick Haymes, Connie Russell, Billy Daniels—(Technicolor).
- 5,000 FINGERS OF DR. T., THE**—Peter Lind Hayes, Mary Healy, Tommy Rettig—(Technicolor).
- FLAME OF CALCUTTA**—Denise Dorcel, Potric Knowles—(Technicolor).
- 49 MEN**—John Ireland, Richard Denning, Suzanne Dalbert.
- GLASS WALL, THE**—Vittorio Gassman, Gloria Grahame, Robert Roymond.

- GOLDTOWN GHOST RIDERS**—Gene Autry, Smiley Burnette, Gail Davis.
- JACK McCALL, DESPERADO**—George Montgomery, Angela Stevens, Douglas Kennedy—(Technicolor).
- JUGGLER, THE**—Kirk Douglas, Milly Vitale, Paul Stewart.
- LE PLAISIR**—Jean Gabin, Donielle Darrieux, Claude Dauphin—(French-made)—(English titles).
- LET'S DO IT AGAIN**—Jone Wyman, Ray Millond, Aldo Ray, Valerie Bettis—(Technicolor).
- ON TOP OF OLD SMOKY**—Gene Autry, Smiley Burnette.
- ONE GIRL'S CONFESSION**—Hugo Haas, Cleo Moore.
- OUTLAW TAMER, THE**—Charles Starrett, Smiley Burnette, Nancy Saunders.
- PACK TRAIN**—Gene Autry, Smiley Burnette, Gail Davis.
- PANHANDLE TERRITORY**—Jack Mahoney, Smiley Burnette, Jarma Lewis.
- POSSE**—Broderick Crawford, Wanda Hendrix, John Derek, Charles Bickford.
- PRINCE OF PIRATES**—John Derek, Barbaro Rush—(Technicolor).
- RED BERET, THE**—Alan Ladd, Susan Stephens, Leo Genn—(Technicolor)—(Made in England).
- SALOME, THE DANCE OF THE SEVEN VEILS**—Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson—(Technicolor).
- SAGINAW TRAIL**—Gene Autry, Smiley Burnette.
- SAVAGE MUTINY**—Johnny Weissmuller, Angelo Stevens, Gregory Gay.
- SERPENT OF THE NILE**—Rhonda Fleming, William Lundigan, Raymond Burr—(Technicolor).
- SIREN OF BAGDAD**—Paul Henreid, Patricia Medina, Laurette Leuz—(Technicolor).
- SLAVES OF BABYLON**—Richard Conte, Linda Christian, Terry Kilburn—(Technicolor).
- TOUGH GIRL**—Hugo Haas, Cleo Moore, Glenn Langon.
- WINNING OF THE WEST**—Gene Autry, Smiley Burnette, Gail Davis—57m.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion.

- Abbreviations following titles indicate type of picture.
- | | |
|-------------------------------------|----------------------------------|
| AD—Adventure drama | MUCD—Musical comedy drama |
| ACD—Action drama | MU—Musical |
| ACMU—Action musical | MUSAT—Musical satire |
| ADMD—Adult melodrama | MUW—Musical western |
| BID—Biographical drama | MY—Mystery |
| BIDMU—Biographical drama with music | MYC—Mystery comedy |
| BUR—Burlesque | MYCM—Mystery comedy musical |
| C—Comedy | MYD—Mystery drama |
| CAR—Cartoon feature | MYMD—Mystery melodrama |
| CD—Comedy drama | MYMU—Mystery musical |
| CDMU—Comedy drama musical | MYW—Mystery western |
| CFAN—Comedy fantasy | NOV—Novelty |
| CFANMU—Comedy fantasy musical | OPC—Operatic comedy |
| CMD—Comedy melodrama | OPD—Operatic drama |
| CMU—Comedy musical | OD—Outdoor drama |
| COMP—Compilation | OMD—Outdoor melodrama |
| COSMD—Costume melodrama | PD—Psychological drama |
| D—Drama | ROMC—Romantic comedy |
| DFAN—Drama fantasy | ROMCMU—Romantic comedy musical |
| DMU—Dramatic musical | ROMD—Romantic drama |
| DOC—Documentary | ROMDMU—Romantic drama with music |
| DOCD—Documentary drama | SAT—Satire |
| DOCMD—Documentary melodrama | SCD—Sex-comedy drama |
| ED—Educational feature | TRAV—Travelogue |
| F—Farce | W—Western |
| FAN—Fantasy | WC—Western comedy |
| FANMU—Fantasy musical | WCMU—Western comedy musical |
| FMD—Farce musical | WD—Western drama |
| HISD—Historical drama | WMD—Western melodrama |
| MDMU—Melodrama musical | WMDMU—Western melodrama musical |
| MD—Melodrama | WMU—Western musical |
| MUC—Musical comedy | |

Lippert

(1951-52 releases from 5101)

- GAMBLER AND THE LADY**—MD—Dane Clark, Kathleen Byron, Naomi Chance—Gangster meller will fit into the bottom half—71m.—see Dec. 17 issue—(English-mode)—(5204).

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There was no bunk or side stepping in our original **FACTUALLY HONEST "Pink Section" REVIEWS . . .** and in this "Yellow Section" **CHECK-UP** is a summary of the same **HONEST FACTS.**

Check these running times and other data against your records!

HELLGATE—MD—Sterling Hayden, Joan Leslie, Word Bond—Exploitable prison film has the angles for the selling—87m.—see Aug. 27 issue—Leg.: B—(5113).
 JUNGLE, THE—MD—Rod Cameron, Marie Windsor, Cesar Romero—Tale of Indian jungle should be helped by exploitation values—74m.—see July 16 issue—(5112).
 MR. WALKIE TALKIE—C—William Tracy, Joe Sawyer, Margia Dean—Service comedy for the lower half—65m.—see Dec. 31 issue—(5203).
 PIRATE SUBMARINE—MD—Pierre Dudan, Gerard Landry, Jean Vilar—Import will fit into the lower half—69m.—see Sept. 10 issue—(French-made)—(Dubbed English dialogue)—(5110).
 SCOTLAND YARD INSPECTOR—MD—Cesar Romero, Lois Maxwell, Bernadette O'Farrell—For the duallers—79m.—see Nov. 5 issue—(English-made)—(5202).
 SECRET PEOPLE—MD—Valentina Cortesa, Audrey Hepburn, Serge Reggiani—Import for the lower half—87m.—see July issue—(English-made)—(5116).
 TROMBA, THE TIGER MAN—MD—Rene Deltgen, Angelika Hauff, Krone Circus—Import will fit into the lower half—63m.—see Nov. 5 issue—(German-made)—(Dubbed English dialogue)—(5201).
 UNKNOWN WORLD—FANMD—Victor Killan, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).

TO BE REVIEWED OR IN PRODUCTION

BAD BLONDE—Barbara Payton, Tony Hughes—(English-made).
 CAIRO—George Raft, Maria Canale—(Made in Italy).
 I'LL GET YOU—George Raft, Sally Gray—(English-made) (5206).
 JOHNNY THE GIANT KILLER—Animation feature—(Technicolor)—(French-made)—(5205).
 SPACEWAYS—Howard Duff, Eva Bartok.
 TALL TEXAN, THE—Lloyd Bridges, Marie Windsor, Lee J. Cobb—(5207).

Metro

(1951-52 releases from 201
 1952-53 releases from 301)

ABOVE AND BEYOND—D—Robert Taylor, Eleanor Parker, James Whitmore—Well-made drama—122m.—see Nov. 19 issue—(313).
 APACHE WAR SMOKE—OMD—Gilbert Roland, Glenda Farrell, Robert Horton—Okeh action show for the lower half—67m.—see Sept. 24 issue—(305).
 BAD AND THE BEAUTIFUL, THE—D—Lana Turner, Kirk Douglas, Barry Sullivan, Dick Powell—Name values should make the difference—118m.—see Dec. 3 issue—Leg.: B—(315).
 BECAUSE YOU'RE MINE—CDMU—Mario Lanza, Doretta Morrow, James Whitmore—Headed for the better money—103m.—see Sept. 10 issue—(Technicolor)—(304).
 CLOWN, THE—CD—Red Skelton, Tim Considine, Jane Greer—Father and son drama has the angles for the merchandising—92m.—see Dec. 31 issue—Leg.: B—(316).
 DESPERATE SEARCH—MD—Howard Keel, Jane Greer, Patricia Medina—Search meller will fit into the duallers—71m.—see Dec. 3 issue—Leg.: B—(314).
 DEVIL MAKES THREE, THE—MD—Gene Kelly, Pier Angeli, Richard Rober—Names should help interesting melodrama of post-war Germany—90m.—see Sept. 10 issue—(Made in Europe)—(302).
 EVERYTHING I HAVE IS YOURS—CMU—Marge Champion, Gower Champion, Dennis O'Keefe—Champions' dancing should help pleasing musical—92m.—see Oct. 1 issue—(Technicolor)—(306).
 FEARLESS FAGAN—C—Janet Leigh, Carleton Carpenter, Keenan Wynn—For the lower half—78m.—see July 16 issue—(241).
 HOAXTERS, THE—DOC—Narrated by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon, Dore Schary, Barry Sullivan, Robert Taylor and James Whitmore—High rating expose of Communist danger has lots of selling angles—37m.—see Dec. 17 issue—(319).
 HOLIDAY FOR SINNERS—D—Gig Young, Keenan Wynn, Janice Rule—For the lower half—72m.—see July 2 issue—(239).
 HOUR OF 13, THE—CMY—Peter Lawford, Dawn Addams, Roland Culver—Far the lower half—80m.—see Oct. 3 issue—(Made in England)—(309).
 IVANHOE—COSMD—Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders—High rating adventure entry—106m.—see July 2 issue—(Technicolor)—(Made in England)—(307).
 MERRY WIDOW, THE—MCD—Lana Turner, Fernando Lamas, Una Merkel—Musical should walk into the better grosses—105m.—see Sept. 10 issue—(Technicolor)—(301).
 MILLION DOLLAR MERMAID—BID—Esther Williams, Victor Mature, Walter Pidgeon—Headed for the better money—115m.—see Nov. 19 issue—(Technicolor)—(312).
 MY MAN AND I—MD—Shelley Winters, Ricardo Montalban, Wendell Corey—Slow moving meller will need benefit of name strength—99m.—see Sept. 10 issue—(303).
 PLYMOUTH ADVENTURE—D—Spencer Tracy, Gene Tierney, Van Johnson—Picturization of voyage of Pilgrims deserves the best selling—104m.—see Nov. 5 issue—(Technicolor)—(310).
 PRISONER OF ZENDA, THE—COSMD—Stewart Granger, Deborah Kerr, James Mason—Headed for the better money—100m.—see Oct. 22 issue—(Technicolor)—(308).
 ROGUE'S MARCH—MD—Peter Lawford, Richard Greene, Janice Rule—Okeh for the duallers—84m.—see Dec. 31 issue—(320).

SKY FULL OF MOON—D—Carleton Carpenter, Jan Sterling, Keenan Wynn—Okeh programmer for the duallers—73m.—see Nov. 5 issue—(311).
 WASHINGTON STORY—D—Van Johnson, Patricia Neal, Louis Calhern—Fair programmer—82m.—see July 2 issue—(238).
 YOU FOR ME—CD—Peter Lawford, Jane Greer, Gig Young—Entertaining lower half entry—70m.—see July 30 issue—Leg.: B—(240).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF DOBIE GILLIS—Carleton Carpenter, Debbie Reynolds.
 ALL THE BROTHERS WERE VALIANT—Robert Taylor, Stewart Granger, Elizabeth Taylor
 BAND WAGON, THE—Fred Astaire, Cyd Chariss, Nanette Fabray—(Technicolor).
 BATTLE CIRCUS—Humphrey Bogart, June Allyson, Keenan Wynn.
 BIG MIKE—Gig Young, Jane Greer, Robert Horton.
 CODE TWO—Ralph Meeker, Sally Forrest, Keenan Wynn, Robert Horton.
 CONFIDENTIALLY CONNIE—Janet Leigh, Van Johnson, Louis Calhern.
 CRY OF THE HUNTED—Vittorio Gassman, Barry Sullivan, Polly Bergen.
 DANGEROUS WHEN WET—Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel—(Technicolor).
 DREAM WIFE—Cary Grant, Deborah Kerr, Walter Pidgeon.
 FAME AND FORTUNE—Spencer Tracy, Jean Simmons, Teresa Wright.
 FAST COMPANY—Howard Keel, Polly Bergen, Nina Foch.
 GIRL WHO HAD EVERYTHING, THE—Elizabeth Taylor, Fernando Lamas, William Powell.
 GIVE A GIRL A BREAK—Marge and Gower Champion, Debbie Reynolds—(Technicolor).
 GREAT DIAMOND ROBBERY, THE—Red Skelton, Cara Williams, James Whitmore.
 I LOVE MELVIN—Donald O'Connor, Debbie Reynolds, Dean Miller—(Technicolor).
 INVITATION TO THE DANCE—Gene Kelly, Igor Yousekevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).
 JEOPARDY—Barbara Stanwyck, Barry Sullivan, Ralph Meeker—(317).
 JULIUS CAESAR—Marlon Brando, James Mason, Greer Garson, Deborah Kerr.
 KING ARTHUR AND THE ROUND TABLE—Robert Taylor, George Sanders—(Technicolor).
 LATIN LOVERS—Lana Turner, Ricardo Montalban, John Lund—(Technicolor).
 LILI—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—(Technicolor)—80m.
 MAIN STREET TO BROADWAY—Tallulah Bankhead, Olivia de Havilland, Henry Fonda, Tom Morton.
 MOGAMBO—Clark Gable, Ava Gardner, Grace Kelly—(Made in Africa)—(Technicolor).
 NAKED SPUR, THE—James Stewart, Robert Ryan, Janet Leigh—(Technicolor)—(318).
 NEVER LET ME GO—Clark Gable, Gene Tierney, Richard Haydn—(Made in England).
 REMAINS TO BE SEEN—June Allyson, Van Johnson, Louis Calhern.
 SAADIA—Cornel Wilde, Mel Ferrer, Rita Gam.
 SEE HOW THEY RUN—Dorothy Dandridge, Robert Horton, Harry Belafonte.
 SMALL TOWN GIRL—Jane Powell, Farley Granger, Ann Miller—(Technicolor).
 SOMBRERO—Pier Angeli, Ricard Montalban, Yvonne De Carlo—(Technicolor)—(Made in Mexico).
 SLIGHT CASE OF LARCENY, A—Mickey Rooney, Marilyn Erskine, Eddie Bracken.
 STORY OF THREE LOVES—Leslie Caron, Farley Granger, James Mason, Pier Angeli, Kirk Douglas—121m.—(Technicolor).
 TIME BOMB—Glenn Ford, Anne Vernon, Victor Maddern—(English-made).
 VAQUERO—Robert Taylor, Ann Gardner, Howard Keel—(Anscolor).
 VICKIE—Greer Garson, Walter Pidgeon, Agnes Moorehead—(Technicolor).
 YOUNG BESS—Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton—(Technicolor).

Monogram

(For Allied Artists releases, see Allied Artists)

(1951-52 releases from 5100)

1952-53 releases from 5201)

ARCTIC FLIGHT—MD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting melodrama—78m.—see Aug. 13 issue—(5210).
 ARMY BOUND—MD—Stanley Clements, Karen Sharpe, Steve Brodie—Routine programmer for the lower half—61m.—see Sept. 10 issue—(5216).
 BOMBA AND THE JUNGLE GIRL—AD—Johnny Sheffield, Karen Sharpe, Suzette Harbin—Okeh series entry for the duallers—70m.—see Dec. 17 issue—(5208).
 CANYON AMBUSH—W—Johnny Mack Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244).
 DEAD MAN'S TRAIL—W—Johnny Mack Brown, Jimmy Ellison, Barbara Allen—Series average—54m.—see Aug. 27 issue—(5243).
 FARGO—W—Bill Elliott, Phyllis Coates, Myron Healey—Okeh western—69m.—see Sept. 24 issue—(5226).
 FEUDIN' FOOLS—C—Leo Gorcey, Huntz Hall, Dorothy Ford—"Bowery Boys" entry will fit into the duallers—63m.—see Sept. 10 issue—(5213).
 FLAT TOP—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinecolor)—(5201).
 GOLD FEVER—OD—John Calvert, Ralph Morgan, Ann Cornell—For the lower half—63m.—see June 4 issue—(5220).
 GUNMAN, THE—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Okeh series entry—52m.—see July 2 issue—(5252).

HIAWATHA—MD—Vincent Edwards, Yvette Dugay, Keith Larsen—Well-made entry should please younger crowd and family trade—79m.—see Dec. 17 issue—(Cinecolor)—(5202).
 JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
 MAVERICK, THE—W—Wild Bill Elliott, Phyllis Coates, Florence Lake—Okeh program western—71m.—see Dec. 31 issue—(5322).
 MONTANA INCIDENT—W—Whip Wilson, Rand Brooks, Noel Neill—Good series entry—54m.—see Sept. 10 issue—(5253).
 NO HOLDS BARRED—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214).
 OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57½m.—see May 24 issue—(4952).
 ROSE BOWL STORY, THE—CD—Marshall Thompson, Vera Miles, James Dobson—Pleasing football yarn has plenty of angles—73m.—see Aug. 27 issue—(Cinecolor)—(5204).
 SEA TIGER—MD—Marguerite Chapman, John Archer, Harry Lautner—For the lower half—71m.—see Aug. 13 issue—(5218).
 WAGONS WEST—W—Rod Cameron, Peggie Castle, Michael Chapin—Standard outdoor show—72m.—see June 18 issue—(Cinecolor)—(5203).
 WYOMING ROUNDUP—W—Whip Wilson, Tommy Farrell, Phyllis Coates—Routine series entry—53m.—see Dec. 3 issue—(5254).
 YUKON GOLD—MD—Kirby Grant, Chinook, Martha Hyer—Okeh series entry for the duallers—62m.—see Sept. 10 issue—(5221).

TO BE REVIEWED OR IN PRODUCTION

BRONC RIDER—Whip Wilson, Fuzzy Knight, Pamela Duncan.
 MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chilly Wills—(Cinecolor).
 TANGIER INCIDENT—George Brent, Marl Alden.
 TIMBER WOLF—Kirby Grant, Chinook, Inga Borg—(5222).

Paramount

(1951-52 releases from 5101)

1952-53 releases from 5200)

BLAZING FOREST, THE—MD—John Payne, William Demarest, Agnes Moorehead—Fair action meller—90m.—see Oct. 1 issue—(Technicolor)—(5207).
 CARIBBEAN—COSMD—John Payne, Arlene Dahl, Sir Cedric Hardwicke—Okeh swashbuckler, with plenty of merchandising angles—97m.—see Sept. 10 issue—(Technicolor)—(5202).
 CARRIE—D—Laurence Olivier, Jennifer Jones, Miriam Hopkins—Picturization of Theodore Dreiser novel should be strongest in class spots—120m.—see June 18 issue—Leg.: B—(5123).
 COME BACK, LITTLE SHEBA—D—Burt Lancaster, Shirley Booth, Terry Moore—Well-made adult drama—99m.—see Dec. 17 issue—Leg.: B—(5213).
 HURRICANE SMITH—MD—Yvonne DeCarlo, John Ireland, Forrest Tucker—Okeh adventure programmer—90m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(5204).
 JUMPING JACKS—F—Dean Martin, Jerry Lewis, Mona Freeman—Martin and Lewis farce will ride into the better money—96m.—see June 18 issue—(5121).
 JUST FOR YOU—CDMU—Bing Crosby, Jane Wyman, Ethel Barrymore—Good Crosby—104m.—see Sept. 10 issue—(Technicolor)—(5201).
 ROAD TO BALI—C—Bob Hope, Bing Crosby, Dorothy Lamour—Star studded comedy is headed for the better grosses—90m.—see Dec. 3 issue—(Technicolor)—(5209).
 SAVAGE, THE—OMD—Charlton Heston, Susan Morrow, Peter Hanson—Indians vs. cavalry film should satisfy the outdoor trade—95m.—see Sept. 24 issue—(Technicolor)—(5206).
 SOMEBODY LOVES ME—CDMU—Betty Hutton, Ralph Meeker, Robert Keith—Star value and production numbers should make the difference—97m.—see Sept. 10 issue—(Technicolor)—(5203).
 SON OF PALEFACE—C—Bob Hope, Jane Russell, Roy Rogers—Should ride into the better money—95m.—see July 16 issue—Leg.: B—(Technicolor)—(5124).
 STOOGES, THE—C—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff—Martin and Lewis starrer will run into the better money—100m.—see Oct. 22 issue—(5212).
 THUNDER IN THE EAST—MD—Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet—Name strength will have to make the difference—98m.—see Nov. 5 issue—(5210).
 TROPIC ZONE—MD—Ronald Reagan, Rhonda Fleming, Estelita—Okeh program melodrama—94m.—see Dec. 17 issue—(Technicolor)—(5211).
 TURNING POINT, THE—MD—William Holden, Edmond O'Brien, Alexis Smith—Interesting meller—85m.—see Sept. 24 issue—(5205).

TO BE REVIEWED OR IN PRODUCTION

ARROWHEAD—Charlton Heston, Mary Sinclair, Jack Palance—(Technicolor).
 BIG SONG AND DANCE, THE—Donald O'Connor, Joanne Gilbert—(Technicolor).
 BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).
 CONQUERORS, THE—John Payne, Jan Sterling, Lyle Bettger—(Technicolor).
 FOREVER FEMALE—Ginger Rogers, William Holden, Paul Douglas.
 HERE COME THE GIRLS—Bob Hope, Tony Martin, Rosemary Clooney—(Technicolor).

HOUDINI—Tony Curtis, Janet Leigh, Torin Thatcher—(Technicolor).
JAMAICA RUN—Ray Milland, Arlene Dahl, Wendell Corey—(Technicolor).
LITTLE BOY LOST—Bing Crosby, Claude Dauphin, Nicole Maurey—(Partly made in France).
OFF LIMITS—Bob Hope, Mickey Rooney, Marilyn Maxwell Eddie Mayehoff.
PLEASURE ISLAND—Don Taylor, Audrey Dalton, Elsa Lanchester, Leo Genn—(Technicolor)—(5215).
PONY EXPRESS—Charlton Heston, Forrest Tucker, Rhonda Fleming, Jan Sterling—(Technicolor).
ROMAN HOLIDAY—Gregory Peck, Audrey Hepburn, Eddie Albert—(Made in Italy).
SANGAREE—Fernando Lamas, Arlene Dahl, Patricia Medina—(Technicolor).
SCARED STIFF—Dean Martin, Jerry Lewis, Carmen Miranda.
SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
STALAG 17—William Holden, Don Taylor, Otto Preminger.
STARS ARE SINGING, THE—Anna Marla Albergheiti, Rosemary Clooney, Lauritz Melchior, Tom Morton—(Technicolor)—(5214).
WAR OF THE WORLDS, THE—Gene Barry, Ann Robinson, Lee Tremayne—(Technicolor).
WHITE CHRISTMAS—Bing Crosby, Fred Astaire, Rosemary Clooney—(Technicolor).

RKO

(1951-52 releases from 201
 1952-53 releases from 301)

ALLEGHENY UPRISING—MD—Claire Trevor, John Wayne, George Sanders—Star values should help—81m.—see Sept. 10 issue—(384).
ANDROCLES AND THE LION—C—Jean Simmons, Alan Young, Victor Mature, Robert Newton—Will have strongest appeal for the art and class spots—98m.—Leg.: B—see Nov. 5 issue—(368).
ANGEL FACE—MD—Robert Mitchum, Jean Simmons, Mona Freeman—Name draw should help slowly paced melodrama—91m.—see Dec. 17 issue—Leg.: B—(312).
ANNIE OAKLEY—CD—Barbara Stanwyck, Preston Foster, Melvyn Douglas—Reissue has the names and angles—91m.—see Sept. 10 issue—(383).
BACHELOR AND THE BOBBY SOXER, THE—C—Cary Grant, Myrna Loy, Shirley Temple—Reissue has the names to help—94m.—see Dec. 17 issue—(385).
BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Names should help reissue—82m.—see Dec. 17 issue—(386).
BEWARE MY LOVELY—MD—Ida Lupino, Robert Ryan, Taylor Holmes—Fair meller will fit into the duallers—77m.—see Sept. 10 issue—(302).
BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Thraatt—Good adventure yarn—122m.—see Sept. 10 issue—(361).
BLACKBEARD, THE PIRATE—MD—Robert Newton, Linda Darnell, William Bendix—Better pirate show is crammed with angles—99m.—see Dec. 3 issue—Leg.: B—(Technicolor)—(307).
CAPTIVE WOMEN—MD—Robert Clarke, Margaret Field, Gloria Saunders—Exploitable meller for the duallers—65m.—see Oct. 8 issue—Leg.: B—(306).
FACE TO FACE—COMP—James Mason, Robert Preston, Marjorie Steele—Okeh for the art and specialty spots—89m.—see Nov. 19 issue—Leg.: B—(309-310-311).
FAITHFUL CITY—D—Jamie Smith, Ben Josef, John Slater—Highly interesting Israeli import—86m.—see Sept. 10 issue—(Israeli-made)—(303).
HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanmaire—Highly entertaining—111m.—see Dec. 3 issue—(Technicolor)—(Goldwyn).
LOOK WHO'S LAUGHING—F—Edgar Bergen, Charlie McCarthy, Lucille Ball—Reissue has names to help—79m.—see Sept. 10 issue—(381).
LUSTY MEN, THE—D—Susan Hayward, Robert Mitchum, Arthur Kennedy—Interesting action drama has the names to help—113m.—see Oct. 8 issue—(304).
MONTANA BELLE—OD—Jane Russell, Scott Brady, George Brent—Name draw should help familiar outdoor show—81m.—Leg.: B—see Nov. 5 issue—(Trucolor)—(308).
NO TIME FOR FLOWERS—CD—Viveca Lindfors, Paul Christian, Ludwig Stossel—Entertaining import will fit into the duallers—82m.—see Dec. 17 issue—(Made in Austria)—(313).
NEVER WAVE AT A WAC—C—Rosilind Russell, Paul Douglas, Marie Wilson—Name draw may help female service comedy—87m.—see Dec. 31 issue—Leg.: B—(371).
ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth, William Talman—Well-made Korean war story has angles for the selling—105m.—see Sept. 10 issue—(301).
ROAD AGENT—W—Tim Holt, Richard Martin, Noreen Nash—Okeh western—60m.—see Feb. 13 issue—(223).
SUDDEN FEAR—D—Joan Crawford, Jack Palance, Gloria Grahame—High rating suspenseful drama—110m.—see Sept. 10 issue—(362).
TOO MANY GIRLS—MUC—Lucille Ball, Desi Arnaz, Richard Carlson—Names should be factor—85m.—see Sept. 10 issue—(382).
UNDER THE RED SEA—DOC—Dr. Hans Hass, Lottie Berl—Interesting documentary has angles for the class and art spots—67m.—see Oct. 8 issue—(Made in Africa)—(305).

TO BE REVIEWED OR IN PRODUCTION

BEAUTIFUL BUT DANGEROUS—Jean Simmons, Robert Mitchum, Arthur Hunnicutt.
BREAK-UP—Victor Mature, Jean Simmons, James Gleason, Mary Jo Tarola.
GAMBLER MOON—Robert Mitchum, Robert Ryan, Ursula Thess.
HEAVY WATER—Documentary on World War II—(Norwegian-made).
HITCH HIKER, THE—Frank Lovejoy, Edmund O'Brien, Elizabeth Fraser.

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
LOST HOURS, THE—Mark Stevens, Jean Kent—(Made in England).
MAUD—Robert Preston, Marjorie Steele.
MICKEY MOUSE'S BIRTHDAY PARTY—Six most popular Mickey Mouse cartoons of the past 25 years—(Technicolor).
NIGHT WITHOUT STARS—David Farrar, Nadia Gray.
PETER PAN—Disney cartoon feature—(Technicolor).
PORT SINISTER—James Warren, Lynne Roberts.
SEA AROUND US, THE—Documentary based on Rachel Corson's book—(Technicolor).
SEA DEVILS—Yvonne DeCarlo, Rock Hudson, Maxwell Reed—(Made in England)—(Technicolor).
SPLIT SECOND—Stephen McNally, Jan Sterling, Alexis Smlth.
SWORD AND THE ROSE, THE—Richard Todd, Geynis Johns, Michael Gough—(English-made)—(Technicolor)—(Disney).
SWORD OF VENUS—Robert Clarke, Catherine McLeod, Rennee De Marco.
TARZAN AND THE SHE DEVIL—Lex Barker, Joyce MacKenzie, Raymond Burr.

Republic

(1951-52 releases from 5101)

BAL TABARIN—MYDMU—Muriel Lawrence, William Ching, Claire Carleton—Far the lower half—84m.—(Partly made in France)—see July 2 issue—Leg.: B—(5129).
BLACK HILLS AMBUSH—W—Allan "Rocky" Lane, Eddy Waller, Leslye Banning—Standard Lane—54m.—see June 18 issue—(5172).
DESPERADOES' OUTPOST—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Okeh series entry—54m.—see Oct. 22 issue—(5174).
OLD OKLAHOMA PLAINS—W—Rex Allen, Slim Pickens, Elaine Edwards—Okeh Allen—60m.—see Aug. 27 issue—(5144).
RIDE THE MAN DOWN—W—Brian Donlevy, Rod Cameron, Ella Raines—Satisfactory outdoor action show—90m.—see Nov. 5 issue—(Trucolor)—(5202).
SOUTH PACIFIC TRAIL—WMU—Rex Allen Estelita, Slim Pickens—Usual series entry—60m.—see Nov. 19 issue—(5145).
THUNDERBIRDS—ACD—John Derek, John Barrymore, Jr., Mona Freeman—Realistic war drama has the angles—99m.—see Nov. 19 issue—(5201).
THUNDERING CARAVANS—W—Allan "Rocky" Lane, Eddy Waller, Mona Knox—Good Rocky Lane—54m.—see Aug. 13 issue—(5173).
TOUGHEST MAN IN ARIZONA—W—Vaughn Monroe, Joan Leslie, Victor Jory—Vaughn Monroe draw should help outdoor show—90m.—see Oct. 22 issue—(Trucolor)—(5109).
TROPICAL HEAT WAVE—CMD—Estelita, Robert Hutton, Grant Withers—For the lower half—74m.—see Oct. 8 issue—(5126).
WAC FROM WALLA WALLA, THE—C—Judy Canova, Stephen Dunne—Okeh programmer for the duallers—83m.—see Nov. 5 issue—(5123).
WOMAN OF THE NORTH COUNTRY—MD—Ruth Hussey, Rod Cameron, John Agar, Gale Storm—Meller has names to help—90m.—see July 30 issue—(Trucolor)—(5107).

TO BE REVIEWED OR IN PRODUCTION

CITY THAT NEVER SLEEPS—Gig Young, Mala Powers, Edward Arnold.
FAIR WIND TO JAVA—Fred MacMurray, Vera Ralston, Victor McLaglen—(Trucolor).
FLYING SQUADRON, THE—Massimo Serato, Dina Salsoli, Umberto Spadaro—(Italian-made).
LADY WANTS MINK, THE—Ruth Hussey, Dennis O'Keefe, Eve Arden, William Demarest—(Trucolor).
LAUGHING ANN—Forrest Tucker, Margaret Lockwood, Ronald Shiner—(Technicolor)—(Made in England).
MARSHAL OF CEDAR ROCK—Allan "Rocky" Lane, Eddy Waller, Phyllis Coates.
OLD OVERLAND TRAIL—Rex Allen, Virginia Hall, Slim Pickens.
PERILOUS VOYAGE, A—Vera Ralston, Scott Brady, David Brian.
SAN ANTONE—Rod Cameron, Arleen Whelan, Forrest Tucker.
SUN SHINES BRIGHT, THE—Charles Winninger, Arleen Whelan, John Russell.
SWEETHEART TIME—Ray Middleton, Lucille Norman, Eileen Christy.
WOMAN THEY ALMOST LYNCHED, THE—John Lund, Brian Donlevy, Audrey Totter.

20th Century-Fox

(1951 releases from 101
 1952 releases from 201)

BLACK SWAN, THE—MD—Tyrone Power, Maureen O'Hara, Laird Cregar—Reissue has the names and angles—85m.—see July 2 issue—(258).
BLOODHOUNDS OF BROADWAY—CMU—Mitzi Gaynor, Scott Brady, Mitzi Green—Pleasing musical—91m.—see Nov. 5 issue—(Technicolor)—Leg.: B—(236).
DIPLOMATIC COURIER—MD—Tyrone Power, Patricia Neal, Stephen McNally—Well-made spy thriller has the angles—97m.—see June 18 issue—(Partly made in Europe)—(222).
DON'T BOTHER TO KNOCK—MD—Richard Widmark, Marilyn Monroe, Anne Bancroft—Will need plenty of push—76m.—see July 16 issue—Leg.: B—(224).
DREAMBOAT—CMU—Clifton Webb, Ginger Rogers, Anna Francis—Amusing comedy—83m.—see July 30 issue—(223).
GUNFIGHTER, THE—W—Gregory Peck, Helen Westcott, Millard Mitchell—Re-release has the names and angles—84m.—see Dec. 3 issue—(348).
I DON'T CARE GIRL, THE—CMU—Mitzi Gaynor, David Wayne, Oscar Levont—Name draw should make the difference—78m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(302).

LADY IN THE IRON MASK—MD—Louis Hayward, Patricia Medina, Alan Hale, Jr.—Okeh programmer for the twin bills—78m.—see June 18 issue—(Natural Color)—(218).

LAURA—MYD—Gene Tierney, Dana Andrews, Clifton Webb—Fair reissue—88m.—see July 2 issue—(252).
LES MISERABLES—MD—Michael Rennie, Dobra Paget, Robert Newton—Impressive picturization of classic—104m.—see July 30 issue—(225).
LURE OF THE WILDERNESS—OD—Jean Peters, Jeffrey Hunter, Constance Smith, Walter Brennan—Outdoor drama has the angles—92m.—see July 30 issue—(Technicolor)—(227).
MONKEY BUSINESS—C—Cary Grant, Ginger Rogers, Charles Coburn—Amusing entry has the names and angles—97m.—see Sept. 10 issue—Leg.: B—(230).
MY COUSIN RACHEL—D—Olivia de Havilland, Richard Burton, John Sutton—Picturization of best-seller is headed for the better money—98m.—see Dec. 31 issue—(301).
MY PAL GUS—CD—Richard Widmark, Joanne Dru, Audrey Totter—Fair programmer—83m.—Leg.: B—see Nov. 5 issue—(233).
MY WIFE'S BEST FRIEND—C—Anne Baxter, Macdonald Carey, Cecil Kellaway—Pleasant programmer—87m.—see Oct. 8 issue—(231).
NIGHT WITHOUT SLEEP—D—Linda Darnell, Gary Merrill, Hildegard Neff—Name draw will have to make the difference—77m.—see Oct. 8 issue—Leg.: B—(235).

O. HENRY'S FULL HOUSE—COMP—Jeanne Crain, Farley Granger, Charles Laughton, David Wayne, Richard Widmark, Dale Robertson, Anne Baxter, Jean Peters, Fred Allen, Marilyn Monroe—Entertaining package—118m.—see Aug. 27 issue—(228).

PONY SOLDIER—OD—Tyrone Power, Cameron Mitchell, Penny Edwards—Good outdoor show—83m.—see Nov. 5 issue—(Technicolor)—(237).

RUBY GENTRY—D—Jennifer Jones, Charlton Heston, Karl Malden—Headed for the better money—82m.—see Dec. 31 issue—(303).

SNOWS OF KILIMANJARO, THE—D—Gregory Peck, Susan Hayward, Ava Gardner—Star-packed drama has potentialities for the better grosses—114m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(247).

SOMETHING FOR THE BIRDS—C—Patricia Neal, Victor Mature, Edmund Gwenn—Amusing programmer—82m.—see Oct. 22 issue—(238).

STARS AND STRIPES FOREVER—MU—Clifton Webb, Debra Paget, Robert Wagner—Good programmer—89m.—see Nov. 19 issue—(Technicolor)—(239).

STEEL TRAP, THE—MD—Joseph Cotten, Teresa Wright—Suspensive melodrama has names to help—87m.—see Oct. 22 issue—(232).

THIEF OF VENICE, THE—MD—Maria Montez, Paul Christian, Massimo Serato—Import is packed with the angles—91m.—see Nov. 19 issue—(Made in Italy)—(304).

THIS ABOVE ALL—D—Tyrone Power, Joan Fontaine, Thomas Mitchell—World War II reissue has names to help—110m.—see July 2 issue—(253).

TO THE SHORES OF TRIPOLI—CD—John Payne, Maureen O'Hara, Randolph Scott—Name values should aid reissue—86m.—see July 2 issue—(257).

WAY OF A GAUCHO—OD—Rory Calhoun, Gene Tierney, Richard Boone—Unusual outdoor drama of early gaucho days has plenty of angles for the selling—91m.—see Oct. 8 issue—(Partly made in Argentina)—(Technicolor)—(229).

WE'RE NOT MARRIED—C—Ginger Rogers, Fred Allen, Victor Moore, Marilyn Monroe, David Wayne, Louis Calhern, Zsa Zsa Gabor, Paul Douglas, Eve Arden, Eddie Bracken, Miltz Gaynor—Names should help amusing comedy—85m.—see July 2 issue—Leg.: B—(221).

WHAT PRICE GLORY?—CDMU—James Cagney, Corinne Calvet, Dan Dailey—Should ride into the better money—see July 30 issue—111m.—(Technicolor)—(226).

YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark—Names should help re-release—98m.—see Dec. 3 issue—(349).

TO BE REVIEWED OR IN PRODUCTION

BAPTISM OF FIRE—Victor Mature, Alvy Moore, Greer Mitchell.
CALL ME MADAM—Ethel Merman, Vera-Ellen, George Sanders, Donald O'Connor—(Technicolor).
DESERT RATS, THE—James Mason, Richard Burton, Chips Rafferty.
DESTINATION GOBI—Richard Widmark, Don Taylor, Judy Dan—(Technicolor).
DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor)—Leg.: B—(214).
FARMER TAKES A WIFE, THE—Betty Grable, Dale Robertson, Thelma Ritter—(Technicolor)—(307).
FIGHT TOWN—Jeanne Crain, Dale Robertson—(Technicolor).
GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Elliot Reid—(Technicolor).
GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).
INVADERS FROM MARS—Jimmy Hunt, Helena Carter, Arthur Franz.
MABEL AND ME—Dan Dailey, Corinne Calvet.
MAN ON A TIGHTROPE—Fredric March, Terry Moore, Cameron Mitchell, Gloria Grahame—(Made in Germany).

NEARER MY GOD TO THEE—Clifton Webb, Barbara Stanwyck, Thelma Ritter, Richard Basehart.
 NIAGARA—Joseph Cotten, Jean Peters, Marilyn Monroe—(Technicolor)—(306).
 PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter.
 POWDER RIVER—Rory Calhoun, Cameron Mitchell, Corinne Calvert, Penny Edwards—(Technicolor).
 PRESIDENT'S LADY, THE—Susan Hayward, Charlton Heston, Fay Bainter.
 SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made in England).
 SILVER WHIP, THE—Rory Calhoun, Kathleen Crowley, Dale Robertson—(309).
 STAR, THE—Bette Davis, Sterling Hayden, Natalie Wood.
 TAXI—Dan Dailey, Constance Smith, Blanche Yurka—77m.—(305).
 TONIGHT WE SING—Exio Pinza, Roberta Peters, David Wayne—(Technicolor).
 TREASURE OF GOLDEN CONDOR, THE—Corney Wilde, Constance Smith, Finlay Currie—(Technicolor)—(Partly made in Guatemala)—(308).
 WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum, Walter Slezak—(Technicolor).

United Artists

BABES IN BAGDAD—CMD—Paulette Goddard, Gypsy Rose Lee, Richard Ney—Programmer will fit into the duallers—79m.—see Dec. 17 issue—(Exotic Color)—(Made in Spain)—(Danziger).
 BREAKING THE SOUND BARRIER—D—Ralph Richardson, Ann Todd, Nigel Patrick—Interesting import has the angles—111m.—see Nov. 19 issue—(English-made)—(Lean).
 CONFIDENCE GIRL—MD—Tom Conway, Hillary Brooke, Eddie Marr—Interesting programmer for the lower half—81m.—see June 18 issue—(Stone).
 GUEST WIFE—C—Claudette Colbert, Don Ameche, Richard Foron—Name draw will help reissue—87m.—see Sept. 10 issue—(Reissue)—(Skirball).
 ISLAND OF DESIRE—AD—Linda Darnell, Tab Hunter, Donald Gray—Fair romantic adventure entry—93m.—see Aug. 13 issue—Leg.: B—(Made in Jamaica, B.W.I.)—(Technicolor)—(Rose).
 IT'S IN THE BAG—C—Fred Allen, Jack Benny, Binnie Barnes—Reissue has names to sell—87m.—see Sept. 10 issue—(Skirball).
 KANSAS CITY CONFIDENTIAL—MD—John Payne, Coleen Gray, Preston Foster—Suspenseful meller—98m.—see Nov. 19 issue—Leg.: B—(Small).
 LADY VANISHES, THE—MYD—Margaret Lockwood, Michael Redgrave, Paul Lukas—Reissue has the angles for the selling—95m.—see Sept. 10 issue—(English-made)—(Hitchcock).
 LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metropolitan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).
 MOULIN ROUGE—BID—Jose Ferrer, Colette Marchand, Zsa Zsa Gabor—High rating—117m.—see Dec. 31 issue—(Technicolor)—(Made in France and England)—(Romulus).
 ONE BIG AFFAIR—C—Evelyn Keyes, Dennis O'Keefe, Mary Anderson—Fair comedy for the duallers—80m.—see Mar. 12 issue—Leg.: B—(Bogaus).
 OUTPOST IN MALAYA—MD—Claudette Colbert, Jack Hawkins, Anthony Steel—Programmer will fit into the duallers—88m.—see Nov. 19 issue—(Made in Malaya and England)—(Stafford).
 PARK ROW—MD—Gene Evans, Mary Welch, Bela Kovacs—Hard-hitting newspaper meller has the angles—83m.—see Aug. 13 issue—(Fuller).
 RING, THE—MD—Gerald Mohr, Rita Moreno, Lala Rios—Will fit into the duallers—78m.—see Aug. 27 issue—(King).
 THIEF, THE—D—Ray Milland, Martin Gabel, Rita Gam—Suspenseful drama without dialogue should land in the better money—85m.—see Sept. 24 issue—(Popkin).
 UNTAMED WOMEN—MD—Mikel Conrad, Doris Merrick, Richard Monahan—Duallier has exploitation angles—70m.—see Aug. 27 issue—(Jewell).

TO BE REVIEWED OR IN PRODUCTION

BANDITS OF CORSICA, THE—Louis Hayward, Richard Greene, Paula Raymond—(Small).
 DARK OF NIGHT—Teresa Wright, MacDonald Carey—(Bogaus).
 ENCOUNTER—Paul Muni, Joan Loring, Vittorio Manunta—(Made in Italy)—(Riviera).
 ESPERENZA—(Argentine-made)—(Ben Ami).
 FAKE, THE—Dennis O'Keefe, Coleen Gray—(Pallos).
 GIRL ON THE VIA FLAMINA, THE—Kirk Douglas, Dany Robin—(Litvak).
 GUERRILLA GIRL—Helmut Dantine, Mariana—(Made in Greece)—(Christian).
 LUXURY GIRLS—Susan Stephen, Laurence Word, Anna Maria Ferrero—(Made in Italy)—(Riviera).
 MELBA—Patrice Munsel, Robert Morley, Maritza Hunt—(Technicolor)—(Made in Europe)—(Eagle).
 MISS HARGREAVES—Katharine Hepburn—(Huston).
 MONSOON—Ursula Thiess, Diana Douglas, George Nader—(Made in India)—(Technicolor)—(Film Group).
 MOON IS BLUE, THE—William Holden, David Niven, Maggie MacNomara, Dawn Addams—(Preminger-Herbert).
 PHANTOM FROM SPACE—Noreen Nash, Ted Cooper, Harry Landers—(Wilder).

RETURN TO PARADISE—Gary Cooper, Barry Jones, Moira, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).
 ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Stross).
 SAVAGE FRONTIER—Yvonne De Carlo—(Technicolor)—(Small).
 SCARLET SPEAR, THE—John Archer, Martha Hyers—(Anscolor)—(Made in Africa)—(Breakston-Stahl).
 SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).
 SWORDS AGAINST THE MAST—John Payne, Donna Reed, Lon Chaney—(Technicolor)—(Small).
 TOMBSTONE TRAIL—George Montgomery, Tab Hunter, Helen Westcott—(Small).

Universal-International

(1951-52 releases from 201

1952-53 releases from 301)

AGAINST ALL FLAGS—AD—Errol Flynn, Maureen O'Hara, Anthony Quinn—Colorful pirate drama has the names to help—84m.—see Dec. 3 issue—(Technicolor)—(305).
 BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's show—95m.—see Oct. 8 issue—(302).
 BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 issue—(304).
 BONZO GOES TO COLLEGE—F—Maureen O'Sullivan, Edmund Gwenn, Charles Drake—Amusing programmer—79 1/2m.—see Sept. 10 issue—(232).
 DUEL AT SILVER CREEK—OACD—Audie Murphy, Faith Domergue, Stephen McNally—Okeh outdoor show—77m.—see July 16 issue—(Technicolor)—(228).
 FRANCIS GOES TO WEST POINT—F—Donald O'Connor, Alice Kelley, Lori Nelson—Series entry should have plenty of appeal—81m.—see June 18 issue—(224).
 HAS ANYBODY SEEN MY GAL—CMU—Charles Coburn, Piper Laurie, Rock Hudson, Gigli Perreau—Pleasing musical has plenty of entertainment—89m.—see June 18 issue—(Technicolor)—(226).
 HORIZONS WEST—OMD—Robert Ryan, Julia Adams, Rock Hudson—Names should help standard outdoor show—81m.—see Sept. 24 issue—(Technicolor)—(235).
 IMPORTANCE OF BEING EARNEST, THE—C—Michael Redgrave, Joan Greenwood, Richard Wattis—Highly amusing import for the art and specialty spots—95m.—see Dec. 31 issue—(English-made)—(Rank)—(Technicolor).
 IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).
 ISLAND ESCAPE—AD—David Niven, Glynis Johns, George Coulouris—Pleasing war film for the art and class spots—87m.—see July 2 issue—(English-made)—(Rank)—(283).
 IT GROWS ON TREES—C—Irene Dunne, Deon Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).
 LAWLESS BREED, THE—W—Rock Hudson, Julia Adams, Mary Castle—Better than average western—83m.—see Dec. 17 issue—(Technicolor)—(306).
 LOST IN ALASKA—F—Bud Abbott, Lou Costello, Mitzl Green—Name draw will make the difference—76m.—see July 30 issue—(229).
 MEET ME AT THE FAIR—CDMU—Dan Dailey, Diana Lynn, Chet Allen—Pleasing musical—87m.—see Dec. 17 issue—(Technicolor)—(507).
 MISSISSIPPI GAMBLER, THE—MD—Tyrone Power, Piper Laurie, Julia Adams—Melodrama of early New Orleans and the Mississippi should account for itself okeh—98 1/2m.—see Jan. 7 issue—Leg.: B—(Technicolor)—(310).
 PROMOTER, THE—C—Alec Guinness, Glynis Johns, Valerie Hobson—Good entry for the art spots—88m.—see Sept. 24 issue—(English-made)—(Rank)—(285).
 RAIDERS, THE—WD—Richard Conte, Viveca Lindfors, Barbara Britton—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).
 REDHEAD FROM WYOMING, THE—W—Maureen O'Hara, Alex Nicol, Alexander Scourby—Okeh outdoor action show—80m.—see Dec. 31 issue—(Technicolor)—(309).
 SALLY AND SAINT ANNE—CD—Ann Blyth, Edmund Gwenn, John McIntire—Entertaining comedy—90m.—see July 2 issue—(225).
 SON OF ALI BABA—COSMD—Tony Curtis, Piper Laurie, Susan Cabot—Routine Arabian Nights type entertainment—75m.—see Aug. 27 issue—(Technicolor)—(231).
 STORY OF MANDY, THE—D—Phyllis Calvert, Jack Hawkins, Terence Moegan, Mandy Miller—Import is good tear jerker—93m.—see Dec. 3 issue—(English-made)—(Rank).
 STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Bogarde, Jon Whitely, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 issue—(English-made)—(284).
 UNTAMED FRONTIER—OMD—Joseph Cotten, Shelley Winters, Scott Brady—Name values help moderate outdoor show—75m.—see July 30 issue—(Technicolor)—(230).
 WILLIE AND JOE IN BACK AT THE FRONT—C—Tom Ewell, Harvey Lembeck, Marl Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 issue—(233).
 WORLD IN HIS ARMS, THE—MD—Gregory Peck, Ann Blyth, Anthony Quinn—High rating—104m.—see June 18 issue—(Technicolor)—(227).
 YANKEE BUCCANEER—MD—Jeff Chandler, Scott Brady, Suzan Ball—Okeh adventure show—86m.—see Sept. 24 issue—(Technicolor)—(234).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO GO TO MARS—Bud Abbott, Lou Costello, Mari Blanchard.
 ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE—Bud Abbott, Lou Costello, Boris Karloff.

CITY BENEATH THE SEA—Robert Ryan, Suzan Ball, Anthony Quinn—(Technicolor)—(308).
 CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Moira Lister—(English-made)—(Rank).
 COLUMN SOUTH—Audie Murphy, Jean Evans, Robert Sterling—(Technicolor).
 DESERT LEGION—Alan Ladd, Richard Conte, Arlene Dahl—(Technicolor).
 DRIFTING—Tony Curtis, Joanne Dru, Lyle Bettger.
 EAST OF SUMATRA—Jeff Chandler, Marilyn Maxwell, Anthony Quinn—(Technicolor).
 FLAME OF TIMBERLINE—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).
 FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild.
 GIRLS IN THE NIGHT—Patricia Hardy, Joyce Holden, Leonard Freeman.
 GOLDEN BLADE, THE—Rock Hudson, Piper Laurie—(Technicolor).
 GREAT SIOUX UPRISING, THE—Jeff Chandler, Lyle Bettger, Faith Domergue—(Technicolor).
 IT HAPPENS EVERY THURSDAY—Loretta Young, John Forsythe.
 LAW AND ORDER—Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster—(Technicolor).
 LONE HAND—Joel McCrea, Barbara Hale, Alex Nicol—(Technicolor).
 MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.
 MA AND PA KETTLE ON VACATION—Marjorie Main, Percy Kilbride, Ray Collins.
 MALTA STORY, THE—Alec Guinness, Jack Hawkins, Anthony Steel—(English-made)—(Rank).
 MAN'S COUNTRY, A—Audie Murphy, Susan Cabot, Paul Kelly—(Technicolor).
 MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Technicolor).
 NIGHT FLOWERS—Patricia Hardy, Leonard Freeman, Harvey Lembeck.
 PENNY PRINCESS, THE—Yolande Donlan, Kirk Bogarde—(Technicolor)—(English-made).
 PRINCE OF BAGDAD—Victor Mature, Mari Blanchard, Guy Rolfe—(Technicolor).
 SEMINOLE—Rock Hudson, Barbara Hale, Anthony Quinn—(Technicolor).
 SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(Rank)—(380).
 STAND AT APACHE RIVER, THE—Stephen McNally, Julia Adams, Hugh Morlowe—(Technicolor).
 STOPOVER—Barbara Stanwyck, Richard Carlson, Lori Nelson.
 THUNDER BAY—James Stewart, Joanne Dru, Marcia Henderson—(Technicolor).
 WALKIN' MY BABY BACK HOME—Donald O'Connor, Janet Leigh—(Technicolor).
 WINGS OF THE HAWK—Glenn Ford, Abbe Lane—(Technicolor).

Warners

(1951-52 releases from 101

1952-53 releases from 201)

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—F—Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke—Amusing farce has the angles—70m.—see Dec. 3 issue—(SuperCinecolor)—(208).
 APRIL IN PARIS—CMU—Doris Doy, Ray Bolger, Claude Douphin—Highly entertaining—101m.—see Nov. 19 issue—Leg.: B—(Technicolor)—(209).
 BIG JIM McLAIN—D—John Wayne, Nancy Olson—Wayne entry will need plenty of push—90m.—see Sept. 10 issue—(Partly made in Hawaii)—(201).
 CATTLE TOWN—W—Dennis Morgan, Philip Carey, Amanda Blake—Routine outdoor show—71m.—see Dec. 3 issue—(207).
 CRIMSON PIRATE, THE—MD—Burt Lancaster, Nick Cravat, Eva Bartok—Good melodrama—104m.—see Sept. 10 issue—(Made in Europe)—(Technicolor)—(202).
 HIGH SIERRA—MD—Humphrey Bogart, Ida Lupino, Jean Leslie—Reissue has some name values—see July 2 issue—95m.—(126).
 IRON MISTRESS, THE—BID—Alan Ladd, Virginia Mayo, Joseph Callejo—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).
 MAN BEHIND THE GUN, THE—OMD—Randolph Scott, Patrice Wymore, Dick Wesson—Fair outdoor show—82m.—see Dec. 31 issue—(Technicolor)—(211).
 MIRACLE OF OUR LADY OF FATIMA, THE—D—Gilbert Roland, Angela Clark, Frank Silvera—Well-made religious film—102m.—see Sept. 10 issue—(Warner-Color)—(203).
 OPERATION SECRET—MD—Corney Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—108m.—see Oct. 22 issue—Leg.: B—(205).
 SHE'S WORKING HER WAY THROUGH COLLEGE—CMU—Virginia Mayb, Ronald Reagan, Gene Nelson—Entertaining musical should benefit from name draw—101m.—see June 18 issue—Leg.: B—(Technicolor)—(128).
 SPRINGFIELD RIFLE—ACD—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better money—93m.—see Oct. 8 issue—(WarnerColor)—(204).
 STOP, YOU'RE KILLING ME—C—Broderick Crawford, Claire Trevor, Virginia Gibson—Amusing comedy—86m.—see Dec. 17 issue—(Warner Color)—(210).

STORY OF WILL ROGERS, THE—BIOD—Will Rogers, Jr., Jane Wyman, Carl Benton Reid—Biographical drama has the angles—109m.—see July 30 issue—(Technicolor)—(129).

TO HAVE AND TO HAVE NOT—MD—Humphrey Bogart, Lauren Bacall, Walter Brennan—Names may help reissue—see July 2 issue—100m.—(127).

WHERE'S CHARLEY?—CMU—Ray Bolger, Allyn McLerle, Mary Germaine—Musical version of "Charley's Aunt" has the angles for the selling—see July 2 issue—97m.—(Made in England)—(Technicolor)—(130).

TO BE REVIEWED OR IN PRODUCTION

BLOWING WIND—Gary Cooper, Barbara Stanwyck, Ruth Roman—(Technicolor)—(Made in Mexico).

BLUE GARDENIA, THE—Anne Baxter, Richard Conte, Ann Sothorn, Nat "King" Cole.

BY THE LIGHT OF THE SILVER MOON—Doris Day, Gordon MacRae, Rosemary DeCamp—(Technicolor).

CALAMITY JANE—Doris Day, Howard Keel, Gene Nelson—(Technicolor)—(207).

CITY IS DARK, THE—Gene Nelson, Phyllis Kirk, Sterling Hayden.

DESERT SONG, THE—Gordon MacRae, Kathryn Grayson, Steve Cochran—(Technicolor).

EDDIE CANTOR STORY, THE—Keefe Brasselle, Marilyn Erskine—(Technicolor).

END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.

GRACE MOORE STORY, THE—Kathryn Grayson, Walter Abel, Merv Griffin—(Technicolor).

HIS MAJESTY O'KEEFE—Burt Lancaster, Joan Rice, Benson Fong—(Technicolor)—(Made in Fiji Islands).

I CONFESS—Montgomery Clift, Anne Baxter, Karl Malden.

JAZZ SINGER, THE—Danny Thomas, Peggy Lee, Allyn Joslyn—(Technicolor).

LION IS IN THE STREETS, A—James Cagney, Barbara Hale, Ann Francis—(Technicolor).

MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

PLUNDER OF THE SUN—Glenn Ford, Diana Lynn, Patricia Medina.

SHE'S BACK ON BROADWAY—Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore, Phyllis Coates—(WarnerColor).

SYSTEM, THE—Frank Lovejoy, Joan Weldon, Dan Seymour.

3 SAILORS AND A GIRL—Jane Powell, Gene Nelson, Gordon MacRae—(Technicolor).

THUNDER OVER THE PLAINS—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).

TOP OF THE WORLD—Frank Lovejoy, Sieve Cochran.

TROUBLE ALONG THE WAY—John Wayne, Donna Reed, Charles Coburn.

WONDER BAR—Danny Thomas—(Technicolor).

Miscellaneous

(Distributors' addresses will be furnished on request)

BATTLES OF CHIEF PONTIAC—OMD—Lex Barker, Helen Westcott, Lon Chaney—Indian entry will fit into the lower half—72m.—see Nov. 19 issue—(Realart).

BELA LUGOSI MEETS A BROOKLYN GORILLA—CMD—Bela Lugosi, Duke Mitchell, Sammy Petrilla, Charlita—For exploitation spots and lower half—74m.—see Sept. 24 issue—Leg. B—(Realart).

BREAKDOWN—D—Ann Richards, William Bishop, Ann Gwynne, Sheldon Leonard—Okeh for the lower half—75m.—see July 30 issue—(Realart).

BWANA DEVIL—AD—Robert Stack, Barbara Britton, Nigel Bruce—Novelty third-dimensional film can be exploited to the hilt—79m.—see Dec. 17 issue—(Partly made in Africa)—(Anso Color)—(Natural Vision).

DU PONT STORY, THE—HISD—Eduard Franz, Marcel Journet, Sigrid Gurie—Impressive history of Du Pont Company holds interest—72m.—see July 16 issue—(Technicolor)—(Modern).

JULIUS CAESAR—D—Charlton Heston, Harold Tasker, Helen Ross—Amateur-made production may be attractive to some art spots—90m.—see Dec. 17 issue—(Brandon).

ORIENTAL EVIL—MD—Martha Hyer, Byron Michie, George Breakston—Routine meller—65m.—see Sept. 24 issue—(Made in Japan)—(Classic).

SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 issue—(Astor).

Foreign-Made

(Distributors' addresses will be furnished on request)

AFFAIRS OF A MODEL—CD—Aif Kjellin, Maj-Britt Nilsson, Marianne Lofgren—Swedish import has some angles—80m.—see Aug. 13 issue—(Swedish-made)—(English titles)—(Union).

AMAZING MONSIEUR FABRE, THE—BID—Pierre Fresnay, Elina La Bourdette, Andre Randall—High rating import—89m.—see Sept. 24 issue—(French-made)—(English dialogue)—(Futter).

ANGEL STREET—MD—Anton Walbrook, Diana Wynyard, Frank Pettingell—Slow moving British import—80m.—see Nov. 19 issue—(English-made)—(Commercial).

ANNA—D—Silvana Mangano, Gaby Morlay, Vittorio Gassmann—Mangano draw should make this an akeh entry for the art spots—100m.—Jan. 7 issue—(Italian-made)—(Dubbed in English)—(IFE).

ANGELO IN THE CROWD—CD—Angelo Maggio, Umberto Spadaro, Isa Pola—Dreary Italian import—82m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

BEAUTY AND THE DEVIL—DFAN—Michel Simon, Gerard Philipe, Nicole Besnard—Engraving art house entry—95m.—see Sept. 10 issue—(French-made)—(English titles)—(Davls).

BEHIND CLOSED SHUTTERS—MD—Massimo Girotti, Eleonora Rossi, Giulietta Masina—Mediocre Italian meller—91m.—see July 16 issue—(Italian-made)—(English dubbing)—Leg. C—(Lux).

BERLINER, THE—SAT—Gert Frobe, Arlbert Wascher, Tatjana Sais—Minor German import—80m.—see Nov. 5 issue—(German-made)—(English titles and narration)—(Burstyn).

BRAVE DON'T CRY, THE—D—John Gregson, Meg Buchanan, John Rae—Okeh dramatic import for the art spots—90m.—see Dec. 3 issue—(English-made)—(Mayer-Kingsley).

BRANDY FOR THE PARSON—CD—James Donald, Kenneth More, Jean Lodge—Amusing British offering should please art house audiences—75m.—see Sept. 24 issue—(English-made)—(Mayer Kingsley).

CADETS OF GUASCOGNA, THE—CMU—Ferruccio Tagliavini, Luciano Sangiorgi, Fulvia Mammi—Okeh comedy for Italian audiences—103m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

CAIRO ROAD—MD—Eric Portman, Laurence Harvey, Maria Mauben—Import will fit into the lower half—82m.—see Aug. 27 issue—(English-made)—(Realart).

CAPTAIN BLACK JACK—MD—George Sanders, Herbert Marshall, Patricia Roc—Interesting import has names to help—90m.—see Sept. 10 issue—(European-made)—(Classic).

CASQUE D'OR, THE STORY OF A BLONDE—MD—Simone Signoret, Serge Reggiani, Claude Dauphin—French meller has the angles—95m.—see Sept. 24 issue—(French-made)—(English titles)—(Discina).

CASTLE IN THE AIR—C—David Tomlinson, Helen Cherry, Margaret Rutherford—Okeh import for the art and specialty spots—90m.—see Dec. 17 issue—(English-made)—(Stratford).

CLIFF OF SIN, THE—MD—Gino Cervi, Margaret Genske, Ermanno Randi, Delial Scala—Italian import has exploitation possibilities—94m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Continental).

CURTAIN UP—C—Robert Morley, Margaret Rutherford, Olive Sloane—Same art spots may be able to use it—93m.—see Sept. 24 issue—(English-made)—(Fine Arts).

DANCE HALL GIRLS—DMU—Bonar Colleano, Donald Houston, Diana Dors—Import will fit into the lower half—67m.—see Sept. 24 issue—Leg. B—(English-made)—(Bell).

DANGEROUS ASSIGNMENT—MYC—Brian Reece, Joy Shelton, Christine Norden—Routine British whodunit—67m.—see Sept. 10 issue—(English-made)—(Famous).

DARK MAN, THE—MD—Edward Underdown, Maxwell Reed, Natasha Parry—Interesting British meller—73m.—see July 2 issue—(English-made)—(Fine Arts).

DEATH OF AN ANGEL—MYMD—Patrick Barr, Jane Baxter, Julie Somers—Routine import—65m.—see Sept. 24 issue—(English-made)—(Famous).

DERBY DAY—D—Anna Neagle, Michael Wilding, Googie Withers—Okeh for the art spots—84m.—see Dec. 3 issue—(English-made)—(Wilcox-Neagle).

ELUSIVE PIMPERNEL, THE—MD—David Niven, Margaret Leighton, Cyril Cusack—Okeh for the art houses—107m.—see July 2 issue—(English-made)—(Technicolor)—(Rank).

FALL OF BERLIN, THE—AD—M. Gelovani, Boris Andreyev, M. Kovaleva—Okeh offering for houses playing Russian films—125m.—see July 2 issue—(Magicolor)—(Russian-made)—(English titles)—(Artkino).

FATHER'S DILEMMA—F—Aldo Fabrizi, Gaby Moray, Adrianna Mazzotti—Highly amusing import—80m.—see Nov. 5 issue—(Italian-made)—(English titles and narration)—Leg. B—(Arthur Davls).

FLOWERS OF ST. FRANCIS—BID—Aldo Fabrizi, monks of Nocere Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Burstyn).

FORCE OF DESTINY, THE—OPD—Nelly Corradi, Gino Sinimberghi, Tito Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 issue—(Italian-made)—(English narration)—(Screen Arts Sales).

FOUR STEPS, THE—CD—Ginette Lacage, Nicos Hadjiscos, John Pineas—Pleasant entertainment for Greek audiences—110m.—see Nov. 19 issue—(Greek-made)—(No English titles)—(Metaxas).

FRENCH WAY, THE—ROMCMU—Josephine Baker, Micheline Prelle, Georges Marchal—Slow-moving French import—74m.—see Sept. 24 issue—(French-made)—(English titles)—(Manor).

GODS OF BALI, THE—DOC—Balinese film can be exploited—61m.—see Nov. 5 issue—(Filmed in Bali)—(English narration)—(Classic).

GRAND CONCERT, THE—MU—Valeriya Barsova, Kseniya Derzhinskaya, Olga Lepeshinskaya—Topnotch Soviet entry—100m.—see Sept. 24 issue—(Magicolor)—(Russian-made)—(English titles)—(Artkino).

HIS EXCELLENCY—C—Eric Portman, Cecil Parker, Helen Cherry—Moderate art house fare—84m.—see July 16 issue—(English-made)—(Rank).

HOUSE OF DARKNESS—MD—Lesley Brook, Lawrence Harvey, John Stuart—Minor import for the dullers—66m.—see Dec. 17 issue—(English-made)—(Realart).

I BELIEVE IN YOU—D—Cecil Parker, Celia Johnson, Harry Fowler—Exploitation may sell ordinary import—96m.—see Sept. 24 issue—(English-made)—(Rank).

KATY'S LOVE AFFAIR—D—Anna Neagle, Michael Wilding, Gladys Young—Okeh offering for the art and class spots—76m.—see July 16 issue—(English-made)—(Snader).

LADY GODIVA RIDES AGAIN—C—Dennis Price, John McCallum, Stanley Holloway—Minor import has obvious selling angles—98m.—see Sept. 24 issue—(English-made)—(London).

LAST MISSION, THE—MD—Smaroula Yiouli, Miranda Myrat, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 issue—(Greek-made)—(no English titles)—(Finos).

LEONARDO DA VINCI—DOC—Produced by Leonid Kipnis and Herman Starr, narrated by Albert Dekker—Fine depiction of Da Vinci's life and works is best suited to the art houses—70m.—see Dec. 3 issue—(Italian-made)—(Partly in Technicolor)—(Pictura).

LIFE BEGINS TOMORROW—FAN—Jean Pierre Aumont, Andre Labarthe, Jean Paul Sartre, Daniel Lagache, Jean Rostand, Le Corbusier, Picasso, Andre Gide and Dominique—Interesting film for the art and class spots—86m.—see Dec. 17 issue—(French-made)—(English titles)—(Mayer-Kingsley).

MAGIC BOX, THE—BID—Robert Donat, Margaret Johnson, Maria Schnell—Superior English import—103m.—see Oct. 22 issue—(English-made)—(Technicolor)—(Mayer-Kingsley).

MAGIC SWORD, THE—DFAN—Rade Markoovich, Milvoje Zhivanovich, Vera Ilich-Djukieh—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 issue—(Yugoslav-made)—(English titles)—(Ellis).

MERRY WIVES OF WINDSOR, THE—OPC—Sonja Ziemann, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 issue—(German-made)—(English titles)—(Central Cinema).

MR. DENNING DRIVES NORTH—MD—John Mills, Phyllis Calvert, Sam Wanamaker—Good melodramatic import—93m.—see Sept. 24 issue—(English-made)—(London).

NEW CHINA, THE—DOC—Directed by Sergel Gerasimov—Excellent study of Red China—103m.—see Oct. 22 issue—(Russian-made)—(Made in China)—(Artkino).

NIGHTMARE IN RED CHINA—D—Na cast available—Mediocre exploitation film—63m.—Leg. B—see Nov. 19 issue—(Made in China)—(English dialogue)—(Friedgen).

OLD MOTHER RILEY—F—Arthur Lucan, Kitty McShane, Lilli Bouchler—Zany English farce will fit into the lower half—67m.—see July 16 issue—(English-made)—(Bristol).

ROBINSON CRUSOEELAND—C—Stan Laurel, Oliver Hardy, Susy Delair—Laurel and Hardy import may satisfy the juvenile trade—82m.—see Sept. 24 issue—(French-made)—(Dubbed in English)—(Franco-London).

SAVAGE TRIANGLE—D—Maeleine Robinsan, Frank Villard, Pierre Michell Beck—High rating French import—112m.—see Oct. 22 issue—(French-made)—(English titles)—Leg. C—(Burstyn).

SKIPPER NEXT TO GOD—MD—Pierre Brasseur, Jacques Francois, Jean Mercure—Slow moving import—83m.—see Dec. 17 issue—(French-made)—(English titles)—(Excelsior).

STRANGE ONES, THE—DFAN—Nicole Stephane, Edouard Dermite, Renee Cosima—Import has limited art house appeal—98m.—see Sept. 10 issue—(French-made)—(English titles)—(Mayer-Kingsley).

STREETS OF SORROW—D—Geraldine Brooks, Vittoria Gassman, Franca Marzi—Mediocre Italian import has the angles for the selling—75m.—see Dec. 3 issue—(Italian-made)—(Union).

TARAS SHEVCHENKO—BID—Sergel Bondarchuk, Ivan Pereverez, Gnat Yura—Okeh Soviet import—102m.—see Sept. 24 issue—(Russian-made)—(English titles)—(Magical)—(Artkino).

THIRST OF MEN, THE—D—Georges Marchal, Dany Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 issue—(French-made)—(English titles)—(Unlan).

THREE SINNERS—D—Fernandel, Jacques Barennes, Raymond Souplex, Jeanne Moreau—Gallic entry has limited art house appeal—84m.—see July 30 issue—(French-made)—(English titles)—(Sachson).

TRIP TO AMERICA—MUCD—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 issue—(French-made)—(English titles)—(Lewis).

TOPAZE—C—Fernandel, Helene Perdier, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 issue—(French-made)—(English titles)—(Discina).

VENETIAN BIRD—MD—Richard Todd, Eva Bartok, Walter Rilla—Names should help interesting import—95m.—see Dec. 3 issue—(English-made)—(Rank).

WHALE HUNT, THE—DOC—Overly long, repetitious import—55m.—see Dec. 17 issue—(Magicolor)—(Russian-made)—(English narration)—(Artkino).

WHEREVER SHE GOES—DMU—Eileen Joyce, Suzanne Parrett, Nigel Lovell—Music should help draw in art spots—80m.—see Dec. 31 issue—(Australian-made)—(Mayer-Kingsley).

WHITE CORRIDORS—D—Googie Withers, James Donald, Godfrey Tearle—Interesting import for the art spots—102m.—see July 16 issue—(English-made)—(Rank).

WHITE LINE, THE—D—Gina Lollobrigida, Raf Vallone, Enzo Stajola—Better than average import—74m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Lux).

WOMAN'S ANGLE, THE—85m.—CD—Edward Underdown, Cathy O'Donnell, Lois Maxwell—Moderate British import—85m.—see Dec. 17 issue—(English-made)—(Stratford).

WORLD FESTIVAL OF SONG AND DANCE—MU—Delegations from various countries performing at the 1951 World Festival of Youth in Berlin—Overlong package of folk song and dance may appeal to some art spots—78m.—see Dec. 17 issue—(Magicolor)—(Russian-made)—(English narration)—(Artkino).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hooked And Rooked (Clyde)	F	16 1/2m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15 1/2m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)	F	15m.	
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunc, Donce (Foy)	G	18 1/2m.	3425
5423	(Jan. 3)	Kiss And Wake Up (Downs)	F	18m.	3441
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Love Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Berth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Score	F	16 1/2m.	3434
5434	(Jan. 17)	One Too Mony			
SERIALS (3)					
5120	(Nov. 6)	Son Of Geronimo	G	15ep.	3410
		(.....) The Secret Code (Reissue)			
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16 1/2m.	3392
5402	(Oct. 16)	Three Dork Horses	F	16m.	3434
5403	(Dec. 4)	Cuckoo On A Choo Choo	F	15m.	3425
One Reel ANIMAL CAVALCADES (8)					
5651	(Nov. 20)	Chimp-Antics	G	10 1/2m.	3418
CANDID MICROPHONES (6)					
5551	(Oct. 16)	No. 1	F	10 1/2m.	3404
5552	(Dec. 4)	No. 2	F	10 1/2m.	3435
COLOR FAVORITES (15) (Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Grapes	G	8m.	3379
5602	(Oct. 2)	Wocky Wigwags	G	8m.	3404
5603	(Nov. 6)	Tall Bridge Troubles	F	7m.	3425
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	3425
5605	(Dec. 11)	Cinderello Goes To A Party	F	7m.	3425
5606	(Jan. 10)	Plenty Below Zero	F	7 1/2m.	3441
JOLLY FROLICS (6) (Technicolor)					
5501	(Sept. 25)	Pete Hothead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
5503	(.....)	Gerold McBoing Boing's Symphony	E	7 1/2m.	3435
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Footsy	G	6 1/2m.	3392
5702	(Dec. 25)	Coptain Outrageous	G	7m.	
SCREEN SNAPSHOTS (12) (Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun	F	10m.	
5854	(Dec. 18)	Young Hollywood	F	10 1/2m.	3443
5855	(Jan. 24)	Spike Jones In Hollywood			
THRILLS OF MUSIC (8) (Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Roy McKinley and Orch.	G	9m.	3435
5953	(Dec. 25)	Ray Anthony and Orch.	G	10 1/2m.	3425
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9 1/2m.	3426
5803	(Nov. 20)	Roslin' Mat-Adors	F	10m.	3435
5804	(Dec. 25)	Water Rodeo			
MGM					
One Reel CARTOONS (16) (Technicolor)					
W-431	(Sept. 6)	Pushbutton Kitty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Coballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387
W-434	(Nov. 18)	Little Wise Quacker	G	7m.	3402
W-435	(Nov. 29)	The Dog House (T-J)	G	7m.	3392
W-436	(Dec. 20)	Busybody Bear	G	7m.	3418
W-437	(.....)	The Missing Mouse (T-J)	E	7m.	3418
W-438	(.....)	Barney's Hungry Cousin	F	7m.	3425
W-439	(.....)	Gerry And Jumbo			
		(.....) Cobs And Robbers	F	6 1/2m.	
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-411	(Sept. 20)	Pretoria To Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404
T-413	(.....)	Calling On Capetown	F	7m.	3426
T-414	(.....)	Land Of The Ugly Duckling	G	9m.	3443

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-461	(Oct. 4)	Wild And Woolfy	G	8m.	3380
W-462	(Dec. 6)	Mouse In Manhattan	F	6 1/2m.	3435
W-463	(.....)	Tee For Two			
NOSTRADAMUS					
		(.....) Nostradamus Soys So			
PETE SMITH SPECIALTIES (10)					
S-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
S-452	(Oct. 4)	Sweet Memories	G	9m.	3404
S-453	(Nov. 29)	Keep It Clean	E	9m.	3426
		(.....) I Love Children, But	G	9m.	3435
		(.....) Aquotic Kids			
Paramount					
Two Reel MUSICAL PARADES (6) (Reissues) (Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Chompagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Sambo Mania	G	18m.	3375
FF12-12	(June 27)	Cotalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6) (Technicolor)					
B12-1	(Oct. 24)	True Boo	G	7m.	3410
GRANTLAND RICE SPORTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rongers	G	9m.	3388
R12-2	(Oct. 24)	Conine I. Q.	G	9m.	3426
R12-3	(Dec. 19)	Highland Sports	G	10m.	
R12-4	(Jan. 2)	The Speed Queen	F	9m.	
R12-5	(Jan. 16)	Brittonia's Athletic Cadets			
HERMAN AND KATNIP (4)					
H12-1	(Oct. 3)	Mice Copodes	G	7m.	3410
KARTUNES (6) (Technicolor)					
X12-1	(Nov. 14)	Forest Fantasy	G	7m.	3425
X12-2	(Jan. 23)	Hysterical History			
NOVELTOONS (6) (Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cockeyed Canary	G	7m.	
P12-2	(Dec. 26)	Feast And Furious	G	6m.	
PACEMAKERS (6)					
K12-1	(Oct. 3)	Porlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Hove A Parode	G	10m.	3426
K12-3	(Dec. 26)	All Girls On Deck	G	10m.	
POPEYE CARTOONS (8) (Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-3	(Jan. 30)	Ancient Fistory			
E12-4	(Dec. 12)	Big Bad Sindbad	F	10m.	3425
POPEYE CHAMPIONS (4) (Technicolor) (Reissues)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7 1/2m.	3379
Z12-3	(Oct. 3)	Pitching Woo At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	7 1/2m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In Interesting People	G	10m.	3426
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
RKO					
Two Reel EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375
33502	(Oct. 17)	The Kitchen Cynlc	F	18m.	3375
33503	(Nov. 14)	You Drive Me Crozy	F	17m.	3375
33504	(Dec. 12)	Radio Rompage	F	16m.	3375
33505	(Jan. 9)	Alibi Bobby	F	18m.	3374
33506	(Feb. 6)	Mother-in-Law's Day	F	20m.	3375
GIL LAMB COMEDIES (4)					
	(Jan. 16)	The Fresh Painter			
	(Jan. 30)	Lost In A Turkish Bath			
	(Feb. 27)	And Baby Makes Two			
	(Mar. 13)	Pardon My Wrench			
LEON ERROL REISSUES (6)					
33701	(Sept. 5)	A Polo Phony	F	18m.	3375
33702	(Oct. 3)	Who's A Dummy	G	17m.	3375
33703	(Oct. 31)	The Wrong Room	G	19m.	3375
33704	(Nov. 28)	He Asked For It	F	18m.	3374
33705	(Dec. 26)	A Ponc In The Parlor	F	18m.	3375
33706	(Jan. 23)	Home Work	F	19m.	3374
MUSICAL REVIEWS (2) (Reissues)					
33201	(Sept. 12)	Harris In The Spring	F	19m.	3375
33202	(Oct. 10)	Louis Primo—Swing It	F	16m.	3379
NEWLYWED COMEDIES (4)					
	(Jan. 23)	Three Chairs For Betty			
	(Mar. 6)	Half Dressed For Dinner			
PEOPLE AND PLACES					
	(.....)	The Aloskan Eskimo			
SPECIALS (13)					
33101	(Aug. 15)	Professor F.B.I.	E	15m.	3387
33102	(Sept. 12)	I Am A Paratrooper	G	15m.	3392

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
33103	(Oct. 10)	Caution, Danger Ahead	F	15m.	3410
33104	(Nov. 7)	Men Of Science	G	16m.	3435
		(.....) Racing Heritage			
SPORT SPECIALS (2)					
33901	(Sept. 24)	Wolcott-Morciano Fight	G	21m.	3392
	(Dec. 12)	Football Highlights Of 1952	G	16 1/2m.	3441
33801	(Apr. 17)	Basketball Highlights			
TECHNICOLOR SPECIALS					
33001	(Jan. 16)	Operation A-Bomb	E	16m.	3434
TRUE-LIFE ADVENTURES (2) (Technicolor)					
33301	(June 26)	Water Birds	E	31m.	3387
One Reel SCREENLINERS (13)					
34201	(July 4)	Sweet Land Of Liberty	E	9m.	3380
34202	(July 25)	Male Vanity	G	8m.	3380
34203	(Aug. 15)	Mexican Rhythm	G	8m.	3380
34204	(Sept. 5)	Flying Pinwheels	F	8m.	3392
34205	(Sept. 26)	Porpoise Roundup	G	8m.	3412
34206	(Oct. 17)	Log Jam	F	9m.	3412
34207	(Nov. 7)	College Circus	G	8m.	3435
34208	(Nov. 28)	Johnny Gets His Route	F	9m.	3435
34209	(Dec. 19)	Woy Back When	G	8m.	3435
SPORTSCOPES (13)					
34301	(July 11)	Aqua Champs	G	8m.	3380
34302	(Aug. 10)	Let's Go Fishing	G	8m.	3380
34303	(Aug. 22)	Lure Of The Turf	F	9m.	3396
34304	(Sept. 12)	The Roofing Game	F	10m.	3396
34305	(Oct. 3)	Sportsmen's Playground	F	8m.	3412
34306	(Oct. 24)	Husky Dog	F	8m.	3418
34307	(Nov. 14)	King Of Clubs	G	8m.	3435
34308	(Dec. 5)	Bobby Shantz	F	8m.	3435
WALT DISNEY CARTOONS (18) (Technicolor)					
(C—Chip 'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Fiaaro; S—Special)					
34101	(Sept. 19)	Pluto's Party (M-P)	F	6m.	3388
34102	(Oct. 10)	Trick Or Treat (D)	G	8m.	3392
34103	(Oct. 31)	Two Weeks Vacation (G)	F	6m.	3410
34104	(Nov. 21)	Pluto's Christmas Tree (M/F)	F	7m.	3379
34105	(Dec. 12)	How To Be A Detective (G)	E	7m.	3379
34106	(Mor. 28)	Fother's Doy Off (G)			
34107	(Apr. 18)	The Simple Things (M-P)		7m.	
34108	(May 9)	Father's Week End (G)			
34109	(May 30)	Fountain Of Youth			
34110	(June 10)	How To Donce			
34111	(July 11)	Football (Now And Then)			
34112	(Aug. 7)	The New Neighbor			
Republic					
SERIALS (4)					
5281	(July 16)	Zombies Of The Stratosphere	F	12ep.	3348
5282	(Oct. 8)	Dick Tracy vs. The Phantom Empire (Reissue of Dick Tracy vs. Crime, Inc.)	G	16ep.	3392
One Reel THIS WORLD OF OURS (6) (Trucolor)					
5185	(Apr. 15)	Israel	G	10m.	3287
5186	(July 1)	India	G	9m.	3327
5187	(Aug. 25)	The Philippines	G	9m.	3357
20th Century-Fox					
One Reel ART FILMS (7) (Technicolor)					
7251	(Sept.)	I Remember The Glory	G	9m.	3301
7252	(Sept.)	Curtain Coll	G	10m.	3289
7253	(Sept.)	Light In The Window	G	10m.	3402
7254	(Oct.)	Birth Of Venus	E	9m.	3435
7255	(Oct.)	Joy Of Living	E	10m.	3402
7256	(Nov.)	The Young Immortal	G	10m.	3402
7257	(.....)	The Nightwatch			
LEW LEHR RE-RELEASES (2)					
9281	(Feb.)	Fuss And Feathers			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5209	(Apr.)	Time Gallops On	F	7m.	3251
5210	(May)	Heckle and Jeckle Off To The Opera	G	7m.	3266
5211	(May)	The Happy Cobblers	G	7m.	3279
5212	(June)	Little Roquefort In Hypnotized	G	7m.	3279
5213	(June)	Mighty Mouse In Hansel and Gretel	F	7m.	3301
5214	(June)	Flipper Frolics	F	7m.	3318
5215	(July)	Terry Bears In Little Anglers	F	7m.	3301
5216	(July)	Dinky In The Foolish Duckling	G	7m.	3326
5217	(Aug.)	Heckle and Jeckle In House Busters	F	7m.	3310
5218	(Aug.)	The Mysterious Cowboy	E	7m.	3318
5219	(Sept.)	Aesop's Fable: Happy Valley	G	7m.	3326
5220	(Sept.)	Little Roquefort In Good Mousekeeping	G	7m.	3333
5221	(Oct.)	Terry Bears In Nice Doggy	F	7m.	3342
5222	(Oct.)	Mighty Mouse In Happy Holland	F	7m.	3348
5223	(Oct.)	Heckle And Jeckle In Moose On The Loose	F	7m.	3348
5224	(Nov.)	Dinky In Sink Or Swim	G	7m.	3387
5225	(Dec.)	Little Roquefort In Flop Secret	F	7m.	3388
5226	(Dec.)	Terry Bears In Picnic With Papa	G	7m.	3402
(Re-releases) (4)					
5227	(Jan.)	Harvest Time	F	7m.	3219
5228	(Feb.)	Plane Goofy	F	7m.	3219
5229	(Apr.)	The First Robin	F	7m.	3219
5230	(May)	Billy Mouse's Awkwacade	G	7m.	3294

United Artists

Two Reel

MEDAL OF HONOR (4)

(.....)	Richard P. Hobson	G	26 1/2m.	3410
(.....)	Dr. Mary Walker	G	26m.	3410
(.....)	Julius Langbein	G	26 1/2m.	3410
(.....)	Joseph C. Rodriguez	G	27 1/2m.	3410

Universal-International

Two Reel

NAME BAND MUSICALS (13)

7301	(Nov. 7)	Tommy Dorsey and his Orchestra	E	15m.	3185
7302	(Dec. 5)	Woody Herman's Varieties	G	15m.	3185
7303	(Jan. 9)	Nat "King" Cole and Joe Adams' Orchestra	G	15m.	3218
7304	(Jan. 30)	Dick Stobille And His Orch.	G	15m.	3218
7305	(Mar. 12)	Blue Barron and Orch.	G	15m.	3243
7306	(May 7)	Ada Leonard & Her All Girl Orch. with Connee Boswell	G	15m.	3318
7307	(June 18)	Buddy Morrow & Orch.	G	15m.	3326
7308	(July 2)	Perez Prado & Orch.	F	15m.	3341
7309	(July 30)	Dick Jurgens & Orch.	G	15m.	3341
7310	(Aug. 20)	Billy May & Orch.	G	15m.	3341
7311	(Sept. 25)	Jimmy Dorsey Varieties	G	15m.	3379

MUSICAL FEATURETTES (13)

8301	(Nov. 16)	Xavier Cugat and his Orchestra	G	15m.	3418
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Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
8302	(Dec. 4)	Don Cornell Sings	G	15m.	3418
8303	(Jan. 1)	The Modernaires with Lawrence Welk's Orchestra	F	15m.	3418
SPECIALS (2)					
7201	(Dec. 19)	Danger Under The Sea	E	16 1/2m.	3185
7202	(June 18)	Knights Of The Highway	E	17m.	3318
THE EARTH AND ITS PEOPLE (13)					
7361	(Nov. 5)	Nomads Of The Jungle	E	22m.	3167
7362	(Nov. 26)	Water For Dry Lands	G	19m.	3167
7363	(Dec. 24)	An Island Notion	E	21m.	3167
7364	(Jan. 21)	Desert Nomads	G	22m.	3219
7365	(Feb. 18)	Eskimo Sea Hunters	E	21m.	3243
7366	(Mar. 17)	Living In A Metropolis	G	20m.	3266
7367	(Apr. 21)	Land Behind The Dikes	E	20m.	3279
7368	(May 19)	Tropical Mountain Island	G	21m.	3318
7369	(June 16)	Food For Paris Markets	E	22m.	3326
7370	(July 14)	Farming In South China	F	19m.	3342
7371	(Aug. 11)	Cattle And The Corn Belt	G	20m.	3341
7372	(Sept. 8)	Tropical Lowlands	G	21m.	3375
7373	(Oct. 6)	Riches Of The Veld	E	19 1/2m.	3387
(1952-53) (13)					
8361	(Nov. 3)	Horsemen Of The Pampa	G	21m.	3417
One Reel					
CARTOON MELODIES (8)					
7381	(Nov. 12)	Reuben, Reuben	G	10m.	3185
7382	(Dec. 31)	Uncle Sam's Songs	G	10m.	3211
7383	(Mar. 17)	Songs That Live	F	10m.	3243
7384	(May 19)	Memory Song Book	G	10m.	3243
7385	(June 23)	Song Dreams	G	10m.	3267
7386	(July 28)	Toasts Of Song	G	10m.	3418
SPECIAL					
(.....)	(.....)	From Then Till Now	G	9m.	3333
VARIETY VIEWS (8)					
Italian Interlude					
7341	(Nov. 5)	Brooklyn Goes South	G	9m.	3219
7342	(Jan. 2)	Sail Ho	E	9m.	3219
7343	(Feb. 25)	Rhythm On The Reef	E	9m.	3219
7344	(Apr. 14)	The Army's Finest	G	9m.	3267
7345	(June 16)	Future Generals	G	9m.	3380
7346	(Aug. 4)	Village Metropolis	G	9m.	3327
7347	(Sept. 8)	Man In The Peace Tower	F	9m.	3418
7348	(Oct. 13)	Man In The Peace Tower	F	9m.	3418

WALTER LANTZ CARTUNES (13)

(Reissues)

(Technicolor)

7321	(Oct. 29)	Loose Nut	G	7m.	3185
7322	(Nov. 19)	Abou Ben Boegie	F	7m.	3185
7323	(Dec. 10)	Palnter And Polnter	F	7m.	3211
7324	(Jan. 7)	Bathing Buddies	G	7m.	3219
7325	(Feb. 4)	Sliphorn King Of Polaroo	F	7m.	3219
7326	(Mar. 3)	Crow Crazy	G	7m.	3251
7327	(Mar. 31)	Reckless Driver	G	7m.	3294
7328	(Apr. 28)	Poot And Peasant	G	7m.	3294
7329	(May 26)	Mousie Come Home	F	7m.	3311
7330	(June 23)	Fairweather Fiends	F	7m.	3333
7331	(July 21)	Apple Andy	G	7m.	3333
7332	(Aug. 18)	Wacky Weed	F	7m.	3333
7333	(Sept. 15)	Musical Maments	G	8m.	3388

WOODY WOODPECKER CARTUNES (6)

(Technicolor)

7351	(Dec. 24)	Destination Meatball	G	7m.	3185
7352	(Feb. 25)	Born To Peck	G	7m.	3243
7353	(Apr. 21)	Stage Hoax	F	7m.	3266
7354	(Aug. 11)	Woodpecker In The Rough	F	7m.	3318
7355	(Sept. 8)	Scalp Treatment	F	7m.	3380
7356	(Oct. 6)	The Great Who-Dood-It	F	7m.	3379

Warners

Two Reel

SPECIALS (8)

(Technicolor)

9001	(Sept. 6)	Killers Of The Swamp	G	17m.	3387
9002	(Oct. 25)	Man Without A Country	E	21m.	3387
9003	(Dec. 6)	Cruise Of The Zaca	F	17m.	3425
9004	(Jan. 24)	Flag Of Humanity			

CLASSICS OF THE SCREEN (6)

9101	(Sept. 27)	Monsters Of The Deep	G	20m.	3387
9102	(Nov. 22)	Oklahoma Outlaws	E	20m.	3410
9103	(Dec. 27)	Are Animals Actors?	E	20m.	3434

One Reel

BLUE RIBSON HIT PARADES (13)

(Reissues)

(Technicolor)

9301	(Sept. 13)	A Feud There Was	G	7m.	3387
9302	(Oct. 11)	Daffy Doodles	G	7m.	3387

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9303	(Nov. 8)	Day At The Zoo	E	7m.	3410
9304	(Nov. 29)	Early Worm Gets The Bird	G	7m.	3410
9305	(Jan. 10)	Tale Of Two Mice	G	7m.	3425
9306	(Feb. 7)	Bashful Buzzard			
BUGS BUNNY SPECIALS (8)					
(Technicolor)					
9723	(Sept. 20)	Rabbit Seasoning	F	7m.	3392
9724	(Nov. 15)	Rabbit's Kin	G	7m.	3425
9725	(Dec. 20)	Hare Lift	G	7m.	3435
9726	(Feb. 14)	Forward, March Hare			
JOE McDOAKES COMEDIES (6)					
9401	(Sept. 20)	So You're Going To the Dentist	G	10m.	3392
9402	(Nov. 8)	So You Want To Wear The Pants	G	10m.	3412
9403	(Jan. 10)	So You Want To Be A Musician	F	10m.	3443
MELODY MASTER BANDS (6)					
9801	(Oct. 11)	Freddie Fisher And Band	G	10m.	3388
9802	(Nov. 15)	Junior Jive Bombers	E	10m.	3412
9803	(Dec. 27)	Circus Band	G	9m.	3425
MERRIE MELODIES (22)					
(Technicolor)					
9701	(Sept. 8)	Housewarming	F	7m.	3386
9702	(Oct. 4)	The Egg-cited Rooster	G	7m.	3392
9703	(Oct. 18)	Tree For Two	F	7m.	3410
9704	(Nov. 1)	The Super Snooper	G	7m.	3410
9705	(Nov. 29)	Terrier Stricken	F	7m.	3425
9706	(Dec. 13)	Fool Coverage	G	7m.	3435
9707	(Jan. 3)	Don't Give Up The Sheep	G	7m.	3441
9708	(Jan. 17)	Snow Business			
9709	(Jan. 31)	A Mouse Divided			
9710	(Feb. 21)	Kiss Me Cat			
9711	(Feb. 28)	Duck Amuck			
THE SPORTS PARADE (10)					
(Technicolor)					
9501	(Oct. 4)	They Fly Through The Air	E	10m.	3388
9502	(Nov. 1)	Unfamiliar Sports	F	10m.	3412
9503	(Dec. 20)	Fiesta For Sports	F	9m.	3426
9504	(Jan. 31)	Sporting Courage			
9505	(Feb. 28)	Birthplace Of Hockey			
VITAPHONE NOVELTIES (7)					
9601	(Sept. 13)	Ain't Rio Grande	F	9m.	3396
9602	(.....)	I Saw It Happen			
9603	(Oct. 18)	Hunting The Devil Cat	G	10m.	3418
9604	(Jan. 3)	Too Much Speed	E	10m.	3435
9605	(Feb. 14)	I Remember When			

Miscellaneous

Art Survives The Times (AF)					
(.....)	(.....)	Championship Race, The (Artkino)	G	20m.	3387
(.....)	(.....)	Chom Of Life (Pictura)	G	15m.	3387
(.....)	(.....)	Eva Peiron Story, The (Astor)	G	29m.	3387
(.....)	(.....)	Images From Debussy (AF)	E	18m.	3402
(.....)	(.....)	Images Medievales (AF)	E	18m.	3441
(.....)	(.....)	Gallery Of Modern Sculptors (AF)	G	14m.	3417
(.....)	(.....)	Glasgow Orpheus Choir (BIS)	G	14m.	3425
(.....)	(.....)	Kabylia (AF)	F	9m.	3418
(.....)	(.....)	Legend Of The Pallamid Mountains (Italian Tourist Bureau)	F	10m.	3435
(.....)	(.....)	Lifelines Of Defense (Bondy)	F	14m.	3425
(.....)	(.....)	Prisoners Of The Tower (Baker-Brill)	G	17m.	3410
(.....)	(.....)	Queen Of The Border (Tech.) (BIS)	G	10m.	3426
(.....)	(.....)	Sea Hunt (AF)	G	20m.	3441
(.....)	(.....)	Stranger Left No Card, The (Meteor)	E	23m.	3410
(.....)	(.....)	Suite Of Berber Dances (AF)	G	10m.	3404
(.....)	(.....)	Survival Under Atomic Attack (Civil Defense Force) (Castle)	E	9m.	3425
(.....)	(.....)	Teen Age Menace (Broadway Angels)	G	26 1/2m.	3434
(.....)	(.....)	White Continent, The (BIS)	G	20m.	3435
(.....)	(.....)	Zanzabelle In Paris (Discina)	G	15m.	3392

THINGS YOU SHOULD KNOW —about this service— THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatched . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 8 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

- | | |
|-----------------------------|----------------------------|
| 1. TITLE | 5. ONE-LINE CRITICISM |
| 2. TYPE OF SHOW | 6. RUNNING TIME |
| 3. COLOR or BLACK AND WHITE | 7. PRODUCTION NUMBER |
| 4. LEADING PLAYERS | 8. DATE OF COMPLETE REVIEW |
| 9. LEGION OF DECENCY RATING | |

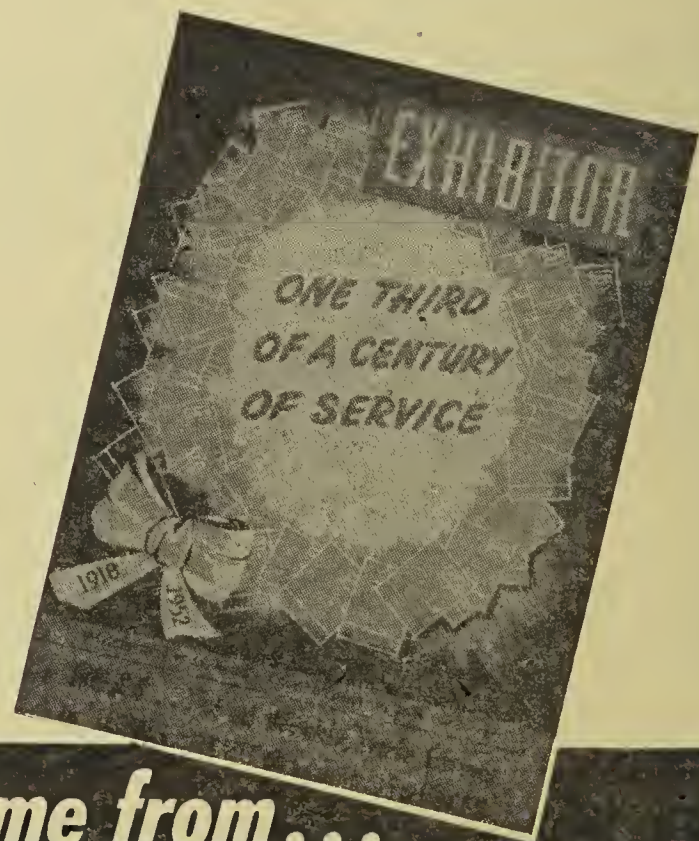
They are all right here in THE CHECK-UP. And you need only save it for two weeks,—for it will be up-to-date the next time issued.

IN YOUR HANDS NOW—

you are holding the only—

9-POINT SUMMARY

in the entire Trade Press that follows this service method.



BEST—of all Theatre Services come from . . .

Pictures in order of release, with principal players, are placed in the month of release. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	MEIRO	MONOGRAM-AA	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
DECEMBER Eight Iron Men M. Castle, D. McMahon, B. Calleano Strange Fascination C. Moore, H. Haas, M. Barrie The Happy Time C. Boyer, L. Jourdan, M. Hunt, B. Driscoll Invasion, U.S.A. P. Castle, G. Mohr, E. Blythe	DECEMBER Gambler and The Lady D. Clark, N. Chance (English-made) Sky Full Of Moon J. Sterling, C. Carpenter, K. Wynn	DECEMBER Million Dollar Mermaid E. Williams, V. Mature, W. Pidgeon (Technical) The Happy Time J. Sterling, C. Carpenter, K. Wynn	DECEMBER Hiawatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Bomba And The Jungle Girl J. Sheffield, K. Sharpe Kansas Pacific S. Hayden, E. Miller, B. McLene (Cinecolor) (AA) The Maverick W. Elliott, P. Coates, M. Healey	DECEMBER The Blazing Forest J. Payne, A. Moorehead, S. Morrow (Technical) Cleopatra C. Colbert, W. William, H. Wilcoxan (Reissue) The Bachelor And The Bobby Soxer Bachelor Mother (Re-releases)	DECEMBER Blackbeard The Pirate R. Newton, L. Darnell, K. Andes, W. Bendix (Technical) Mans Christian Anderson D. Kaye, Jeanmarie, F. Granger (Technical) (Goldwyn) Captive Women R. Clarke, M. Field, G. Saunders The Bachelor And The Bobby Soxer Bachelor Mother (Re-releases)	DECEMBER Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates	DECEMBER My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Totter Stars And Stripes Forever C. Webb, R. Hussey, D. Paget, R. Wagner (Technical)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) Monsoon U. Thiess, G. Nader, D. Douglas (Made in India) (Technical) (Film Group) Babe In Bagdad P. Goddard, G. R. Lee, R. Ney (Danziger) (Made in Spain)	DECEMBER The Black Castle S. McNally, P. Corday, R. Green, B. Karloff, L. Chaney Against All Flags E. Flynn, M. O'Hara, A. Quinn (Technical)	DECEMBER Cattle Town D. Morgan, R. Moreno, P. Carey Abbott and Costello Meet Captain Kidd B. Abbott, L. Costello, C. Laughlin, H. Brooke (Super-Cinecolor)
JANUARY The Four Poster R. Harrison, L. Palmer The Pathfinder G. Montgomery, H. Carter, E. Verdugo (Technical) Winning Of The West G. Aubry, S. Burnette, G. Davis	JANUARY I'll Get You G. Rafi, S. Gray	JANUARY Above And Beyond R. Taylor, E. Parker, J. Whitmore The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan The Clown R. Skelton, J. Greer The Hoaxters Documentary	JANUARY Torpedo Alley M. Stevens, D. Malone, B. Williams (AA) Timber Wolf K. Grant, I. Borg, Chinook (AA) The Star Of Texas W. Morris, R. L. Brice, S. Jolley (AA)	JANUARY Road To Bali B. Crosby, B. Hope, D. Lamour (Technical) Thunder In The East A. Ladd, D. Kerr, C. Boyer, C. Calvet Tropic Zone R. Reagan, R. Fleming, Estelita (Technical)	JANUARY Androcles And The Lion J. Simmons, A. Young, V. Mature, R. Newton Never Wave At A WAC R. Russell, M. Wilson, P. Douglas No Time For Flowers V. Lindfors, P. Christian (Made in Austria)	JANUARY Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Trucolor)	JANUARY The Thief Of Venice M. Montez, P. Christian (Made in Europe) My Cousin Rachel O. DeHavilland, R. Burton The I Don't Care Girl M. Gaynor, D. Wayne, O. Levant (Technical) Ruby Gentry J. Jones, C. Heston, K. Malden The Gunfighter Yellow Sky (Re-releases)	JANUARY Guerilla Girl H. Dantine, Marianna (Foreign-made) (Christian) Luxury Girls S. Stephen, A. M. Ferrero, R. Podesta (Italian-made) (Riviera) Meet Me At The Fair D. Dailey, D. Lynn, C. Allen (Technical)	JANUARY The Lawless Breed R. Hudson, J. Adams, M. Castle (Technical) The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technical) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technical)	JANUARY April In Paris D. Day, R. Bolger, C. Dauphin (Technical) Stop, You're Killing Me B. Crawford, C. Trevor (WarnerColor) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technical)
FEBRUARY Last Of The Comanches B. Crawford, B. Hale, (Technical) Target Hong Kong N. Gates, R. Loo R. Denning,	FEBRUARY The Tall Texan L. Bridges, M. Windsor, L. J. Cobb	FEBRUARY Desperate Search H. Keel, J. Greer Jeopardy B. Stanwyck, B. Sullivan Rogue's March P. Lawford, J. Rule The Naked Spur J. Stewart, J. Leigh, R. Ryan (Technical) Lili L. Caron, M. Ferrer (Special) (Technical) Ivanhoe R. Taylor, E. Taylor, J. Fontaine (Technical)	FEBRUARY Jalopy Bowery Boys (AA) White Lightning S. Clements, B. Bestar, S. Brodie (AA) Fort Vengeance J. Craig, R. Denny, R. Moreno (Cinecolor)	FEBRUARY The Stodge D. Martin, J. Lewis, P. Bergen, E. Mayehoff Come Back, Little Sheba B. Lancaster, S. Booth, T. Moore	FEBRUARY Peter Pan Disney cartoon feature (Technical) Angel Face R. Mitchum, J. Simmons, M. Freeman Sword Of Venus R. Clarke, C. McLeod, R. DeMarco	FEBRUARY The Lady Wants Mink R. Hussey, E. Arden, D. O'Keefe	FEBRUARY The Farmer Takes A Wife B. Grable, D. Robertson, T. Ritter (Technical) Niagara M. Monroe, J. Cotten, J. Peters (Technical) Taxi D. Dailey, C. Smith, B. Yurka	FEBRUARY The Mississippi Gambler T. Power, P. Laurie, J. Adams (Technical) City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technical) Girls In The Night P. Hardy, J. Holden, L. Freeman	FEBRUARY The Jazz Singer D. Thomas, P. Lee (Technical) She's Back On Broadway V. Mayo, G. Nelson, F. Lovejoy, P. Wymore (WarnerColor)	

OBSERVANCES
Feb. 12—Lincoln's Birthday
Feb. 18—Ash Wednesday
Feb. 22—Washington's Birthday

REALART
January—The Vanishing Body—N. Karloff, B. Lugosi (Reissue)
Calling Dr. Death—L. Chaney (Reissue)
The Missing Head—L. Chaney (Reissue)

REARLART
February—Mr. Pip—W. Hull, P. Holmes (English-made) (Reissue)
The House Of The Seven Gables—G. Sanders, V. Price
(Reissue)
Johnny Comes Marching Home—D. O'Connor, A. Jones
(Reissue)
Private Buckaroo—H. James (Reissue)

WIDE BOY—S. Shaw, S. Tafler (English-made)

LET'S FACE IT!

{ A STRAIGHT-FROM-THE-SHOULDER statement from Paul J. Greenhalgh, V.P. and Gen'l Mgr. of EXHIBITOR. "Best of all Weeklies in NEWS, REVIEWS and SERVICES" }

In any consideration of trade paper rates and relating advertising values, **GROSS CIRCULATIONS** don't mean a thing. **GROSS CIRCULATIONS** are only the size of the bag!

To be realistic, you must check: WHO ARE THE SUBSCRIBERS? WHAT DO THEY PAY FOR IT? WHERE ARE THEY LOCATED? HOW ARE THEY SOLD? And, DID THEY GET ANYTHING "TO BOOT" AS A SUBSCRIPTION INDUCEMENT? The **VALUE** is inside the bag!

Since this is the yardstick . . . then **EXHIBITOR** is TOP VALUE in the Theatre Field!

81% of its **GROSS** goes to the **EXECUTIVE EXHIBITION BUYING POWER**. (*As compared to 75%, 73%, and 67% by contemporaries—at least one of which has nearly 19% going to Film Exchanges, Film Salesmen, and others in Distribution.*)

50% of its **GROSS** pay the **FULL SUBSCRIPTION PRICE** (*As compared to 51%, 37%, and 12% by contemporaries—yes, we said 12%*)

92% of its **GROSS** live in the **CONTINENTAL U.S.A.**, i.e., come under **Domestic Budgets**. (*As compared to 88%, 76%, and 88% by contemporaries.*)

93% of its **GROSS** send in their subscriptions voluntarily **BY MAIL** and without the personal pressure of agents or sales fleets. (*As compared to 71%, 84%, and 72% by contemporaries.*)

00% of its **GROSS** received anything **FREE** as an inducement to subscribe. (*As compared to various free gadgets by all contemporaries.*)

Anyone who wants it can keep the GROSS!
EXHIBITOR has the REALISTIC VALUE!
And the LOWEST RATES, too!

P.S. We can prove each and every statement made above,—and will be happy to do it for any qualified Advertiser or Advertising Prospect. We are going to try to hold the line on **REALISTIC VALUE . . . and on REALISTIC RATE SCALES**. So don't be dazzled by **GROSS CIRCULATION FIGURES**. Look underneath them, and see what your Realistic Advertising Dollar is buying. You can't judge the value by the size of the bag!

EXHIBITOR



Bette Davis in

"THE STAR"

is smashing

records, Four Star

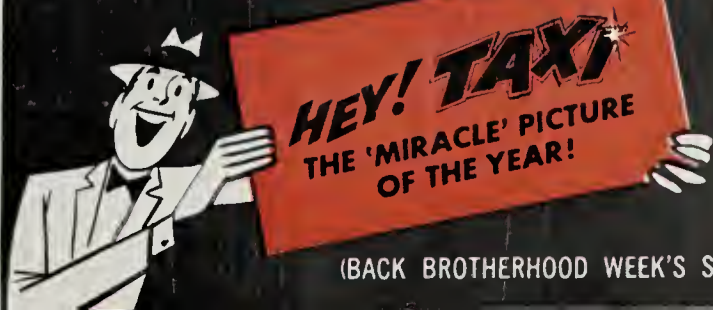
Theatre, Los Angeles.



DATE IT NOW FOR A

RECORD-BREAKING ENGAGEMENT!

A Bert E. Friedlob Production
Released by 20th Century-Fox



(BACK BROTHERHOOD WEEK'S SILVER ANNIVERSARY Feb. 15-22)

Number 11
Editions: Section One

JANUARY 14, 1953

SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

ing EXTRA PROFITS

To
Bring
You
Up-to-date
On the
Fabulous



SUCCESS STORY OF M-G-M's "IVANHOE"

The pre-release first-run engagements of colossal "IVANHOE" have written a bright new page in box-office history.

At a time when this industry needed the stimulation of a truly gigantic attraction, M-G-M brought to packed houses the Technicolor wonders of Sir Walter Scott's famed novel. Here on the big theatre screen the fans gasped at the cavalcade of Knights, the spine-tingling

(continued)

duels-on-horseback, the storming of besieged castles, the romances of heroes and fair ladies, the beauty and terror of the Glory Age, all of it filmed in magnificent Technicolor in the actual locations of the story.

M-G-M's barrage of advertising and exploitation reverberated throughout America, in national magazines, in tremendous newspaper campaigns, on the air, everywhere.

The amazing extended run record of "IVANHOE" is evidence of its mass appeal and its penetration from coast to coast. Here are some of the long runs:

At Press Time: 11 weeks in Cleveland, Philadelphia, Detroit; 8 weeks in Chicago, New York City; 7 weeks in Pittsburgh, Miami, Miami Beach, San Francisco, Los Angeles (2 theatres); 6 weeks in Washington, D. C., Minneapolis, Oakland; 5 weeks in Boston, Mass. (2 theatres), Buffalo, Baltimore, St. Louis, Seattle; 4 weeks in Atlanta, New Orleans, Houston, Kansas City, Oklahoma City, Tulsa, Toledo, Omaha, Salt Lake City; there were more than 35 cities where it played 3 weeks and 75 cities where it played 2 weeks, with one week stands in many others.

Millions of Americans await the opportunity to see this greatest attraction of our time, millions who have seen it are eager to enjoy its spectacular thrills again.

In response to exhibitor requests that "IVANHOE" be placed in regular release, we are happy to make it available for general showing on February 20th.

AMERICA IS

BEING

PRE-SOLD

ON

"THE

MISSISSIPPI

GAMBLER"



**Powerful
FULL-COLOR
ads in national
publications will
reach the reading
eyes of**

77,000,000!



A CHARLES J. FELDMAN *Sil*



**EXCITING DAY AND DATE
PRE-RELEASE WORLD
PREMIERE ALONG 1000
MILES OF MISSISSIPPI
RIVER TOWNS!**

*From St. Louis to Memphis to
New Orleans 325 cities and
towns will shout the
premiere news
from coast to coast!*



UNIVERSAL-INTERNATIONAL presents

TYRONE P POWER

PIPER LAURIE · JULIA ADAMS

in The **M**ISSISSIPPI **GAMBLER**

COLOR BY

Technicolor

WITH **JOHN MCINTIRE · WILLIAM REYNOLDS**

DIRECTED BY **RUDOLPH MATÉ** · STORY AND SCREENPLAY BY **SETON I. MILLER** · PRODUCED BY **TED RICHMOND**

Anniversary Drive Picture...

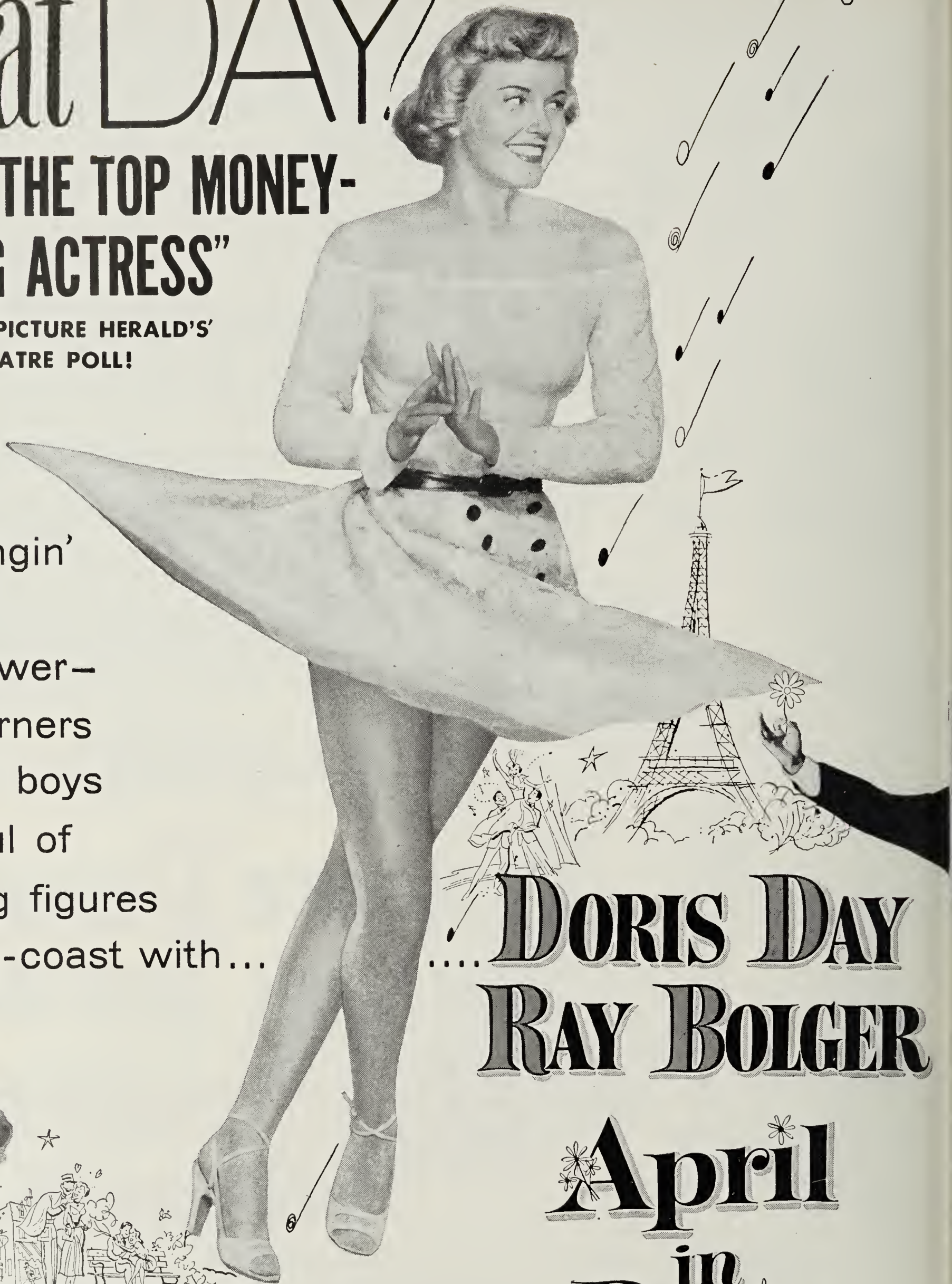


Great DAY!

VOTED "THE TOP MONEY-
MAKING ACTRESS"

IN 'MOTION PICTURE HERALD'S'
ANNUAL THEATRE POLL!

Now
she's singin'
at the
Eiffel Tower—
and Warners
give the boys
an eyeful of
towering figures
coast-to-coast with...



.... **DORIS DAY**
RAY BOIGER

April
in
Paris ★ ★

COLOR BY
TECHNICOLOR

BY **CLAUDE DAUPHIN** AND EYE MILLER • GEORGE GIVOT • PAUL HARVEY • JACK ROSE AND MELVILLE SHAVELSON

Musical Numbers Staged and Directed by LeRoy Prinz • Song "April in Paris", Lyrics by E. Y. Harburg, Music by Vernon Duke
Original Songs, Lyrics by Sammy Cahn, Music by Vernon Duke • Musical Direction by Ray Heindorf

PRODUCED BY **WILLIAM JACOBS** • DIRECTED BY **DAVID BUTLE**

Enroll 25 members for the 25th Anniversary of Brotherhood Week, Feb. 15 to 24



WHETHER the business being done was responsible or not couldn't be determined, but in an eastern theatre a concessionaire was shot by a rival, with the audience none the wiser since bullets were included in the screen fare.



DESPITE occasional troubles with children, the situation in this country is still better than in Egypt, where the Ministry of the Interior has recommended eliminating morning shows at theatres because of truancy among school children.



AT THE RATE that they are "meeting" people in their pictures, it shouldn't be long before the famous comedy team makes "Abbott And Costello Meet Abbott And Costello."



THE HOLIDAY SPIRIT was dampened in one eastern city where five houses cooperated with merchants in providing community showings for children. At one theatre, the screen was badly damaged, and at another seats were slashed and the stuffing torn out and thrown on the floor. The result may be that next year the theatres will refuse to cooperate.



HOBBY HORSES for children, at 10 cents a ride, are the latest gadget being tried out in the extra profits department of some houses.

—H. M. M.

I N D E X

VOL. 49, No. 11 JANUARY 14, 1953

SECTION ONE

EDITORIAL	7
FEATURE ARTICLE—"MORE STUDY FOR GREATER PROFIT"	8, 9
NEW YORK NEWS LETTER	15
THIS WAS THE WEEK WHEN	18
THE INTERNATIONAL SCENE	20
IN THE NEWSREELS	21
PEOPLE	21
BETTER MANAGEMENT	24
THE TIP-OFF ON BUSINESS	26
THE SCORE BOARD	26
EXTRA PROFITS	EP-1—EP-8

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
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THE COVER PHOTO

Horry K. McWilliams, Columbia exploitation director and president, Associated Motion Picture Advertisers, New York, and Poul Lazorus, Jr., Columbia executive, admire the scroll given the former by AMPA in recognition of his efforts in establishing the first industry school in promotion, AMPA's Showmanship School. It was made by Gordon White and Vincent Trotto.

EXHIBITOR

VOL. 49, No. 11



JANUARY 14, 1953

Aid For "The March Of Dimes"

AMONG the trade's charitable activities, January has generally been reserved for "The March of Dimes" for nearly two decades, and now once again the first month of the year finds the industry being asked to lend its endeavors in the fight against polio.

IN 1952, the record shows, polio hit the nation with record force for the fifth straight year, and, as always, The National Foundation for Infantile Paralysis, aided considerably by the receipts from "The March of Dimes," helped the battle against the scourge.

TIME was when anyone stricken by polio looked forward to either death or a future as a cripple, but progress has been made in fighting the disease, and there are many who believe that the end is drawing near for this last major epidemic type of ailment.

ALTHOUGH there are many theatres which look upon participation in "The March of Dimes" as a privilege, many houses have not helped to the fullest. The best way to do the job is by audience collections, and those who advocate this type of assistance declare that patrons in theatres are more than happy to contribute because of the fact that polio doesn't draw the line as to race, age, or anything else. No one knows where polio may strike, but everyone realizes that it must eventually be defeated.

IN ALL communities, local chapters of The National Foundation for Infantile Paralysis are more than glad to work with theatres in the campaign.

IT IS to be hoped that in 1953, "The March of Dimes" will enroll more houses than ever before.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 8113 1/2 West Fourth Street, Los Angeles 48, California. Joy Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibson, circulation manager; George Nonamaker and Mel Kane-cuff, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia-Washington, Southern, Mideast, Midwest-Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address all correspondence to the Philadelphia office.



HARRY K. McWILLIAMS, LEFT, AMPA HEAD, WELCOMES MGM EXECUTIVE HOWARD DIETZ AS A SPEAKER AT AMPA'S NEW YORK SHOWMANSHIP COURSE.

More Study For Greater Profit

The AMPA Showmanship School, A "First" In Industry Annals, Has Been Acclaimed A Complete Success



Paul Lazarus, Jr., Columbia executive, speaks to the second session on showmanship on various functions of distributor advertising departments.

MANY industries have found themselves able to obtain specialized talent due to the large number of schools operated either by the industries themselves or as adjuncts to recognized universities and colleges, but, unfortunately, this has not been true of the advertising and promotion branch of the motion picture industry, whose members were recruited largely from the general office staff, and became "experts" in the field only after long years of apprenticeship and service with the company.

During the past season, however, one organization, and more particularly its president, took long steps toward correcting this deficiency. The organization is the Associated Motion Picture Advertisers, New York City, better known as AMPA, and the president is Columbia exploitation director Harry K. McWilliams, who labored so valiantly to establish successfully the first industry school in promo-

tion, AMPA's Showmanship School.

Each Thursday night for 12 weeks, any member of the industry interested in learning more of what makes a showman could, for a small fee, attend lectures and demonstrations conducted by leading executives from all of the major companies and large theatre circuits.

From the day of the first announcement, it was evident that McWilliams' idea for a school was one that would be more than acceptable to all branches of the industry. Virtually all of the companies and the majority of circuits announced they would pay the nominal registration fee for any employee.

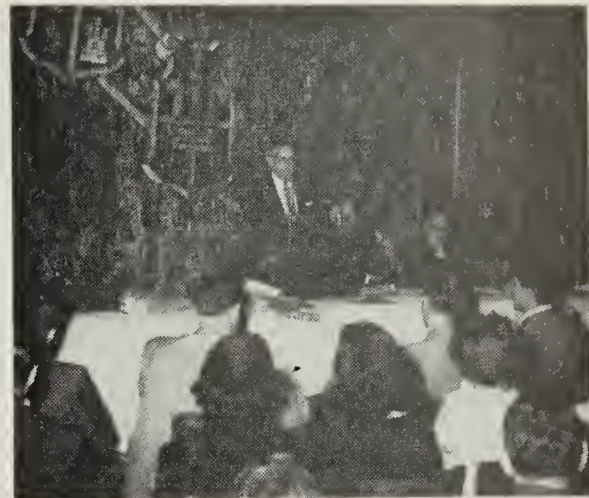
Executives from all companies were eager to contribute services as lecturers, many of them bringing with them full staffs with whom they conducted full-scale advertising and promotion meetings in order that the students could see how a campaign originated.



Left to right, Bill Riley, American Weekly, at mike; Rutgers Neilson, RKO foreign publicity director; Audrey Sorocco, Look magazine, and John Crockett, Coronet magazine, tell an AMPA class the value of well-planned campaigns.



Henry Spiegel, director of advertising, publicity, and exploitation for theatres in Paramount's New York group, talks about various methods of theatre display. All lectures were accompanied as far as possible with displays and other aids.



Mourice Bergman, executive assistant to Milton Rockmil, president, U-I, addresses an AMPA class. Industry leaders were well aware of the important work being done at the school, and many of the bigger names lectured there.



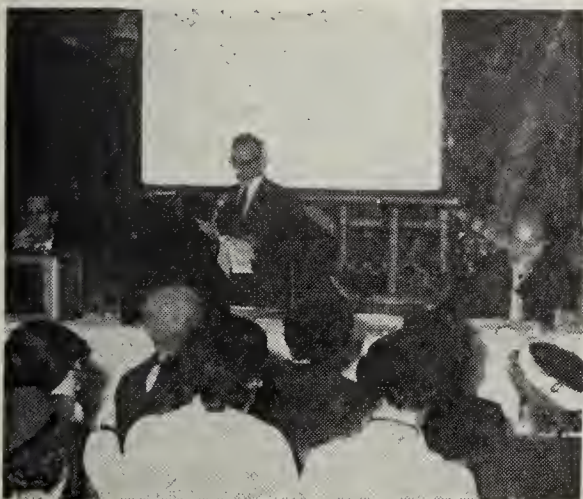
A group of students gathers around exhibits at an AMPA mechanical meeting which deals with details of printing, engraving, lithography, electrotyping, and other important aspects of advertising. Top men lectured on mechanical items.



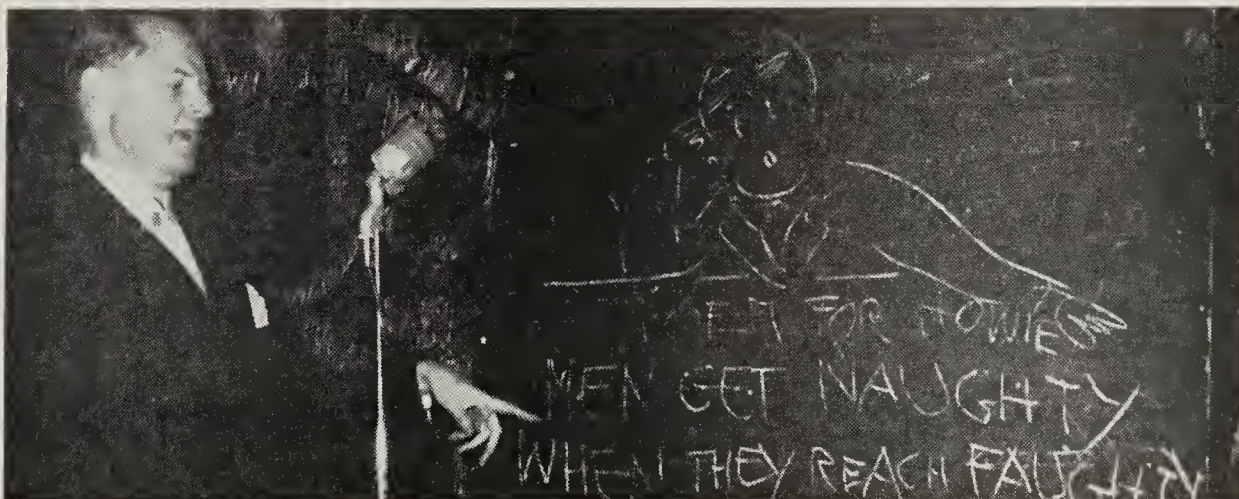
Seen, left to right, are: Blanche Livingston, RKO Theatres; Harry Rauch, Young and Rubicam, vice-president in charge of radio and TV publicity; Bob Shopiro, New York Paramount manager, and Sid Mesibov, Paramount exploitation head.



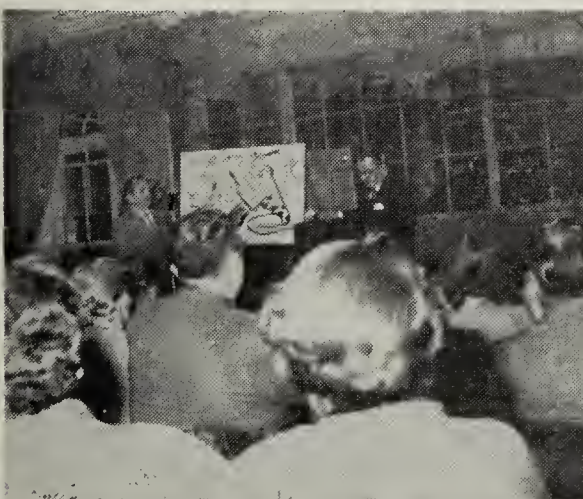
Morion Barton, AMPA class student, visits the New York Paramount, and is shown the inner workings of the motion picture theatre on a tour which was conducted by Shopiro, who lectured at several of the school's classes.



Ed Goth, Fabian Theatres advertising executive, addresses a class while Don Terrell, MGM exploitation director, and Mesibov wait to speak.



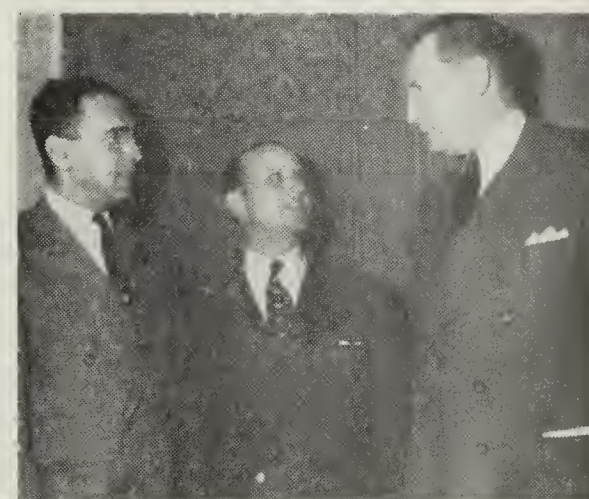
Si Seidler, MGM advertising chief, emphasizes a point during his lecture at one of the school sessions. Students learn from the best persons in the trade, who lecture on their own specialties, and Seidler obviously found the best way to get his point across to the class was with one of his cartoons.



Stanley Sherwin, RKO art director, and S. Barrett McCormick, former RKO advertising chief, take their places as faculty members for the fourth session of the AMPA school, and discuss the subject they know best, advertising procedure.



Lou Brown, advertising manager, Loew's Poli Theatres, lectures on tieups at the AMPA school's third session. Lige Brien, United Artists director of special events, and McWilliams, the veteran Columbia exploitation director, also spoke.



Albert Florsheimer, Seymour Morris, and Ernest Emerling, directors of advertising, publicity, and exploitation, Walter Reode Circuit, Schine Circuit, and Loew's Theatres, respectively, lend their combined knowledge to the AMPA school.

Initial Tax Repeal Measures Introduced

Democratic Legislators Leading Parade Of Bills; Closing Of Theatres Cited By Nation's Lawmakers

WASHINGTON—Several almost identical bills were introduced by Congressmen last fortnight, all designed to kill the federal 20 per cent amusement tax.

Most were introduced by Democrats.

The first of the repeal measures was fathered by John D. Dingell, Michigan, second ranking Democrat on the important House Ways and Means Committee.

Dingell had previously come out for a reduction of the tax rather than full repeal. Just when the Republican-sponsored bill that the trade will rally behind is introduced was said to depend upon conferences with Speaker of the House Joseph Martin and Representative Daniel A. Reed, chairman, House Ways and Means Committee.

Dingell told the opening session of Congress that the exhibitors desperately need relief from the tax. Dingell said he had long opposed excise taxes of any nature, and emphasized the detrimental effect the closing of theatres has on business in a community.

Representative Kean, New Jersey, also expressed alarm over the closing of theatres.

He emphasized, however, that he has made no commitments to support reduction or repeal of the federal amusement tax.

Kean is the fourth ranking member of the Ways and Means Committee. He commented on figures given him by New Jersey exhibitors showing that 86 Jersey theatres had closed, and many others had been pushed close to closing up due to serious attendance declines. Kean said the government has a real stake in keeping theatres open as they are an important source of revenue.

Additional bills to repeal or reduce the federal admission tax were also filed in the House of Representatives by Representative Hale Boggs, Democrat, Louisiana; Representative O. C. Fisher, Democrat, Texas, and Representative Harold C. Hagen, Republican, Michigan.

Hagen introduced one measure to repeal the tax and another to reduce it 10 per cent on July 1 and eliminate it as of July 1, 1954.

McConnell Files Appeals

CHICAGO—Thomas McConnell, attorney for the Jackson Park, last week asked a stay of mandate from the U. S. Court of Appeals decision that the theatre must bid against competing houses for product rather than have first choice on a flat rental basis.

McConnell also filed a petition in the Seventh Court of Appeals seeking a rehearing of the decision in the anti-trust case involving the Towne, Milwaukee, and filed a petition for certiorari in the denial of his claim for interest on the Towne anti-trust award.



Lem Jones was recently appointed 20th-Fox short subjects sales manager, succeeding P. J. Levathes.

"Salome" Reason For Columbia Meeting

CHICAGO—Columbia will open the special sales and promotion meeting for "Salome", Technicolor production starring Rita Hayworth and Stewart Granger and co-starring Charles Laughton, on Jan. 16-17 at the Drake Hotel with over 50 top home office executives, branch, and division managers in attendance, as well as representatives of Columbia Pictures International Corporation. A. Montague, general sales manager, will preside.

Heading the home office delegation, in addition to Montague, will be Rube Jackter, Paul N. Lazarus, Jr., Louis Astor, Louis Weinberg, Irving Wormser, George Josephs, Maurice Grad, H. C. Kaufman, Howard LeSieur, and George Berman. Harvey Harnick, sales manager, Columbia Pictures of Canada, will represent that organization.

Columbia's domestic field sales force will be represented by division managers N. J. Cohn, S. A. Galanty, Carl Shalit, B. C. Marcus, I. H. Rogovin, H. E. Weiner, Jack Underwood, R. J. Ingram, and L. E. Tillman, as well as by all domestic managers.

Columbia Pictures International Corporation executives from overseas offices will join top International home office personnel, led by Joseph A. McConville.

Home office executives who will attend with McConville include Bernard E. Zeeman, Sigwart Kuseil, Harry Kosiner, Michael Bergher, and Lawrence Lipskin. Coming from overseas are Max Thorpe and Alan Tucker, from London; Lacy Kastner and Roger Sardou, from Paris; Leroy Brauer, from Sydney, and Joseph E. McConville, from Mexico City.

Mrs. Howson Mourned

NEW YORK—Funeral services for Mrs. Loretta Healy Howson, 69, retired Shakespearean actress and the wife of Albert S. Howson, director of censorship for Warners, were held at Our Lady Queen of Martyrs Church, Forest Hills, L. I. Mrs. Howson died at Horace Harding Hospital, Elmhurst, Queens.

Surviving, besides her husband, are a sister, Mrs. Mary C. Murtha, and a brother, Hubert Healy.

Broadway Business Back To Normal

NEW YORK—After excellent holiday business, the Broadway first-runs returned to normal, or slightly below normal, business last weekend with all hold-over pictures. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"APRIL IN PARIS" (WB). Paramount, with stage show, claimed the third, and last, week would reach \$47,000.

"STARS AND STRIPES FOREVER" (20th-Fox). Roxy, with Ice Colorama on stage, reported \$62,000 for Tuesday through Sunday, with the third week bound to top \$67,000.

"MILLION DOLLAR MERMAID" (MGM). Radio City Music Hall, with Christmas stage show, announced \$69,000 for Thursday through Sunday, with the sixth, and last, week expected to tally \$105,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$28,000 for the seventh week.

"MY COUSIN RACHEL" (20th-Fox). Rivoli was looking toward a \$25,000 third week.

"EIGHT IRON MEN" (Col.). Globe was down to \$10,000 on the second week.

"RUBY GENTRY" (20th-Fox). Mayfair estimated the third week would go above \$15,000.

"LIMELIGHT" (UA). Astor expected the 12th week to hit \$13,000.

"BLACKBEARD, THE PIRATE" (RKO). Loew's State was sure to do over \$14,000 on the third, and last, week.

"AGAINST ALL FLAGS" (U-I). Capitol, with Johnnie Ray heading the stage show, said the third, and last week, would reach \$35,000.

"COME BACK, LITTLE SHEBA" (Para.). Victoria expected the third week to tally \$35,000.

MGM Sales Meet In Chicago

CHICAGO—Charles M. Reagan, general sales manager, held a three-day meeting of MGM sales managers last week in a nature of a periodic get-together of the field and home office sales executive forces.

From the field were Rudolph Berger, southern sales manager, Washington; John S. Allen, southwestern sales manager, Dallas; John J. Maloney, central sales manager, Pittsburgh; Burtus Bishop, Jr., midwestern sales manager, Chicago, and George A. Hickey, western sales manager, Los Angeles.

Paramount Convenes Jan. 26

NEW YORK—A. W. Schwalberg, president, Paramount Film Distributing Corporation, last week called a meeting of Domestic division managers and branch managers for the week of Jan. 26 at the Hotel Plaza. The meeting, at which Schwalberg will preside, will discuss new product as well as ideas and suggestions gathered by Schwalberg; E. K. O'Shea, distribution vice-president, and Jerry Pickman, vice-president in charge of advertising, publicity, and exploitation, on their recent series of nationwide tours.

Here's
YOUR
Key
for '53!



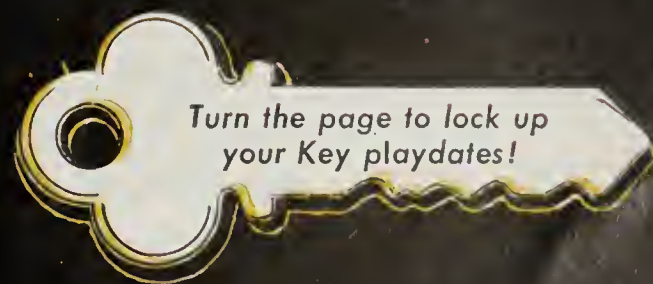
**ALLIED
ARTISTS**

This key opens the door to a potent new source of top calibre boxoffice product.

The plans we announced for a new Allied Artists production policy have been fully realized. The proof is on film.

Right now, "FLAT TOP" is a sensation in every key city engagement against all kinds of competition. "BATTLE ZONE" is playing solidly in the nation's top theatres...and "HIAWATHA" is being set for similar bookings.

These pictures are only the beginning. Our complete Allied Artists program is on the following pages. We sincerely believe it will be your key to profits for 1953!



HIAWATHA

COMPLETED!

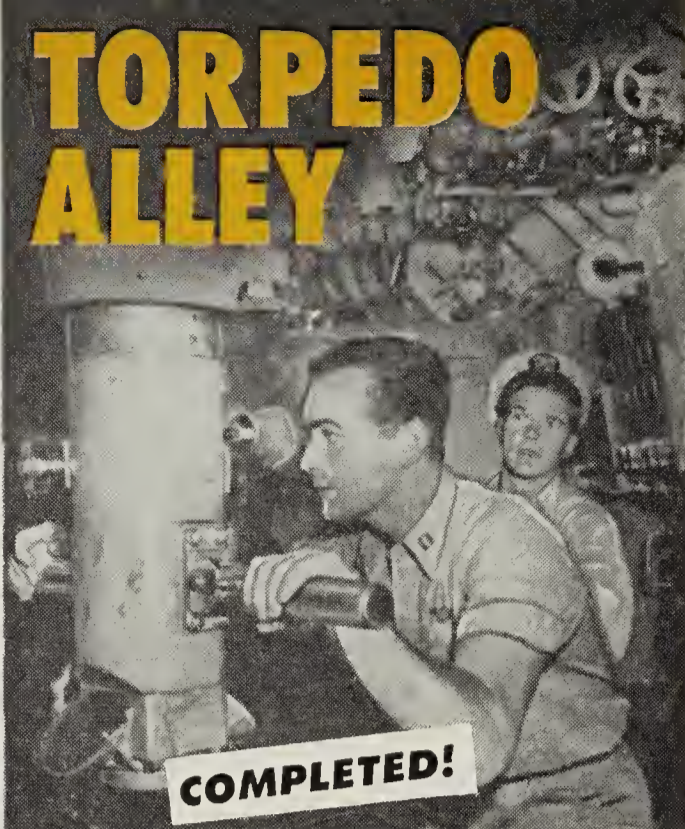


COLOR

All the savage glory and and battle fury of the greatest warrior of them all! The story that has thrilled millions of readers — filmed for the first time! A Walter Mirisch Production.

TORPEDO ALLEY

COMPLETED!



MARK STEVENS in the bomb-rocked saga of the Navy's deadly undersea corridor to Korea! Co-starring Dorothy Malone, Charles Winninger, Bill Williams. A Parsons-Burrows Production.

KANSAS PACIFIC

COMPLETED!



COLO

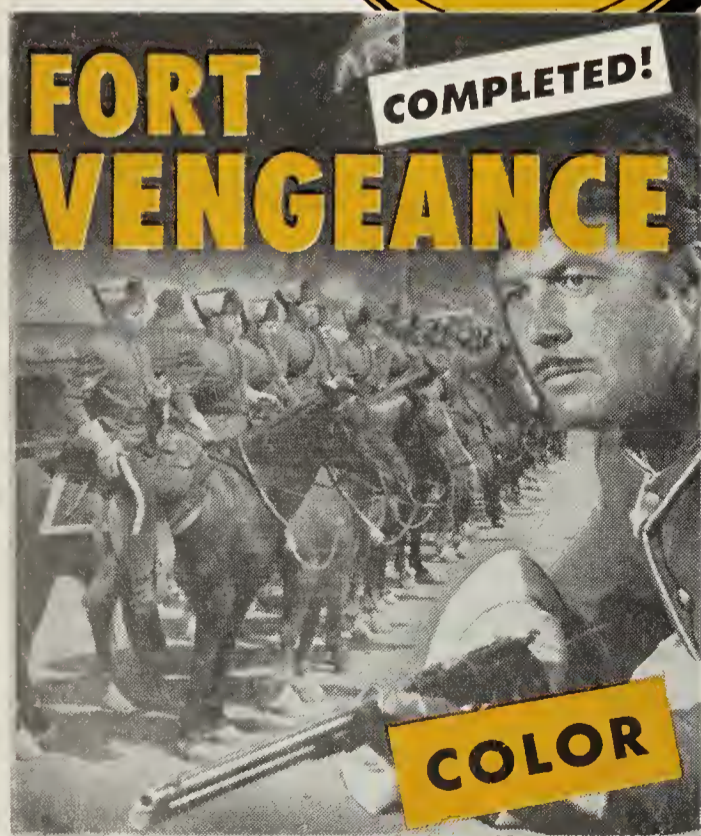
STERLING HAYDEN as the man who for path for the Iron Horse under the gunf Quantrill's raiders! Co-starring Eve Miller ton MacLane. A Walter Wanger Production

ALLIED ARTISTS

1953

FORT VENGEANCE

COMPLETED!

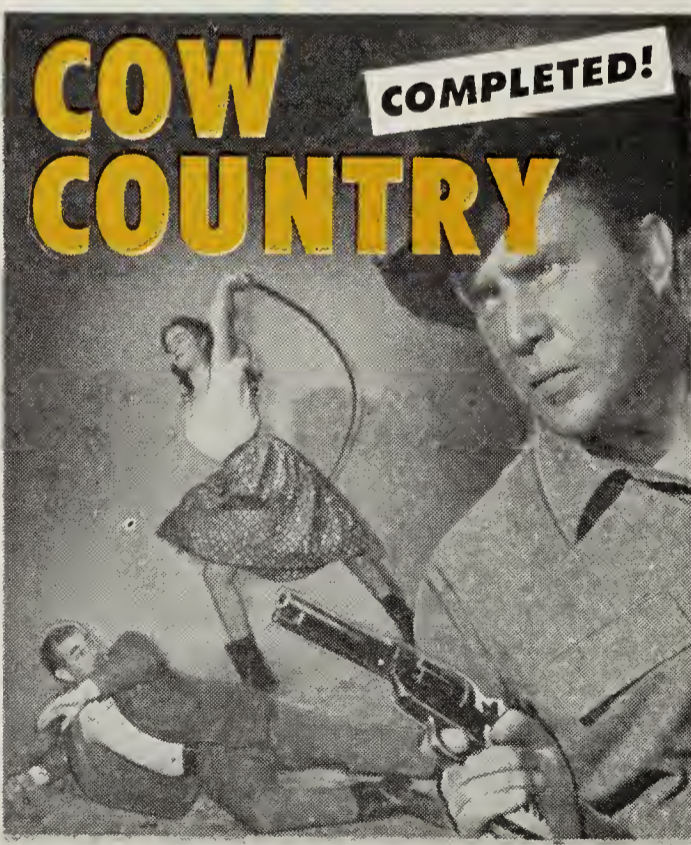


COLOR

JAMES CRAIG in the spectacular epic of the Northwest Mounted Police . . . when a thin scarlet line faced the blood-stained hordes of Sitting Bull. A Walter Wanger Production.

COW COUNTRY

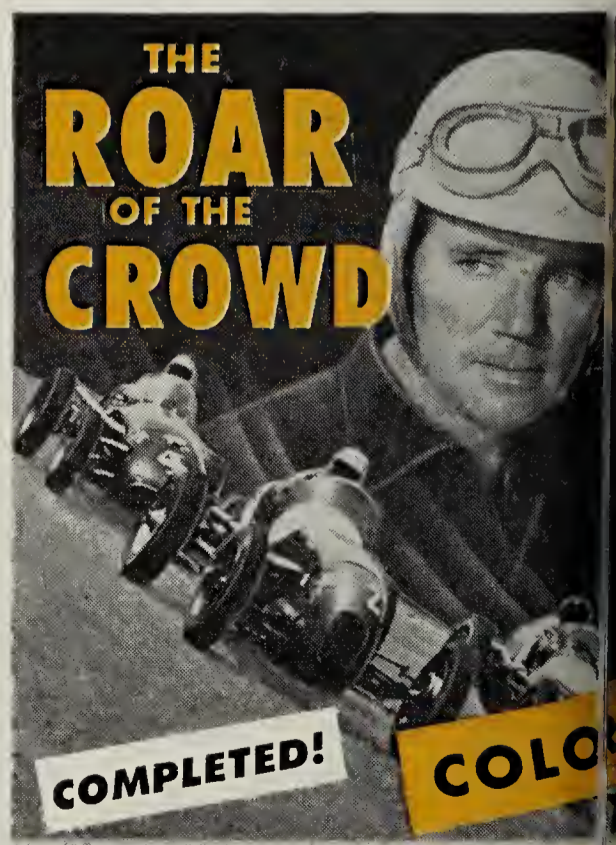
COMPLETED!



EDMOND O'BRIEN tops all his terrific roles in this relentless story of rawhide courage, powder-scorched conflict and hot-blooded love. A Scott R. Dunlap Production.

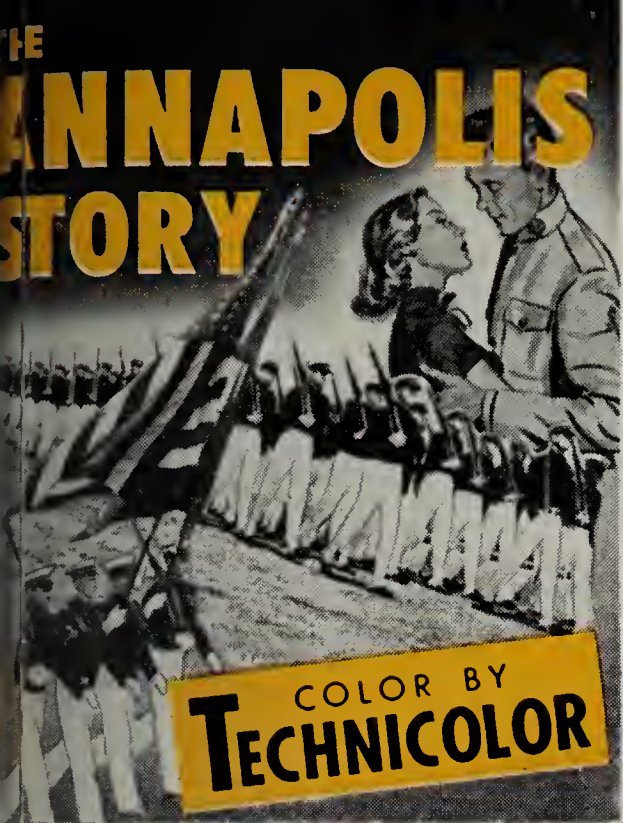
THE ROAR OF THE CROWD

COMPLETED!



COLO

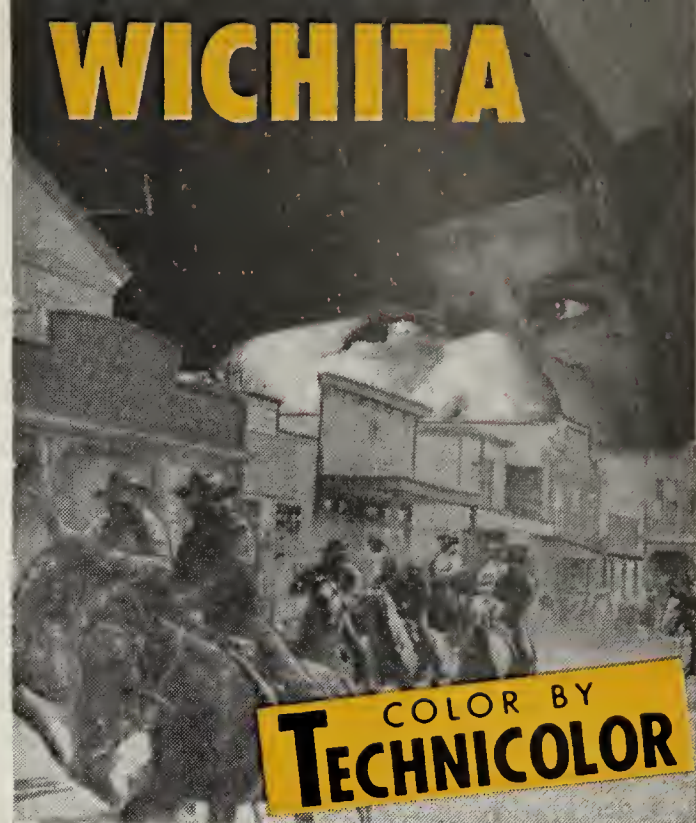
HOWARD DUFF in the super-charged drama of the nation's titanic death-defyi spectacle — the Indianapolis speed classic! smashing thrills filmed on the spot!



...re, white and blue parade of romance and
...ic with the battling midshipmen! All the
...uphs and traditions of the U. S. Naval
...eemy in a film destined for greatness!



RICHARD TODD, MERLE OBERON, LEO GENN
in a sensation-romance of the world-famed para-
dise of temptation! A glamorous woman reck-
lessly gambling love, honor, life itself!

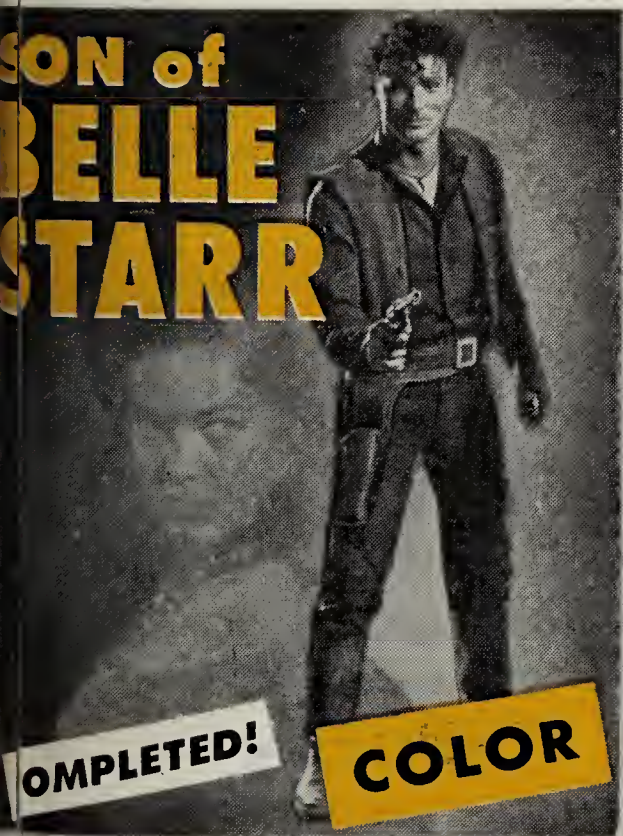


In preparation as one of 1953's biggest! Based
on the life of Wyatt Earp, the gunfighter who
tamed the worst of the bad men!

... the **KEY** to **NEW BOXOFFICE POWER!**



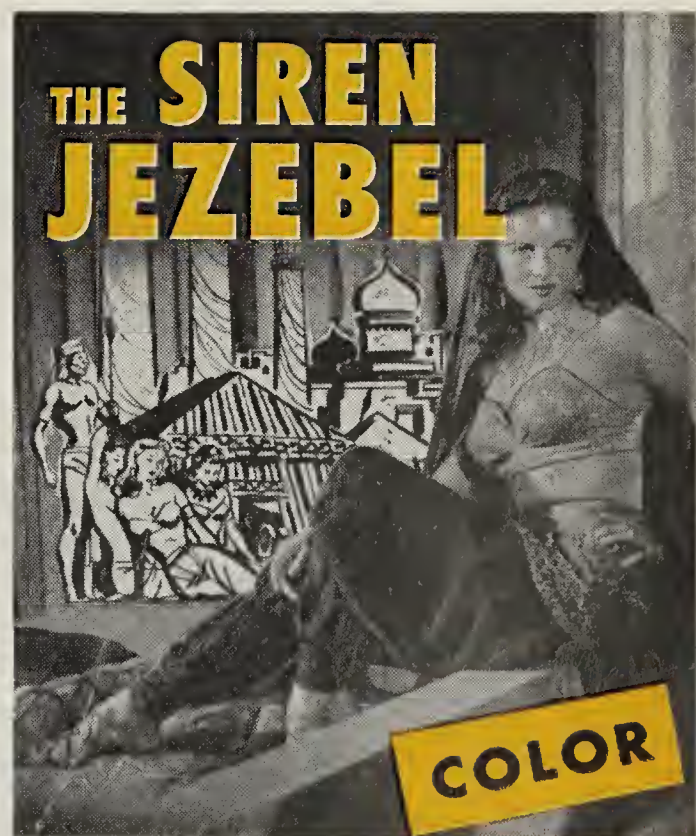
Thundering out of the tumultuous times of feudal
conquest and knights in armor comes adventure
mighty as its spectacular title!



...e Starr" spells "boxoffice" on marquees
...ewhere! This violent story of the bandit
...er's terrifying heir is guaranteed to give
...a new star discovery — Keith Larsen!



One of the great romantic adventures of all time!
The Indian princess whose primitive love for
Captain John Smith defied tribal vengeance! His-
tory's most amazing heroine!



Wickedest woman of all the ages! The temptress
whose pagan passions made her
name the symbol for all that is
evil — Jezebel!

**KEY
SERIES
NEXT**

Allied Artists

...The **SERIES** That
Are Your **KEY**
BUSINESS BUILDERS!

4  **BEST BUY On The Market! Bigger With Every Release!**

starring **LEO GORCEY** featuring **HUNTZ HALL**
with **THE BOWERY BOYS** 

2  **King of African Adventures! Wild Animal Thrills!**

BOMBA OF THE JUNGLE 

starring **JOHNNY SHEFFIELD**


4 **starring WILD BILL ELLIOTT**  **Blood-and-Guts Sagas of the Historic West!**




2 **starring GEORGE BRENT**  


**The Thrill-Beat of Taut Melodrama!
The Heart-Beat of Reckless Romance!**


4 **Raw, rugged stories of the gunfighters of the badlands!**

starring **WAYNE MORRIS** 

2 **starring STANLEY CLEMENTS** 

High-voltage action with the sizzling Hot Rod generation!

2  **JAMES OLIVER CURWOOD Northwoods Adventures**

starring **CHINOOK** 
The Wonder Dog and Kirby Grant

2 **SUSPENSE THRILLERS!** 

**"HUNTED BY THE F.B.I."
"MURDER WITHOUT TEARS"**

KEY Your Shorts Programs With Allied Artists' Hilarious **LITTLE RASCALS**

New York News Letter

— By Mel Konecoff —

NOTHING much to get excited about this week, what with people just about recovering from the holidays, but a couple of press agents are on the ball. For instance, from Milt Livingston, at Universal International, came the following:



KONECOFF

"Dear Mel: We thought you would like to see the attached lobby sheet on the 'Fifty Years of Great Westerns Celebration' being suggested in connection with the release of U-I's 'The Lawless Breed'. This special promotional piece is being made available to theatres."

(Dear Milt: Mighty nice of you to let me see said poster. We've always said that U-I is one company that makes pieces available to theatres—money-making pictures, too.)

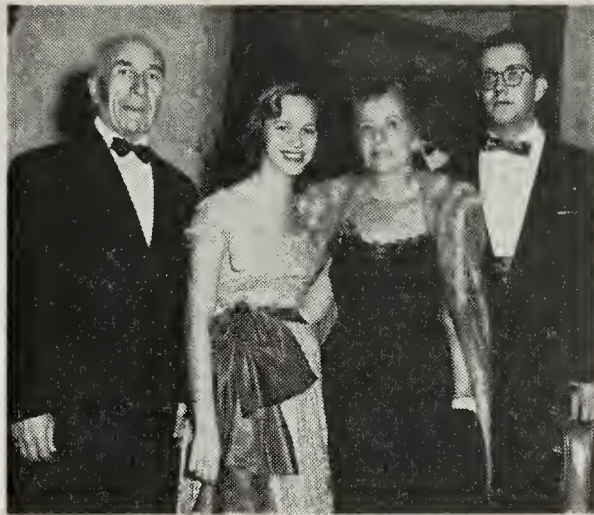
"Dear Mel: This is the art work you have been reading about recently. I thought on these cold winter days you might like a print of it.

"Ray Murray,
"Columbia Pictures."

(Dear Ray: We would like to thank you much for your color print of Rita Hayworth reclining on a bench bespangled with precious stones and covered with a filmy, gauze-like material, evidently a scene from the forthcoming "Salome". Actually, what we can use on these cold winter days is a heating pad.)

FROM the Paramount wool gatherers' division came the note that Terry Moore wears nine form-fitting sweaters as she dallies with Dick Jaeckel in "Come Back, Little Sheba". These pieces are definitely not available for theatres.

THE METROPOLITAN SCENE: Loew's doubled its "The African Queen" guarantee for "Moulin Rouge" at the Capitol, and both UA and Loew's are hoping that the success of "Queen" will be emulated once again. . . . The Radio City Music Hall is presenting a giant new European fountain spectacle using 38 tons of water spouting through 4,000 jets to a height of 30 feet above stage level. The package will be shown in other theatres at a later date. Incidentally, Life magazine will make color shots of the spectacle in work for use in a future issue. . . . The Ed Sullivan TV show featured scenes from MGM's "Above And Beyond", plus the first appearance of Robert Taylor on TV. . . . The Italian film, "We Women", with Ingrid Bergman, Anna Magnani, Isa Miranda, and Alida Valli, is completed, with 50 per cent of earnings earmarked for Italy's rest



Seen at the recent gala Warner premiere of "The Jazz Singer" at the Fox Beverly, Beverly Hills, Cal., were, left to right, President H. M. Warner, granddaughter Linda Leroy, Mrs. Warner, and grandson Warner Leroy, among others.

Rankin In U. S. Post.

NEW YORK—President-elect Dwight D. Eisenhower last week named J. Lee Rankin, 45, Lincoln, Neb., to the post of Assistant U. S. Attorney General, a \$15,000 a year job. Rankin, secretary-general counsel, Cooper Foundation Theatres, operating the Criterion, Harber, Tower, Plaza, and Capitol, Oklahoma City, will be in charge of the executive adjudications division, which prepares Presidential proclamations and executive orders in cases where legal advice is required.

20th-Fox Reported Buying Process

NEW YORK—It was reported last week that 20th-Fox has acquired rights to a new French process which permits the projection of a picture with stereoscopic effects two and one-half times the size of the normal screen. It is believed that the process calls for the use of a special lens for photography and projection, and that only a single strip of 35mm. film is involved.

home for actors. The stars have waived their salaries. . . . "Million Dollar Mermaid" was named "Picture of the Month" for January by Seventeen magazine. . . . The Roxy booked as future attractions: "Niagara", "Peter Pan", and "Call Me Madam." . . . New campaign books are out on "The Gunfighter" and "Yellow Sky", 20th-Fox re-releases. . . . The Variety Club is taking over the Palace on Feb. 25 to let members get a glimpse of Danny Kaye without having to stand in line. It's all possible via cooperation of Sol Schwartz, RKO Theatres prexy.



Seen at the recent opening of United Artists' "Moulin Rouge" at the Fox Wilshire, Los Angeles, were: Mr. and Mrs. Harold J. Mirisch, star Colette Marchand, and director John Huston.

Coin Box Collections Gratifying To Hospital

NEW YORK—Abe Montague, president, Variety Clubs International-Will Rogers Memorial Hospital, last week indicated gratifying returns from the first period of display of the hospitals' collection boxes.

Step one in the coin box collection plan, introduced by Joe Vogel and engineered by Loew's, Inc., was backed by over 2,500 cooperating theatres, including most major circuits. It has, in its two-month span, returned in excess of \$10,000 for the Will Rogers Hospital Fund. The second distribution of collection boxes has just been completed by National Screen Service, with an increased number of theatres, approximately 4000, assisting.

Montague has informed the theatres involved that the board of directors of the hospital is fully aware of the extra work load these theatres have undertaken, and is exceedingly thankful, not only for the immediate financial benefit to the hospital, but for the reflected spirit of cooperation, of concern for their fellow man, for without these qualities the hospital could not realize its attainments.

Skouras At Hurok Fete

NEW YORK—The Waldorf-Astoria Hotel last week was the scene of a distinguished gathering of luminaries representing the arts, political, business, and social worlds paying tribute to impresario Sol Hurok. The annual black-tie dinner concert, sponsored by the American Fund for Israeli Institutions, saw the concert manager honored for his efforts in supporting the "artistic and cultural development of Israel" and in aiding the "development of a strong cultural bond" between Israel and the United States.

Hurok, whose achievements in entertainment were made the subject of 20th-Fox's "Tonight We Sing," opening next month at the Radio City Music Hall, was honored in a special program. Ceremonies which preceded a showing of highlight scenes from "Tonight We Sing" also saw Spyros P. Skouras, president, 20th-Fox, and honorary chairman of the event, present to Hurok a silver Bible and a copper plate mounted with the shields of the 12 tribes of Israel.

State Dept. Using Short

NEW YORK—J. Milton Salzborg, president, Cornell Films, announced last week the signing of a contract with the State Department for the department's worldwide use of the short film, "The Sea Lion Baseball Team". The film, in 39 different language versions, is contracted to the State Department for the sole use of embassies throughout the world.

"The Sea Lion Baseball Team", one of a series of "Wonderland Tales" produced by J. D. Trop, is distributed by Cornell.

Columbia Pays On Preferred

NEW YORK—Columbia last week announced that the board had declared a quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock of the company.

Hollywood Dinner Starts Round Of Zukor Celebration Festivities

HOLLYWOOD—The 80th birthday celebration of Adolph Zukor, Paramount board chairman who is now celebrating his 50th year of service in the industry, was observed by nearly 1000 notables at a dinner at the Palladium last week.

The fete was the first of several to be sponsored by Variety Clubs International under the national chairmanship of Robert J. O'Donnell, with Charles P. Skouras heading the local dinner committee. The presentation which featured the affair was devised and directed by Rouben Mamoulian.

With Bob Hope as m.c., stars galore were on hand, with many sentimental touches. Leaders in city, state, and nation, along with trade bigwigs, all praised the guest of honor, making it a memorable evening.

The celebrant was presented with a large plaque, with another given him by the AFL Film Council.

Previously, Zukor had joined Hollywood's Hall of Fame when he implanted his foot and handprints in the forecourt of Grauman's Chinese.

Veteran Paramount employes also honored him at a luncheon in the studio restaurant.

The bust of Zukor which had been in the New York Paramount was transferred to the studio at his request.

Many distribution and exhibition leaders traveled from all parts of the country for the dinner.

Hughes Retained RKO Shares

WASHINGTON—The Securities and Exchange Commission was informed last fortnight that despite Howard Hughes' sale of 1,013,420 shares of RKO Pictures common to the Ralph Stolkin group in September, he directly owned 2,200 shares as of Dec. 12. The commission was also informed that, as of the same date, when Hughes became board chairman, and Noah Dietrich a board member, Dietrich owned 1,000 shares. The RKO report covered stock ownership of newly elected officers and directors for December.

Polorama Screen Bows

HOLLYWOOD—Charles P. Skouras, president, Fox West Coast Theatres, announced last fortnight that the newly developed Polorama screen is being introduced in several key first-runs.

R. H. McCullough, director of engineering and research, claimed the new screen gives greater depth to photography, eliminates eyestrain, and provides increased illumination and a life-like picture without distortion.

Cinerama Survey Completed

NEW YORK—It was reported last week that a 20-city survey of theatres thought suitable for the installation of Cinerama equipment has been completed. Chicago's Palace will probably be the first theatre outside New York to present "This Is Cinerama."

Present plans call for one opening a month between March and early summer.



William Pine, of Paramount's Pine-Thomas producing team, recently returned to New York with Mrs. Pine after a nine-week tour of Europe.

Mayers Heads TV Unit

NEW YORK—The National Television Film Council elected Arche Mayers, president, Unity Television, and former chairman of the board, president at the annual luncheon meeting last fortnight. Sally Perle, Mesal Organization, was elected vice-president, and William Van Praag, president, Van Praag Productions, was named secretary. Waldo Mayo, president, Mayo Productions, was elected treasurer.

The new board consists of Mel Gold, NTFC founder and president for three terms; William Holland, president, Hyperion Films; Harry Brown, president, Atlas Television Corporation; Sidney Mayers, attorney; David Savage, WCBS-TV film buyer; Lou Feldman, sales manager, Tri-Art Color Corporation; Frank Bibas, director, motion picture department, McCann-Erickson; Dr. Alfred Goldsmith, chief consultant, RCA; Andrew Jaeger, vice-president, P-S-I Productions; William Reddick, technical representative for William German, and David Bader, TV Film World.

Herbert Golden, Bankers Trust Company, spoke on financing.



As a prelude to the Hollywood celebration of Adolph Zukor's 80th birthday and his 50th anniversary in show business, the Paramount board chairman, assisted by Rosemary Clooney, Paramount singing star, and Charles P. Skouras, chairman, Hollywood dinner committee, recently implanted his foot and hand prints in the forecourt of Grauman's Chinese, along with other celebrities.

Justice Dept. Criticized By Small Business Group

WASHINGTON—The small exhibitor will benefit substantially if the recommendations concerning the excess profits tax made by the House Committee on Small Business are adopted by the new Congress, it was indicated last week. The committee asked the amendment of the tax law "to permit small firms to retain earnings currently considered excess profits which are vitally needed for normal business operations."

Other committee recommendations of interest to the film industry included criticism of the Justice Department's anti-trust suits against localized theatre owners. Said the committee, "It is difficult to understand an anti-trust policy which will allow the dissipation of its efforts through cases brought against price-fixing by a group of local drive-in theatres. A well conceived pattern anti-trust law enforcement must rest upon careful selection of cases and a concentration of effort on consequential actions."

Meanwhile, it was indicated by Senator Tobey, Republican, New Hampshire, that if he is the new chairman of the Senate Small Business Committee, he will "very definitely" favor continuing the committee's investigation of the film industry.

The Small Business Committee must be authorized again by the new Congress. It is not a standing Senate committee, but rather a special one.

"Caribbean" Winners Revealed

NEW YORK—Five theatre managers, two in Jacksonville, Fla., and one each in Brooklyn, N. Y., Richland, Wash., and Ogdensburg, N. Y., have been declared winners in Paramount's \$1,000 exploitation contest for "Caribbean," it was announced last week by Sid Mesibov, Paramount exploitation manager.

The winners in the five contest categories, each of whom will receive from Paramount a prize in the form of a \$200 savings bond, are:

Newspaper campaign—R. A. Langston, Florida, Jacksonville; window display—Gene Pleschette, Paramount, Brooklyn; lobby display—F. H. Stiles, Uptown, Richland, Wash.; theatre front—Phillip A. Lentz, Palace, Jacksonville, and promotion—John Langford, Strand, Ogdensburg.

The contest judges unanimously singled out for special praise the overall campaign effort of Pleschette, who manages the Paramount, Brooklyn.

Ford Asks FCC Rejection

WASHINGTON—Frederick W. Ford, chief, FCC Broadcast Bureau Hearing Division, last week urged the Commission to reject the proposed merger of the American Broadcasting Company and United Paramount Theatres, Inc., contending that the merger, if approved, would cause an amalgamation of motion picture and television interests that would leave them unable to compete with each other.

Ford urged the Commission not to be too hasty, but to find out what is going to happen with theatre TV before finally approving the merger.

A Red-Hot RECORD BOXOFFICE Story!

...from Charles Skouras

DOMESTIC SERVICE		INTERNATIONAL SERVICE	
Check the class of service desired; otherwise this message will be sent as a full rate telegram		Check the class of service desired; otherwise the message will be sent at the full rate	
FULL RATE TELEGRAM	\$	FULL RATE	
DAY LETTER	S	LETTER TELEGRAM	
NIGHT LETTER	E	SHIP RADIOGRAM	
NO. WDS.-CL. OF SVC.	PD. OR COLL.	TIME FILED	

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W. P. MARSHALL, PRESIDENT

CHARGE TO THE ACCOUNT OF

WU T147 PD=WN LOS ANGELES CAL IF DEC 29 1952 1236P=

WILLIAM HEINEMAN=
 UNITED ARTISTS PICTURES=
 DESPITE SEVERAL STRONG ATTRACTIONS IN THIS AREA, I KNOW YOU
 WILL BE PLEASED TO LEARN THAT YOUR PICTURE **MOULIN ROUGE** AT
 THE WILSHIRE THEATRE, HAS SET HOUSE RECORDS OVER THE CHRISTMAS
 HOLIDAYS AND SUCCEEDED THE FORMER RECORD HOLDER AFRICAN QUEEN
 BY A LARGE MARGIN. COMMENTS FROM OUR PATRONS COMPLIMENT THE
 PICTURE IN GLOWING TERMS. REGARDS=
 = CHARLES P. SKOURAS =

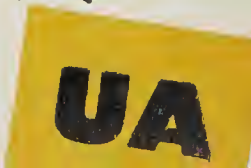


ROMULUS presents

JOSÉ FERRER in *John Huston's*
MOULIN ROUGE

★
 ANOTHER
 TOP GROSSER
 FROM THE
 COMPANY
 THAT GAVE YOU
 "THE AFRICAN
 QUEEN" ↓

ROMULUS presents JOSÉ FERRER in John Huston's "MOULIN ROUGE". Color by Technicolor • with ZSA ZSA GABOR
 SUZANNE FLON • And Introducing • **COLETTE MARCHAND** • A ROMULUS Production • Directed by JOHN HUSTON
 Screenplay by Anthony Veiller and John Huston • From the Novel "MOULIN ROUGE" by PIERRE LA MURE



Zanuck Reveals 20th-Fox New Productions; 7 Cost 20 Millions

HOLLYWOOD—Darryl F. Zanuck, 20th-Fox vice-president in charge of production, last week revealed highlights of the company's 36-picture production schedule for 1953, with seven Technicolor shows costing more than \$20,000,000 as a highlight.

Zanuck pointed particularly to the studio's seven color pictures, "The Robe", to be produced by Frank Ross, and directed by Henry Koster; "Prince Valiant", Robert L. Jacks producing; "The Story Of Demetrius", produced by Ross; "King Of The Rhyber Rifles", Frank P. Rosenberg producing; Irving Berlin's "There's No Business Like Show Business", Walter Lang directing, and "The Egyptian", Zanuck's personal production for the year, which will star Marlon Brando.

Zanuck also pointed to an array of already-completed pictures. In addition to "Stars And Stripes Forever" and "My Cousin Rachel", the impending releases include:

"Niagara", in Technicolor, starring Marilyn Monroe, Joseph Cotten, and Jean Peters, and produced by Charles Brackett and directed by Henry Hathaway; "Call Me Madam", Technicolor musical, produced by Sol C. Siegel, directed by Walter Lang, and starring Ethel Merman, Donald O'Connor, and George Sanders; "Destination Gobi", in Technicolor, produced by Stanley Rubin, directed by Robert Wise, and starring Richard Widmark; "The President's Lady", produced by Siegel, directed by Henry Levin, and starring Susan Hayward and Charlton Heston; "Fight Town", Technicolor, produced by Leonard Goldstein, directed by Harmon Jones, and starring Jeanne Crain and Dale Robertson; "Tonight We Sing", Technicolor musical, produced by George Jessel, directed by Mitchell Leisen, and starring David Wayne, Ezio Pinza, and Roberta Peters; "Man On A Tightrope", filmed in Germany, produced by Robert L. Jacks, directed by Elia Kazan, and starring Frederic March, Terry Moore, Gloria Graham, and Cameron Mitchell; "Taxi", produced by Samuel G. Engel, directed by Gregory Ratoff, and starring Dan Dailey and Constance Smith; "Baptism Of Fire", produced by William Bloom, directed by Robert Webb, and starring Victor Mature; "Titanic", Technicolor, produced by Charles Brackett, directed by Jean Negulesco, and starring Clifton Webb, Barbara Stanwyck, Robert Wagner, and Thelma Ritter; "Sailor Of The King", filmed in



Spyros P. Skouras, 20th-Fox president, recently reported to the trade and metropolitan press on his 60-day, 75,000-mile tour of the Far East and Europe, where he surveyed industry conditions.

England and the Mediterranean, produced by Frank McCarthy, directed by Roy Boulting, and starring Jeffrey Hunter and Michael Rennie; "The Desert Rats", produced by Robert L. Jacks, directed by Robert Wise, and starring James Mason, Richard Burton, and Robert Newton; "Powder River", Technicolor, produced by Andre Hakim, directed by Louis King and starring Rory Calhoun, Corinne Calvet, and Cameron Mitchell; "The Farmer Takes A Wife", Technicolor musical, with Frank F. Rosenberg producing, Henry Levin directing, and starring Betty Grable and Dale Robertson; "Gentlemen Prefer Blondes", Technicolor musical, produced by Sol C. Siegel, directed by Howard Hawks, and starring Jane Russell and Marilyn Monroe, and "White Witch Doctor", produced by Otto Lang, directed by Henry Hathaway, and starring Susan Hayward and Robert Mitchum.

Other 20th-Fox pictures scheduled to go before the cameras include "A Man Named Peter", which Samuel G. Engel will produce; "How To Marry A Millionaire", Nunnally Johnson producing; "The Reno Brothers", produced by Robert L. Jacks; "All Of Me", musical marking Johnny "Cry" Ray's film debut, to be produced by Leonard Goldstein; "Gatling Gun", with Richard Widmark; "Happy Scoundrel", with Clifton Webb, and "The Kid From Left Field", all produced by Goldstein; "Twelve-Mile Reef", produced by Robert Bassler and directed by Robert Webb, and "The Proud Ones", produced by Frank P. Rosenberg.

Lem Jones Named 20th-Fox Shorts Head

NEW YORK—Lem Jones has been appointed 20th-Fox short subjects sales manager, it was announced last week by Al Lichtman, director of distribution for the company. Jones, a sales executive of the film company, will be assisted by Phil Williams.

Jones joined 20th-Fox in March, 1945. Since affiliating with 20th-Fox, Jones has served as assistant to President Spyros P. Skouras and in several executive sales posts.

Jones replaces Peter J. Levathes, who resigned as short subjects sales manager to become a vice-president of Young and Rubicam.

Levenson Activates TOA Concess. Group

BOSTON—Leon Levenson, chairman, concessions committee, Theatre Owners of America, last week announced an activated committee of 21 to work with him.

Levenson, head, concessions department, American Theatres Corporation, expressed the aims of the group in three parts, to serve in an advisory capacity to members of TOA, to exchange information and merchandise ideas for mutual benefit, and to serve as a contact group for the manufacturers of candy, syrup, equipment, etc., in order to discuss mutual problems.

Meetings will be called at various times for these discussions, at which representatives of the candy, popcorn, equipment, and drink industries will be invited in an effort to discover the best methods for increasing the concession business at theatres and drive-ins.

The committee selected by Levenson is made up of: Abe Bloom, Balaban and Katz, Chicago; Harry Botwick, Florida State Theatres, Inc., Jacksonville; Harold Combs, R. Lewis Barton Theatres, Oklahoma City; Charles Duncan, Alhambra Theatres, Decatur, Ill.; Ray Elkins, Rowley-United Theatres, Inc., Dallas; J. J. Fitzgibbons, Jr., Theatre Confections Limited, Toronto; Marie Frye, Central States Theatres, Des Moines; Herbert Hahn, United Paramount Theatres, New York; James G. Hoover, Martin Theatres, Columbus, Ga.; Joe Keifer, Malco Theatres, Memphis; Andrew Krappman, National Theatres Amusement Company, Los Angeles; Nathaniel Lapkin, Fabian Theatres, New York; George Larison, Skouras Theatres Corporation, New York; James Loeb, Walter Reade Theatres, Inc., New York; Clifford Lorbeck, Fox-Wisconsin, Milwaukee; Edward Metzger, Kerasotes Theatres, Springfield, Ill.; Van Myers, Wometco Theatres, Miami, Fla.; Harold Newman, Century Theatres, New York; Manning Stern, Bijou Amusement Company, Nashville, Tenn.; Morton Thalheimer, Jr., Neighborhood Theatre, Inc., Richmond, Va., and Kendall Way, Interstate Circuit, Inc., Dallas.

It's A Boy

HOLLYWOOD—A son was born to Mr. and Mrs. Stanley Meyer at St. John's Hospital, Santa Monica, Cal., on New Year's Eve.

Mrs. Meyer is the daughter of N. J. Blumberg, chairman, U-I board of directors.

This Was The Week When

M. R. Goldstein, Allied vice-president and general sales manager, announced that November billings were about \$200,000 greater than those in the same period in 1951. . . . U-I set the world premiere of its two-reel "The World's Most Beautiful Girls" at Loew's State, New York, in connection with the bow of "Girls In The Night." . . . U-I announced that Tyrone Power, touring with "John Brown's Body", was helping the advance promotion of "The Mississippi Gambler." . . . The New York bow of Walt Disney's "Peter Pan" was set for the Roxy, New York, on Feb. 11 following the world premiere at the State Lake, Chicago, on Feb. 5. . . . UA's Philadelphia, Detroit, and Montreal exchanges leaped into the lead in the first week of the "Bernie Kranze Drive." . . . U-I revealed that an unprecedented number of stars, featured players, and technical personalities were all over the country to promote the first five releases in the company's "Charles J. Feldman Silver Anniversary Drive."

They're
Making A
Killing

With...



in
NEW YORK

Globe
SMASH OPENING!
SMASH 3 WEEKS!

in
BUFFALO

Lafayette
STARTED IN HIGH GEAR
AND CLIMBED!

in
CHICAGO

Woods
3 TERRIFIC WEEKS!

in
PHILLY

Goldman
OPENED VERY BIG!
CONTINUED VERY BIG!

in
MINNEAPOLIS

State
"HOT...SOLID SESSION"
says Variety

KANSAS CITY CONFIDENTIAL

Watch it knock 'em dead in key city engagements coming up: Loew's Circuit, N. Y. — Milwaukee — Kansas City — Boston — Providence — and hundreds of other important dates!

JOHN PAYNE • COLEEN GRAY in "KANSAS CITY CONFIDENTIAL"
with PRESTON FOSTER • NEVILLE BRAND • LEE VAN CLEEF • JACK ELAM • DONA DRAKE • MARIO SILETTI
Screenplay by GEORGE BRUCE, HARRY ESSEX • Story by HAROLD R. GREENE, ROWLAND BROWN • Directed by PHIL KARLSON
An EDWARD SMALL Production • An ASSOCIATED PLAYERS & PRODUCERS Presentation

Another **BIG ONE** thru **UA**

The International Scene

Canada

Several court actions are planned by the Composers, Authors, and Publishers Association Limited, Canadian counterpart of ASCAP, against theatres which have failed to pay their license fees for the use of copyright music, as approved by the Canadian Copyright Appeal Board. Most drastic action taken up to the present time is that against H. R. Hairsine, Stardust, Melita, Man., who failed to obey an injunction ordering him to desist from performing copyright music in his theatre. Contempt of court proceedings were started, and Hairsine was ordered to serve 14 days in jail unless, within 10 days, he made an apology to the court, and paid additional costs and sheriff's expenses of over \$100. In the original action for injunction and damages, which preceded the contempt of court proceedings, Hairsine paid court costs of \$141.40, but neglected to apply for a CAPAC license. According to Charles Matheson, licensing manager, CAPAC, numerous letters and accounts requesting payment of license fees were sent Hairsine over a lengthy period, and, since all were ignored, legal action was commenced.

Highest per capita expenditure on motion picture entertainment in Canada in 1951 was made by the people of Ontario, according to figures released by the Dominion Bureau of Statistics. They spent an average of \$9.80, compared with the national average of \$7.72. This latter figure is an increase from \$7.12 per capita in 1950. Lowest average was Newfoundland's \$3.82. That of Prince Edward Island was \$3.94, Nova Scotia \$6.08, New Brunswick \$4.99, Quebec \$6.51, Manitoba \$7.01, Saskatchewan \$5.61, Alberta \$7.79, and British Columbia \$9.29.

A total of \$243,000 in building and alteration awards for theatres were made during November. Involved were four contracts, of which three were in Ontario and valued at \$241,000, the other being a small renovation job in New Brunswick for \$2,000. A \$35,000 contract in Toronto was included in the ones for Ontario. A permit for a drive-in near Port Credit, Ont., to accommodate the largest number of cars of any drive-in in Canada, has been granted Ben Ulster and his associates. Present plans for the ozoner, which will be located near the 150-acre Ford plant now under construction, includes a twin screen.

CANADIAN CLIPS: Total of television receivers in Canada is now more than two and a half times what it was a year ago, according to a report by the manufacturers. The number of sets sold was 197,709, with a retail value of \$90,667,697. During November this year, 25,431 sets worth over \$10 million had been sold. About a quarter of this year's sales were in the Montreal area, and about 40 per cent in the Toronto-Hamilton area. . . .



Mrs. Anne Buydens, Paris, representing Francinex Films, in New York shows the art layout of the French film, "Paris Affair," to B. B. Kreisler, president, International Film Associates, as Sonio Coletti, executive director, SCP Films, Rome, and producer of the Italian film, "Ring Around the Clock," looks on. Both Mrs. Buydens and Coletti recently concluded distribution deals with IFA.

Ed Fitkin, well-known to the theatre world in Toronto through his work for the Variety Club, resigned from the publicity staff of the Maple Leaf Gardens to become a radio sportscaster. . . . Doug Rosen, International Film Distributors, is back from Florida, where he recuperated from a serious operation, and is now planning a trip across Canada to look over the company's branches. . . . Four subjects are featured in the latest Canadian "Cameo" short produced by the Associated Screen News. . . . Fred Trebilcock, manager, Famous Players flagship Imperial, Toronto, resigned, and is planning to move to California. Russ McKibbin, manager, Victoria, will take over from Fred. Both men have often been recognized as the youngest pair in the FPCC 25-Year-Club. . . . Irving Siegel, salesman, United Artists, Toronto, is the proud father of a third child.

Arthur Manson, an advance agent for several shows and independent press agent for the past several years, has been appointed field press representative for



Ceremonies at the American Embassy in Paris recently saw Spyros P. Skouras, right, president, 20th-Fox, honored by the U. S. Marine Corps with a citation commending the company for its pictures depicting the life and traditions of the corps. General Selden, leader of the marines in Europe, presented the citation to Skouras.

MGM in Canada, it was announced by Dan S. Terrell, publicity and promotion manager. Manson succeeds the late Dewey Bloom, and will headquarter at the MGM office in Toronto.

MGM's "Pride And Prejudice" will be re-released throughout Canada, it was announced by Ted Gould, general sales manager, MGM Pictures of Canada Limited. Backed by a new advertising and exploitation campaign, it is scheduled to open at the Eglinton, Toronto.

—HARRY ALLEN, JR.

Brazil

In Rio De Janeiro, the Bank of Brazil Export-Import Control Board restored motion pictures to the list of "essential" imports, marking the first results of Eric A. Johnston's recent trip to South America. The MPAA president had urged such action in his discussions with Brazilian President Vargas. Motion pictures had been removed from the "essential" list without warning in August in a move that reflected the severe dollar shortage in Brazil. Another problem was posed by the Brazilian government regulation which went into effect on Jan. 1 stating that all release prints of imported films be made in Brazil. Quality of prints run through Brazilian laboratories are regarded as not up to that of American imports. In addition, it is feared that Brazilian printing costs for Hollywood imports may be 50 to 100 per cent above American print costs. For the last two years, Belgium has provided most of the raw stock for Brazilian labs, but last year's imports totaled only \$44,594 as against \$1,108,758 in 1951. Imports of positive prints have come almost entirely from the United States for the past five years. Last year, United States imports accounted for \$1,015,316 of the \$1,290,353 total.

England

In London, in an argument over alleged unfair treatment of American-made films by English newspaper critics, as well as consistent sniping and sneering articles against American production and American stars, a group of American managers, led by MGM's Sam Eckman, Jr., withdrew all display advertising from The Evening Standard, Sunday Express, Sunday Graphic, and The People. The J. Arthur Rank organization withdrew display advertising from The Evening Standard and Sunday Express, but insisted their move was a result of advice of market research people. The Daily Express, not involved in the Rank-Eckman action, announced that it would be "embarrassed" if it were the only newspaper in the group to carry film advertising, and dropped the ads. A get-together between the publishers and industry leaders was expected.

Beznor Aids "Brotherhood"

NEW YORK—Sol A. Schwartz, national chairman, "Brotherhood Week", Feb. 15-22, last week announced the appointment of David Beznor, general counsel, Colosseum of Motion Picture Salesmen, as an honorary amusement industry national vice-president.

Miscellaneous

In the Newsreels

MOVIE TONE NEWS (Vol. 36, No. 4) New York: Churchill here for talks. Washington: Congress convenes. Germany: West Berlin funeral of policeman slain by Reds. New York: Premiere of "Stars And Stripes Forever." German Alps: Ski jumpers. Chicago: "Globe Trotters." The Bowl Games: The Rose Bowl (except Dallas, Memphis, Atlanta, New Orleans, Buffalo, and Jacksonville); The Cotton Bowl (Dallas and Memphis only); the Sugar Bowl (Atlanta, Memphis, and New Orleans only); The Orange Bowl (Atlanta, Buffalo, and Jacksonville only).

NEWS OF THE DAY (Vol. XXIV, No. 238) New York: Churchill here for talks. Washington: Congress convenes. England: Coronation robes. German Alps: Ski jumpers. The Bowl Games: The Rose Bowl, The Cotton Bowl, The Orange Bowl (except Atlanta and New Orleans), The Sugar Bowl (Atlanta and New Orleans only).

PARAMOUNT NEWS (No. 41) The Bowl Games of 1953; The Rose Bowl, Sugar Bowl, Cotton Bowl, and Orange Bowl.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 428) New York: Churchill here for talks. Washington: Congress convenes. Miami Beach, Fla.: Dizzy divers. The Bowl Games: The Rose Bowl, The Orange Bowl, The Cotton Bowl (Dallas only), The Sugar Bowl (New Orleans, Atlanta, and Memphis only).

WARNER PATHE NEWS (Vol. 24, No. 43) Washington: Congress convenes. New York: Churchill here for talks. Germany: West Berlin funeral of policeman slain by Reds. Korea: Hollywood stars. Puerto Rico: Governor inaugurated. Hawaii: Kids ride a waterfall. Kendall, Fla.: Jessie, the elephant, has birthday. Australia: Australia wins Davis Cup.

TELENEWS DIGEST (Vol. 7, No. 2-A) New York: Churchill here for talks. New York: Bus strike. Johnsville, Pa.: Pilot training: Navy shows giant centrifuge. Puerto Rico: Governor inaugurated. Kendall, Fla.: Jessie, the elephant, has birthday. Switzerland: Dogs trained.

MOVIE TONE NEWS (Vol. 36, No. 3) Review of 1952.

NEWS OF THE DAY (Vol. XXIV, No. 237) Highlights of 1952.

PARAMOUNT NEWS (No. 40) Korea: Cardinal Spellman visits GI's; Hollywood stars cheer GI's. Off the coast of Lebanon: French liner runs aground. New York: Eisenhower has quiet family holiday. New York: Shirley Booth wins Film Critics' Award after premiere of "Come Back, Little Sheba." Cleveland: Detroit Lions 17, Cleveland Browns 7.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 427) The Year in Sports.

WARNER PATHE NEWS (Vol. 24, No. 42) Football: The Bowl games. (Pre-released). Japan: Blast in Nagoya. Egypt: King of Libya welcomed in Cairo. France: New jet fighters shown at Marignane. California: Horses in miniature.

NATIONAL BOARD OF REVIEW

Dec. 27, 1952

SELECTED FEATURES: "The Importance Of Being Earnest" (U-I); "The Hoaxters" (MGM).



Spyros Skouras was honored by 115 industry leaders at a recent "Welcome Home" party at the Metropolitan Club, New York, where he spoke on results of his 10-week globe encircling survey of market possibilities. At the head table, left to right, are: Si Fabian, Harry Brandt, Skouras, Leonard Goldenson, and Al Lichtman.

Distrib. Group Meets On Wage Demands

PHILADELPHIA—The distributors' branch operations committee met at the U-I exchange last week with representative film exchange unions, Local F-7, front room employes, and Local B-7 back room employes, to discuss terms of a new contract with the IATSE affiliated unions.

Representing the companies were Tom Murray, U-I, now serving as chairman in place of Arthur Israel, Paramount; Joseph McMahan, Republic; Bernard Goodman, Warners; Clarence Hill, 20th-Fox; Michael Rosen, MGM; A. A. Schubart, RKO; Henry Kaufman, Columbia; William Brenner, National Screen Service; Jules Chapman, UA, and Israel.

When the five F-7 representatives were notified that they would not be paid for time spent in negotiating, they walked out of the meeting, leaving all matters still pending.

Later, the union offered the employers' committee the choice of five future dates for a meeting providing the union was given five days prior notice of the session.

Later, eight representatives of Local B-7 met with the employers' committee, knowing they would not be paid for negotiating time, and presented their demands.

Contracts will be negotiated separately with local unions of the 33 exchanges, all affiliated with IATSE, instead of the IATSE itself handling the negotiations as was the case in the past.

WB Given New Extension

WASHINGTON—Warners last fortnight was given by the Justice Department a six-month extension, until July 4, to divest some 20 theatres required to be disposed under the consent decree, and still unsold.

November Grosses Down

WASHINGTON—The Bureau of Internal Revenue reported last week that collections of general admission taxes for November, representing business done in October, totalled \$24,835,820, as compared with \$31,084,966 in 1951.

Alan Abrahams Mourned

HOLLYWOOD—Alan Abrahams, 15, son of Sanford Abrahams, advertising manager, Allied Artists, died last fortnight following an accident.

PEOPLE

NEW YORK—Five additional field men have been added to RKO's exploitation staff to handle pre-release openings of "Hans Christian Andersen" in Chicago, Philadelphia, and Atlanta, it was announced last week by Richard Condon, director of advertising, publicity, and exploitation. The five are John Thompson, Herbert Carlin, and Norman Rosemont, assigned to Chicago; Irving Shiffren, Philadelphia, and Mel Strauss, Atlanta.

NEW YORK—Louis B. Mayer, chairman of the board, Cinerama Productions Corporation, and Merian C. Cooper, vice-president and general manager in charge of production, announced last week that Winton Hoch, Academy Award-winning cinematographer, has been signed to a three-way contract as producer, director, and cameraman.

NEW YORK—Election of Emanuel Sacks as vice-president and general manager, RCA Victor Record Department, was announced last week by Frank M. Folsom, president, Radio Corporation of America. In addition to his new responsibilities, Sacks will continue to function as staff vice-president of RCA.

NEW YORK—It was announced last fortnight that Peter G. Levathes had resigned as short subjects sales manager of 20th-Fox to join the Young and Rubicam advertising agency as vice-president on special assignments.

NEW YORK—Milton Overman, veteran industry publicist, has joined the exploitation staff of RKO, it was announced last week by Leon Brandt, exploitation manager.

No More RKO Postponements

NEW YORK—No further postponement will be tolerated on a minority stockholders' motion for a temporary receiver for RKO, according to State Supreme Court Justice Henry Clay Greenberg, last week.

The action must be now completed one way or the other on Jan. 26.

It was later learned that affidavits presenting evidence designed to win a denial of the receivership proceedings were served on Louis Kipnis, counsel for stockholders Eli and Marion Castleman and Louis Feuerman, by William Zimmerman, vice-president and general counsel for RKO, and C. J. Tevlin, vice-president in charge of RKO studio operations.

Tevlin said the appointment of a receiver would interfere with the performance of existing contracts, and that the company was able to assure its foreign and domestic distribution departments during 1953 of a sufficient number of features for their programs. He also asserted that six producers are presently active at the studio.

Cal. Unit Renews COMPO Mem.

NEW YORK—Word that the board of directors of the California Theatres Association had voted to renew the association's membership in COMPO was received last week at COMPO headquarters. Ben Hamm was elected to serve as the association's representative on the COMPO board.

1953

THE YEAR OF PARAMOUNT'S NEW CONCEPT...

SUPER-HITS

TO RESTORE HIGHEST ATTENDANCE LEVELS

HERE IS
PARAMOUNT'S
NEXT 6-MONTHS
PRODUCT!

A NEW CONCEPT OF

Production

Every Paramount picture presented in '53 reflects our intention to make only top-quality attractions. In addition to extra story-and-star values, an all-time high percentage of Paramount productions will be made in color by Technicolor. Paramount leads the industry in meeting present day boxoffice demands.

A NEW CONCEPT OF

Star Building

A fresh and sure-fire planned program adding new names to Paramount's ticket-selling stars is currently in operation for '53. Many have been widely publicized in other fields: Rosemary Clooney, Audrey Hepburn, Anna Maria Alberghetti, Yul Brynner. Thus they are immediately ready for maximum star stature.

A NEW CONCEPT OF

Merchandising

Fresh, aggressive showmanship ideas meet the challenge of selling each new Paramount picture. For '53 Paramount has dramatically amplified the means of communication to the public and this pioneering in new interest-compelling devices will continue as a primary means of extending the present film audience.

ROAD TO BALI

Color by
TECHNICOLOR

starring
BING CROSBY · BOB HOPE
DOROTHY LAMOUR

Produced by HARRY TUGEND · Directed by HAL WALKER
Screenplay by FRANK BUTLER, HAL KANTER and WILLIAM MORROW
New Songs - Lyrics by JOHNNY BURKE · Music by JAMES VAN HEUSEN

The STARS are SINGING

Color by
TECHNICOLOR

starring
ROSEMARY CLOONEY
ANNA MARIA ALBERGHETTI
LAURITZ MELCHIOR

with
BOB WILLIAMS · TOM MORTON · FRED CLARK
JOHN ARCHER and RED DUST
Produced by IRVING ASHER · Directed by NORMAN TAUBER
Screenplay by LIAM O'BRIEN
Based on a story by Paul Hervey Fox

BOB HOPE
MICKEY ROONEY
MARILYN MAXWELL

OFF LIMITS

co-starring
EDDIE MAYEHOFF
with STANLEY CLEMENTS
JACK DEMPSEY · MARVIN MILLER
Produced by HARRY TUGEND · Directed by GEORGE MARSHALL
Story and Screenplay by HAL KANTER and JACK SHER

CECIL B. DEMILLE'S
THE GREATEST SHOW ON EARTH

Color by
TECHNICOLOR

starring

BETTY HUTTON CORNEL WILDE
CHARLTON HESTON DOROTHY LAMOUR
GLORIA GRAHAME and JAMES STEWART

with
HENRY WILCOXON • LYLE BETTGER • LAWRENCE TIERNEY • EMMETT KELLY
CUCCIOLA • ANTOINETTE CONCELLO

Produced and Directed by CECIL B. DEMILLE • Produced with the
cooperation of Ringling Bros. - Barnum & Bailey Circus • Screenplay
by Fredric M. Frank, Barré Lyndon and Theodore St. John • Story by
Fredric M. Frank, Theodore St. John and Frank Cavett

BURT
LANCASTER
SHIRLEY
BOOTH
IN
Hal Wallis'
PRODUCTION

**Come Back,
Little Sheba**

Co-starring

TERRY MOORE • RICHARD JAECKEL
Directed by DANIEL MANN • Screenplay by KETTI FRINGS
Based on the original play by William Inge
Produced on the stage by the Theatre Guild

DEAN JERRY
MARTIN AND LEWIS
in HAL WALLIS' Production

THE STOOGES

with

EDDIE MAYEHOFF • MARION MARSHALL
POLLY BERGEN

Directed by NORMAN TAUROG • Screenplay by
FRED F. FINKLEHOFF and MARTIN RACKIN

Additional Dialogue by ELWOOD ULLMAN • From a story by
FRED F. FINKLEHOFF and SID SILVERS

**THUNDER
IN THE EAST**

starring

ALAN DEBORAH
LADD • KERR

CHARLES CORINNE
BOYER • CALVET

Produced by EVERETT RISKIN
Directed by CHARLES VIDOR • Screenplay by JO SWERLING
Adaptation by
GEORGE TABORI and FREDERICK HAZLITT BRENNAN
From the novel by Alan Moorehead

**TROPIC
ZONE**

COLOR BY
TECHNICOLOR

starring

RONALD REAGAN
RHONDA FLEMING
ESTELITA

with

NOAH BEERY • GRANT WITHERS

Written for the Screen and Directed by LEWIS R. FOSTER • Based on a novel by Tom Gill
Produced by William H. Pine and William C. Thomas

**JAMAICA
RUN**

Color by
TECHNICOLOR

starring

RAY MILLAND
ARLENE DAHL
WENDELL COREY

with

PATRIC KNOWLES • LAURA ELLIOT

Directed and Written for the Screen by
LEWIS R. FOSTER

From a novel by Max Murray

Produced by
WILLIAM H. PINE and WILLIAM C. THOMAS

CHARLTON HESTON
RHONDA FLEMING
JAN STERLING
FORREST TUCKER

in

**PONY
EXPRESS**

Color by TECHNICOLOR

Directed by JERRY HOPPER
Screenplay by CHARLES MARQUIS WARREN
Story by Frank Gruber
Produced by NAT HOLT

**THE WAR
OF THE
WORLDS**

Color by
TECHNICOLOR

Produced by GEORGE PAL
Directed by BYRON HASKIN
Screenplay by BARRÉ LYNDON

Based on the novel by
H. G. WELLS

**PLEASURE
ISLAND**

Color by
TECHNICOLOR

starring

LEO GENN • DON TAYLOR
with GENE BARRY • ELSA LANCHESTER

and introducing

DOROTHY AUDREY JOAN
BROMILEY • DALTON • ELAN

Produced by PAUL JONES
Directed by F. HUGH HERBERT and ALVIN GANZER
Screenplay by F. HUGH HERBERT
Based on the novel by William Maier

BETTER MANAGEMENT

Exploitation Keys To Profitable Merchandising

"Andersen" Ballyhoo Strong In Three Spots

NEW YORK—RKO's "Hans Christian Andersen", with openings already records in this city, Boston, Miami Beach, Fla., and Beverly Hills, Cal., has been given extensive selling backing.

Sustained advertising, publicity, and exploitation campaigns in each of those cities have been unusually effective, with maximum penetration achieved through newspapers, radio, television, and tieups.

The Boston campaign was kicked off last September with the personal appearances of Frank Loesser, who wrote the picture's score. He appeared on more than 30 radio and television shows, and also participated in a number of newspaper interviews. This format was followed by Samuel Goldwyn when he visited Boston, and was responsible for approximately 75 newspaper breaks in addition to radio and TV plugs.

Decca records tied in with the "Hans Christian Andersen" opening at the Astor with newspaper ads and 20 window displays in dealers' stores. WHDH played songs from the picture 10 times a day beginning 10 days before the opening, while five broadcasts, emanating from the lobby featured the tunes five times each day. Station WORL played music five times each day beginning seven days before the opening, along with special programs devoted to the picture's score.

The Jordan Marsh department store plugged the picture with newspaper and radio and television ads, as well as with displays in eight windows. The store also had 25 interior "Hans Christian Andersen" displays, and sent out 500,000 mailing pieces.

In Beverly Hills, the campaign centered largely on "Samuel Goldwyn Day," 40th anniversary tribute to the producer. All major department stores had inside and window displays, while all the smaller shops featured some sort of plug for the picture at the Beverly.

The California Bank, site of the original Goldwyn Studio, staged a 40th anniversary celebration with radio and TV coverage. The Los Angeles Herald Express sponsored a "small fry" premiere of the picture, and special screenings also were held for disc jockeys. Loesser staged a marathon personal appearance stint on all disc jockey shows.

Tieups included record shops, Thrifty Drug Store, travel agencies, supermarkets, and newsdealers, in addition to the department stores.

An "Ugly Duckling" float, with the picture title prominently displayed, was entered in the famous Tournament of Roses parade.

The Federation of Women's Clubs cooperated with bulletins to all member groups, while the board of education dis-



Over \$100 was raised recently for The Salvation Army, at the same time plugging MGM's "The Clown," as a result of manager Russell Bovim, Loew's State, St. Louis, sending a novel bank through the city's streets on a fund-raising mission. The bank was accompanied by a clown.

tributed special "Hans Andersen" posters.

The Miami Beach campaign for the Colony was tied in with a "Vacation Fairyland" motif. All hotels, restaurants, merchants, and drug and chain stores participated with newspaper ads and window and inside store displays. Boats equipped with a speaker system toured the beaches plugging the picture, while planes released specially imprinted balloons.

Four radio stations participated in a saturation radio campaign, while a newspaper teaser campaign also was in progress. The Miami Herald sponsored a special screening for orphans, and The Florida Sun prepared a special "Hans Christian Andersen" edition.

Imprinted shopping bags, laundry bags, milk bottle collars, as well as juke box banners were features of the campaign, which included also music store promotions and library tieins.

At the theatre, a huge panorama of scenes from the picture served as a front. Included was an animated dancing display featuring a three-dimensional replica of Jeanmaire.



Don Haley, left, assistant manager, Paramount, Kansas City, recently assisted Harold Lyon, manager, in a stunt to ballyhoo Paramount's reissue, "Cleopatra." Two Roman chariots were on tour.

"Jazz Singer" Given Intensive Campaign

MIAMI, FLA.—Intensive merchandising preceded the dual bow of WB's "The Jazz Singer" at the Paramount here, and the Beach, Miami Beach, last fortnight.

The over-all plans were designed to incorporate every medium of advertising available to inform the multitude of visitors of "The Jazz Singer" premiere. A highly concentrated advertising campaign was set up three weeks in advance. Local newspapers were generous in the general handling of feature, and production stories along with a display of scenes from the Technicolor film.

All three dailies carried stories and art of Major Albert Warner receiving a scroll from Miami Beach's Mayor D. Lee Powell.

A radio saturation campaign blasted announcements. In addition to the regular spot announcement transcriptions, the four top stations carried a solid barrage of 12 word chain breaks. Also, record shops played Danny Thomas and Peggy Lee discs for 10 days.

A promotion and exploitation campaign included 10,000 balloons, with "The Jazz Singer" imprint given out by drum major-ettes and the line of march at the Orange Bowl parade. Billboards carried five hundred three-color two-sheets along with an equal number of tack cards. Every downtown Miami and Miami Beach hotel and night spot displayed handsome cards announcing the pre-release showing. Many of these spots carried table tents, coasters, and napkins.

Local flying service plane carried announcement banner day before and opening day over the parade, Orange bowl game, racetracks, and other points of vantage. Similar arrangements were carried out with an illuminated advertising blimp. The largest super-market chain in the southeast distributed more than 50,000 heralds. A fleet of 500 cabs and utility trucks carried bumper strips. A dairy used 5,000 milk bottle hangers.

Two huge fluorescence banners were displayed at both the Paramount and Beach in advance of opening augmented by lobby sets.

All Florida State Theatres carried a cross plug trailer.

Kids' Silence Trailer Available

CHICAGO—Believing that all the theatre younger set would pay more attention to a stern voice than to cold type, Filmack Trailer Company recently issued a combination title and talking silence trailer addressed directly to the kids.

The voice is suited to the text in which the youngsters are warned that those creating any disturbance during the show will definitely be evicted, yet at the same time it is not an unfriendly message.

Passing Of Joyce O'Hara Mourned By Industry

NEW YORK—Joyce O'Hara, 59, executive vice-president, Motion Picture Association of America, died suddenly on Jan. 9 in his room at the Waldorf-Astoria Hotel.

O'Hara, a resident of Washington, D. C., arrived on a business trip, and he was found dead shortly after arising.

Widely-known and respected, O'Hara was a long-time associate and confidant of Eric Johnston, president, the Motion Picture Association. He served as special assistant to Johnston when the latter was president, Chamber of Commerce of the United States, and continued in the same capacity when Johnston was named president, Motion Picture Association, in 1945.

Johnston, in Hawaii on a business trip, said O'Hara's death "is an inexpressible personal loss to me and to the industry which he served so devotedly."

Lippert Men Hold Chicago Convention

CHICAGO—Robert L. Lippert held a meeting of his 28 franchise holders this week at the Blackstone Hotel.

On hand also were Arthur Greenblatt, general sales manager; William Pizor, vice-president, and Ed Baumgarten, executive assistant to Lippert.

The franchise holders included:

Lewis J. Lieser, Albany-Buffalo; John W. Mangham, Atlanta; Albert Swerdlove, Boston; J. Francis White, Charlotte; Harris Dudelson, Chicago; Eugene Tunick, Cincinnati; Leo Gottlieb, Cleveland; Herman Beirsdorf, Dallas; Tom H. Bailey, Denver and Salt Lake City; Julian H. King, Des Moines; Albert Dezel and Clair Townsend, Detroit; Jack Safer, Indianapolis; Robert F. Herrell, Kansas City; Charles Kranz and Irving H. Levin, Los Angeles; Fred A. Meyers and Cliff Wallace, Memphis; William Benjamin, Milwaukee; Donald Swartz, Minneapolis; Harold F. Cohen, New Orleans; Moe Kerman and Joseph Felder, New York City; Carr Scott, Oklahoma City; Jack G. Engel, Philadelphia; Bert M. Stearn and Milton Brauman, Pittsburgh; Jack J. Engerman, Portland-Seattle; Herman Gorelick and George Phillips, St. Louis; Al Grubstick, San Francisco, and Fred Beirsdorf, Washington, D. C.

Florida Exhibitor Sued

TAMPA, FLA.—Eight major film companies brought suits last week against Charles C. Sutton, owner, Skyvue Drive-In, St. Petersburg, Fla., and the Bonnet Lake Drive-In, Sebring, Fla., charging that he misrepresented admission receipts.

The plaintiffs charge that Sutton reported collections substantially less than the true receipts in "gross disregard of right and interest of the plaintiffs." The suits were filed by Columbia, Paramount, Loew's, 20th-Fox, Warners, RKO, United Artists, and U-I. The law firm of McFarlane, Ferguson, Allison, and Kelly, with Sargoy and Stein, of counsel, are representing the distributors.

"Distribution In Rut", Myers Says; Asks For "Let Live" Film Rentals



Awards from the American match industry to U-I for first place in the amusement field and honorable mention in general awards for the matchbook on "The World in His Arms" were presented in Hollywood recently to David A. Lipton, U-I vice-president in charge of advertising and publicity, by John J. Schur and Dick MacGura, Los Angeles district office executives, Universal Match Corporation. Schur displays U-I's newest matchbook on "Against All Flags," most attractive.

Court Approves Fabian, Rosen — If

NEW YORK—The election of Simon H. Fabian and Samuel Rosen as officers and directors of the new Warner theatre company was provided for in an order signed last week in Statutory Federal Court if the new theatre company or Fabian Enterprises gives up first-runs in Johnstown, Pa., Troy, N. Y., and Albany.

In Johnstown, Fabian must give up the Embassy or Warner the Cambria or State. In Troy, Warners must drop the Troy or Lincoln, or Fabian must drop the Proctor. If the Lincoln is dropped, an unaffiliated exhibitor who must continue the house as a first-run must acquire it, and the circuit must give up the Troy or American.

Fabian must drop the Palace or Grand, Albany. Fabian must dispose of the Palace or Leland if the Grand is dropped, with first-run operation to be guaranteed. In Albany, also, Warners may give up the Strand, or the Ritz, if Fabian drops the Palace.

A year is allowed for dropping the houses, with leases or subleases to be arranged if the properties can't be sold on favorable terms.

NTS In Cleveland Meeting

CLEVELAND—John W. Servies, vice-president and central district manager, National Theatre Supply, last week called a two-day central district sales conference to further instruct salesmen and branch managers in modifying existing theatre equipment for three dimensional exhibition. Most three dimensional showings have been accomplished through NTS equipment, but with the increase in "Bwana Devil" engagements, the company has decided that all salespeople will be required to survey and handle orders to keep up the demands.

The meeting also was to highlight large screen TV equipment and sales plans for the new year.

NEW ORLEANS—The National Allied board meeting this week was highlighted by the annual report from general counsel-board chairman Abram F. Myers, who, in a statement of 27 typed pages, sought action along definite lines by the members.

He asked the directors to be prepared to fight it out along the lines laid down in the Vlachos resolution and statement of policy stated in Chicago if it takes a year, and that there must be radical reforms in distribution's pricing policies and practices.

He also asked for a formula to divide the boxoffice dollar in a fair way, based on normal grosses for a test period, different types of operation, or different classes of pictures, or in combinations of these.

Getting younger people into the theatres was offered as calling for the trade's supreme effort.

He also warned that it wasn't enough for film companies to expect to rescue business out of the doldrums just by improving product and by national advertising.

He called for a "grand crusade", but said that it is absurd to assume that all-out support and cooperation can be given by exhibitors who are devoid of incentive and working capital to exert themselves.

According to Myers, little or no progress has been made toward solving two problems, ascertaining the causes of, or providing a remedy for, the boxoffice decline and evolving a formula for an equitable division of boxoffice receipts between distributors and exhibitors.

He declared that distribution is in a rut, and that the salvation of the trade rests on transition from penalty selling to incentive selling.

Referring to rentals, he asked that a "Let live" film rental up to a normal gross be determined, and, further, that distributor participation in the overage should decrease as the gross increases.

This, he said, would provide the necessary means and incentive for exhibitors to resell motion pictures to the public. This, Myers said, would not be price-fixing, and wouldn't impair competition.

Vistascope For TV Use

HOLLYWOOD—Paramount and Sol Lesser, coowners, new Vistascope process, are making the new device available to television for live action video, Barney Balaban, Paramount president, announced last week.

Loew's Product Open For Bids On Feb. 6

NEW YORK—It was learned this week that theatres in competition with Loew's houses will be able to bid competitively for MGM product, if they so desire, when the right of Loew's to license its own pictures to its own theatres in any way it sees fit expires on Feb. 6 under a provision of the consent judgment between the company and the Department of Justice.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

WB

"The Jazz Singer"—Remake of early talkie hit has the names for the selling.

20TH-FOX

"The Star"—Davis draw should make the difference.

"Taxi"—Moderate program.

U-I

"Girls In The Night"—Exploitation show has the angles.

"The Mississippi Gambler"—Should register in the better grosses.

MGM

"The Naked Spur"—Good outdoor melodrama.

RKO

"The Hitch Hiker"—Intriguing programmer.

Inspection Ordered In Minn.

MINNEAPOLIS—Federal Judge Charles J. Vogel, of the United States Court for North Dakota, last week ordered complete inspection of all theatre books and records in nine pending percentage actions.

The order was entered in two groups of cases, one affecting Paramount, 20th-Fox, Warners, RKO, and U-I, against Guy A. Troyer and Otis K. Engen, operating the Lyric, Rugby, N. D., and the other action by RKO, Paramount, Warners, and 20th-Fox against Carter S. Troyer, operating the State, Bottineau, N. D. The order in each instance required the production of the theatre records for each day of operation from Jan. 1, 1941, to Feb. 26, 1952, when the law suits were filed.

The court had previously denied all motions by the exhibitor-defendants in the cases to dismiss the actions on the ground that there was less than \$3,000 involved in each action and on the ground that a proper claim for recovery was not asserted. Another motion of the exhibitor-defendants denied by the judge sought various additional details with respect to the complaint of each distributor.

David H. Shearer, of Shearer, Byard, Trogner, and Peters, Minneapolis, represents the distributors, with Sargoy and Stein, New York, of counsel.

New AA-Mono. Financing Set


HOLLYWOOD—Steve Brody, president, and George D. Burrows, executive vice-president and treasurer, Monogram and Allied Artists, last week announced the signing of a new credit agreement with Bankers Trust Company, New York, and the First National Bank, Los Angeles. This permits guarantees up to \$500,000 covering bank loans to producers releasing their pictures through Allied Artists as well as providing for one year revolving loan of a maximum of \$1,000,000.


Since the issuance of its report for its first quarter ended on Sept. 27, 1952, which showed net profits of \$125,897, the company's income and profits have continued at about the same average rate, it was reported by the two executives at the time when the financing deal was released.


The Tip-Off On Business


(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date in accordance with newer information, exhibitors will be able to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (JANUARY 14, 1953)

Swell, topnotch, record-breaking or close to it in all types of houses. 


Just fair, nothing out of the ordinary, returns about average. 


Good, although not breaking the walls down, but solid returns. 


Disappointing, way below the average expected, decidedly off. 


The Week's Newcomers


ABBOTT AND COSTELLO MEET CAPTAIN KIDD (70m.) (WB) 


AGAINST ALL FLAGS (84m.) (U-I) 


APRIL IN PARIS (101m.) (WB) 


COME BACK, LITTLE SHEBA (99m.) (Paramount) 


HURRICANE SMITH (90m.) (Paramount) 

INVASION, U. S. A. (74m.) (Columbia) 

MY COUSIN RACHEL (100m.) (20th-Fox) 


ROAD TO BALI (90m.) (Paramount) 

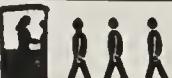
RUBY GENTRY (82m.) (20th-Fox) 

STARS AND STRIPES FOREVER (89m.) (20th-Fox) 


STOP, YOU'RE KILLING ME (86m.) (WB) 


THE I DON'T CARE GIRL (78m.) (20th-Fox) 


THE JAZZ SINGER (108m.) (WB) 


THE STAR (89m.) (20th-Fox) 


Continuing


BECAUSE YOU'RE MINE (103m.) (MGM) 


BREAKING THE SOUND BARRIER (109m.) (UA) 


BWANA DEVIL (91m.) (Natural Vision) 


FACE TO FACE (89m.) (RKO) 

FLAT TOP (85m.) (Monogram) 


HANS CHRISTIAN ANDERSEN (111m.) (RKO) 


HANGMAN'S KNOT (84m.) (Columbia) 

IT GROWS ON TREES (84m.) (U-I) 

LIMELIGHT (141m.) (UA) 

MILLION DOLLAR MERMAID (114m.) (MGM) 


MONTANA BELLE (81m.) (RKO) 


MY PAL GUS (83m.) (20th-Fox) 


OUTPOST IN MALAYA (88m.) (UA) 


PLYMOUTH ADVENTURE (104m.) (MGM) 


RIDE THE MAN DOWN (90m.) (Republic) 


THE BLAZING FOREST (91m.) (Paramount) 


THE FOUR POSTER (103m.) (Columbia) 


THE GOLDEN HAWK (84m.) (Columbia) 


THE HAPPY TIME (94m.) (Columbia) 

THE RING (78m.) (UA) 

THE SNOWS OF KILIMANJARO (114m.) (20th-Fox) 

THE THIEF (85m.) (UA) 

THE THIEF OF VENICE (91m.) (20th-Fox) 

THUNDERBIRDS (99m.) (Republic) 

CANDYDLY SPEAKING

(When Marie Frye, merchandising director, Tri-States Theatre Corporation, Des Moines, has something to say, she says it. And the proof of just that is to be found in this pertinent, up-to-the-minute article.—Ed.)

DOESN'T anybody have a good word to say for the five cent candy bar?

SURE, I know it's about the only thing left in the world that carries a five cent price. Theatre owners, concessionaires, and the mouthpieces of the candy industry are all urging that the five cent candy unit be forgotten, but what about Mr. and Mrs. John Q. Public and, more particularly, the little John and Jane Publics who make up a large part of our theatre audience? How do they feel about five cent candy?

I RECEIVED a first hand experience on this the other day when I had a theatre party for a group of little girls. I asked them all to stop at the confection counter, and told them they might have a box of popcorn and a candy bar. We happened to be in a theatre that offers only 10 cent and higher priced candy.

One little girl said, "Miss Frye, I'd like to have a five cent Hershey Bar but they don't have any of them here." "Well, take a 10 cent one," I said.

And, when I paid the bill for the group, I realized how parents probably feel about this. They are forced to spend more money than they planned to spend (or have disappointed youngsters on their hands), and, further, the child may be getting more candy than his parents want him to have.

OUR DEPARTMENT supplies candy not only to our wholly-owned Tri-States Theatres but also to approximately 150 other theatres in this section of the country. All of these theatres order the merchandise they want, not what we might choose to furnish them. A few of them are on a 10 cent and higher priced policy, but most of them order both five cent and 10 cent merchandise. It speaks, then, of the importance of five cent goods when I tell you that of the total candy sold through our

(Continued on page EP-8)

Lester Pollock, manager, Loew's, Rochester, N. Y., decorated his candy stand for the holiday season with strung popcorn, Christmas ornaments and two white, trimmed Christmas trees in this fashion.

Candy is Delicious Food
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

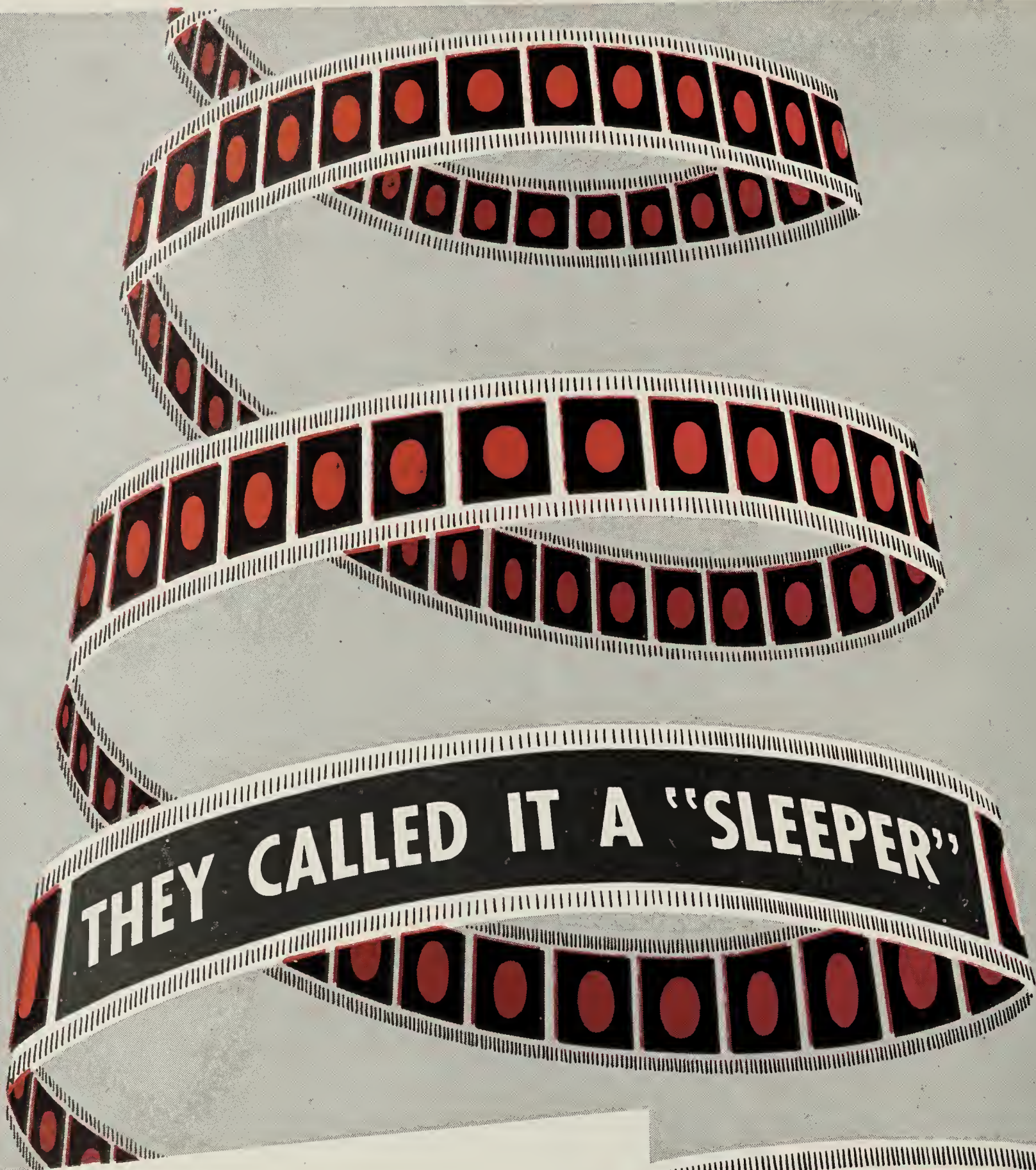
Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS





A lot of exhibitors around the country have made Coca-Cola available as a convenience to their patrons. They didn't realize at the time that a vending machine to sell Coke becomes a smash hit wherever it shows. And not only with the audience! A small-budget production nets you a whopping profit when you install your choice of vending methods to sell Coca-Cola. Best of all, there's no increase in overhead! For all the money-making details, address: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.

"COKE" IS A REGISTERED TRADE-MARK.



WHAT ABOUT 1953?

A Year-End Statement

By Philip P. Gott
President,
National Confectioners
Association, Chicago

How shall we weigh 1952?

How shall we gauge 1953?

These are the two questions which always face us at this time of year.

FOR THE candy industry, 1952 did bring increased recognition of candy as a food product through greater distribution in food stores and through more publicity in the nation's press, radio, and TV on candy's place in the family menu both by itself and in combination with other foods. In poundage and dollar value, the industry held its own, although for many candy manufacturers rising ingredient and labor costs and weather conditions worked severe hardships.

Looking into 1953, we see our future influenced by at least four factors.

First, we can never separate our particular economy from the national economy. Our income is dependent upon the national income. It is forecast that there will be little change for the first six months to be followed by a transition period marked by a reduced or a leveling off of military expenditures and a trend toward more normal commercial conditions.

The ability of American industry to make that transition without decreasing production and employment will be the major problem in the coming months and

years. Not only in our own industry but in all industries, science, technology, and mass production are bringing about an abundance of goods.

We will have to utilize all of our merchandising talent to sell more goods to more people. New ideas in merchandising are continually arising. In some fields, the trend indicates that we are in the "pre-packaged, pre-mixed, pre-cooked" era, a field first pioneered by the candy industry. However, recently, there has been considerable publicity suggesting that the housewife make certain foods like candy at home. Witness the many promotions for homemade confections launched by certain ingredient suppliers. A well known woman's magazine has just included 15 pages containing 87 recipes for homemade candy in its most recent issue. It is interesting to note, however, that the last recipe is called "Fastest of All—the candy you buy." It states further "You can buy wonderful candy by the bar, package, or pound. The bar kind becomes company candy when cut into bite-size pieces."

Second comes the factor of government

relations. A change in administration will not be a panacea for our business cares although a helpful rather than critical approach to the problems is anticipated as a favorable omen. While "police action" controls may be eliminated shortly, we should not expect to see a great diminution in some other types of government controls within the next year. As this change in attitude is being reflected in changes in legislation and administrative regulation, there will be a continuous need for creating a better relationship between government and industry.

Our activities in relation to government will undoubtedly be most prominent in connection with the amendments to the Food and Drug Act; revision of the farm program as it affects the producing, processing, and marketing of candy ingredients and imports and exports. Many members of our industry have been alarmed over the imports of chocolate and sugar candy. However, the first eight months of 1952 compared to the same period in 1951 show a 15 per cent decrease in imports of chocolate confections and a six per cent increase in imports of sugar confectionery. Several foreign manufacturers expect increased sales in the country.

Thirdly, distribution will be tremendously important in 1953. Whether or not any changes will take place in the accustomed methods of candy distribution will depend on how well these established channels can answer the need for efficiency, for rapidity of turnover, and for aggressive merchandising. The ultimate goal of our candy distribution system is to get our wholesome, delicious product to the largest number of consumers in the most efficient manner possible.

And, fourthly, is a matter of leadership by industry. The people of our United States are looking for leadership. Industry

(Continued on page EP-6)



Seen above are the officers and directors of the National Association of Popcorn Manufacturers for 1952-53, seated, left to right: Syd Spiegel, Super-Pufft Popcorn Limited, Toronto, Canada, director; Harry T. McNamara, Blue Star Foods, Inc., Rockford, Ill., treasurer; Oliver Koeneman, Old Vienna Products Company, St. Louis, president, and M. B. Coopersmith, Marjack Company, Washington, D. C., vice-president, and, standing, left to right, Van Myers, Wometco Theatres, Miami, Fla., director; Leonard M. Japp, Special Foods Company, Chicago, director; Charles Seyfert, Seyfert Foods, Fort Wayne, Ind., director; Morris Dollin, Saratoga Popcorn Company, Beverly, Mass., director; W. H. Beaudot, A.B.C. Popcorn Company, Chicago, director, and T. J. Sullivan, executive vice-president, secretary and counsel, NAPM. Not shown is NAPM director H. Fairbanks, Harlan Fairbanks Company.

EXTRA PROFITS

Vol. 7, No. 11

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EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 428 South Mansfield, Los Angeles 36, California.

Advisory boards—

Composed of executives and heads of the concessions and vending departments of theatre circuits:

Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Donnell, Interstate Circuit, Dallas; Raymond Willie, Interstate Theatres, Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bromblett, Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Wometco Theatres, Miami, Fla.; J. J. Fitzgibbon, Jr., Theatre Confections, Ltd., Toronto, Canada.

Composed of manufacturers, concessionaires, and other leaders in the confectionery, popcorn, and allied fields:

A. F. Rathbun, Fred W. Amend Company, Chicago; Harold Sharp, The Coca-Cola Company, New York; Morvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Hanley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. A. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Sals, McPhail Chocolate Company, Oswego, N. Y.

Theatre Owners Asked To Become Members Of Nat'l Popcorn Assoc.

CHICAGO—Theatre owners are asked to become members of the National Association of Popcorn Manufacturers in an enlarged promotional program embracing all phases of the industry in an invitation extended by resolution and passed at the eighth annual and fourth international convention of the association held here.

The annual dues for up to six theatres will be \$60 and \$10 for each additional theatre. The maximum will be \$240.

Also asked to join in the larger promotional movement is the newly formed Popcorn Institute and the Popcorn Processors Association. Retiring president William H. Beaudot estimated that 2,500 firms and individuals would become eligible for membership under the new plan. A conference will be held for consolidating all segments into one unified organization.

It was stressed during the convention that advantages accruing from a consolidated association would be a coordinated research program for better popcorn, aid to farmers and growers through research, new techniques, and merchandising methods, a better public relations program, and more service to the public through better-tasting popcorn.

Van Myers, Wometco Theatres, Miami, Fla., stated in a forceful address before the convention that the theatre industry is vitally concerned in the present and future problems of the popcorn industry, and that popcorn has not been sold on its merits to the public.

Ray Essick, president, Modern Theatres, Cleveland, stressed before the convention the need of uniform corn for popping, and Joseph Mlinar, State, Spring Valley, Minn., suggested that theatre owners season popcorn properly to add to its popularity.

Thomas J. Sullivan, executive vice-president, NAPM, was accorded high praise by the members for bringing about an attendance of more than 500 from all parts of the United States and foreign shores, and for assembling the largest exhibition by manufacturers.

Nine members of the executive board of the NAPM elected or reelected include:

Holdovers—President Beaudot, ABC Popcorn Company, Chicago; Oliver Koene-man, Old Vienna Products, St. Louis; Syd Spiegel, Super Pufft Popcorn Limited, Toronto, Canada, and Myers.

Elected to fill unexpired terms—Martin B. Coopersmith, The Marjack Company, Washington, D. C., and Harlan Fairbanks, Harlan Fairbanks Company, Seattle.

New Members—Charles Seyfert, Seyfert Foods, Fort Wayne, Ind.; Morris Dollin, Saratoga Popcorn, Beverly, Mass., and Harry T. McNamara, Blue Star Foods, Rockford, Ill., general chairman of the

convention.

Over 1,000 members of the industry, attending the convention and exhibition, set their retail sales goal at a half-billion dollars for 1953, an increase of 100 million from the 1952 anticipated sales of 400 millions. Behind this planning is the organization of an overall industry-wide international association, which will coordinate the greatest "jet-propelled" sales program ever attempted by the industry.

Taking their cue from the theme of the annual convention, "Popcorn, America's Newest Big Business", the officers, directors, and members of the National Association of Popcorn Manufacturers approved a resolution which appointed the conference group to formulate the basis for welding all segments of the industry into one unified organization, with equal voting representation.

The conference group, which includes Coopersmith, chairman; Myers; D. C. Evans, Gold Medal Products Company, Cincinnati; A. J. Villiesse, Villiesse Sales Company, Wilmette, Ill.; Spiegel, and a representative of the Popcorn Processors Association to be named by PPA chairman William Traubel, Embro Popcorn Company, St. Louis, was scheduled to meet later.

NAPM members renamed to the presidency of the association Oliver Koene-man, Old Vienna Products Company, St. Louis, the first president of NAPM, which was organized in 1945. It was the feeling of the membership attending the convention that Koene-man's years of experience in the popcorn industry and the association would enable him to offer special counsel and guidance to NAPM and the organization of the new proposed industry-wide group. As his running mate Coopersmith was elected vice-president. McNamara and Sullivan were reelected treasurer and executive vice-president-counsel, respectively.

"An industry-wide popcorn promotional program has come into being, the dream of the popcorn industry is becoming a reality," according to William E. Smith, The Popcorn Institute, in a speech delivered before the convention. Smith outlined the history, progress, and objectives of the new Popcorn Institute.

"The Popcorn Institute is an organization established solely for the purpose of increasing consumption of popcorn. For a fledgling organization" Smith stated, "the Institute has made a tremendous impact on the American consuming public. America's press, radio, and television are carrying the story of popcorn from coast to coast. The Can Manufacturers Institute has given powerful support to the campaign through a highly effective publicity department."

Smith described the merchandising job done by the Popcorn Institute in connection with the joint popcorn advertising program of the Morton Salt Company and Wesson Oil and Snowdrift Sales, Inc. The Institute prepared color brochures outlining the popcorn advertising and publicity campaign. This brochure was mailed to

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- THE COCA-COLA CO.
Soft Drinks
THE NESTLE CO., INC.
Chocolote Condy
PEPSI-COLA CO.
Soft Drinks
C. F. SIMONIN'S SONS, INC.
Popsit Plus Popcorn Popping Oils
SPORTSERVICE, INC.
Concession Service
WM. WRIGLEY, JR., CO.
Chewing Gum

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PLEASE SEND ME ADDITIONAL INFORMATION ON ABOVE CHECKED ITEMS.

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over 7500 key wholesale grocers, super market operators, corporate and voluntary chains, enlisting their support of the campaign.

"Certain members of the industry have stated that they are not familiar with the Popcorn Institute and this is readily understandable" Smith stated.

"Although the heads of all associations or groups interested in popcorn have been kept closely informed as to all developments of the program, details regarding the Institute itself have not been widely disseminated to the industry nor issued to the press. This was done purposely, as the program was experimental in nature, and, until a sound financial policy had been established and the thinking of all segments of the industry had been determined, early announcement was considered premature and unsound. The Popcorn Institute is basically a clearing house established to direct publicity to the consuming public and to the trade and to develop tie-ins with national advertisers of products sharing a mutual interest with popcorn. This organization has been financed principally by popcorn processors. Most of the country's processing firms have supported the Institute's activities. Now, following the outstanding success of the Institute's initial efforts, it is planned to enlist the support of all processors and other members of the industry in a continuing popcorn promotional campaign.

"The Institute is not a trade association, and is not part of any existing organization. It is in the organizational stage" Smith emphasized, "to date there is no permanent constitution, by-laws, or officers. All members are part of an organizing committee, headed by a temporary administrative group, under the chairmanship of Clark Rhoden. Only after all organization is completed and proper liaison has been established with all segments of the industry will the permanent organization be established."

Blevins Poll Accurate

NASHVILLE, TENN.—The Presidential Popcorn Poll, promoted during the recent presidential campaign by Blevins Popcorn Company, Popcorn Village, accurately predicted the winner.

→ → → → → →

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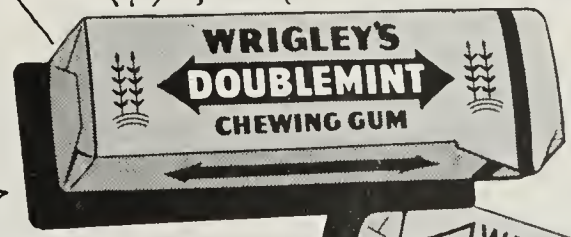
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You pick the
PICTURES
your patrons want!



It pays to pick the
PRODUCTS
they want, too!



For extra profits... display popular
Wrigley's Spearmint, Doublemint and "Juicy Fruit" Gum

What About 1953?

(Continued from page EP-3)

can help them. The 75,000 candy industry employes engaged in production, and the thousands of candy salesmen at the manufacturing, wholesale, and retail levels, must be made fully aware of the facts about our industry and the character of its products. They must be imbued with the importance of the contribution our industry makes to the American way of life. They constitute a vital force in promoting the welfare of the candy industry.

These loyal citizens should be urged to participate in their community activities sponsored by parent and teachers associations, Chambers of Commerce, churches, and civic groups. Thus they enhance their own reputations as responsible citizens as well as being afforded many opportunities for building even greater prestige for the source of their livelihood, candy. Industry pride is an important tool in achieving progress.

Our American free enterprise, profit and loss, competitive system recognizes leadership and leaders. This system cannot be maintained except through profits. Under this system some concerns will fail, but one of the severe tests of this system is the formulation of plans, procedures, and policies by industrial statesmen who, in the public interest, maintain this system and profits which are essential to it.

The men and women who have been instrumental in developing this billion and a half dollar candy industry can expand it in 1953 if they have the will.

Canadian Contest Pays Dividends

Theatre Confections Limited Benefits From Big Push

THE PROOF is in the performance.

Many times, the value of sales competitions among managers and attendants at concessions stands has been emphasized.

And here is another example how a contest paid off in greater sales.

In a candy-sale contest conducted among Canadian theatres serviced by Theatre Confections Limited, subsidiary of Famous Players, the grand prize draw for a 12-day all-expense trip to Hawaii was won by Alex Barclay, Strand, Trail, B. C.

Barclay's name was chosen from among 185 managers made eligible through the fact they had kept within the required minimum of shortages.

The big winners in the contest, picking up 10 shares each of Famous Players stock were: Ned Hill, Richmond Hill; Bruce Fraser, Windsor; B. Hamelin, Montreal; P. Young, Winnipeg, and D. Letts, Vancouver. There were a total of 102 winners in the contest, among whom \$6,000 in cash and stock were distributed. The contest had the effect of increased business approximately 13 per cent over the same period last year.

Winners and prizes were:
Famous Players Canadian Corporation stock:

Toronto District "A"—first, 10 shares, Ned Hill, Richmond, Richmond Hill;

second, eight shares, Mike King, Bloor, Toronto; and third, five shares, Eddie Collins, Pix, Toronto; Toronto District "B"—first, 10 shares, Bruce Fraser, Centre, Windsor; second, eight shares, Lyle Evans, Century, Kitchener; third, five shares, Ernie Taylor, Vanity, Windsor; Montreal—first, 10 shares, B. Hamelin, Passe Temps, Montreal; second, eight shares, Fred Fellows, Kent, Bathurst; third, five shares, Don Watts, Rideau, Ottawa; Winnipeg—first, 10 shares, P. Young, Grand; Winnipeg; second, eight shares, D. Robertson, Osborne, Winnipeg; third, five shares, Otis Bowes, Capitol, Moose Jaw, and Vancouver—first, 10 shares, D. Letts, Strand, Vancouver; second, eight shares, A. Barclay, Strand, Trail; third, five shares, J. Burdick, Stanley, Vancouver.

Planter's Nut and Chocolate Company:

Toronto District "A"—first, \$35, Victoria, Toronto, Miss O. Snyder and Miss G. Payne; second, \$25, Shea's, Toronto, Miss F. Luckman and Miss E. Petron; third, \$15, Downtown, Toronto, Miss B. Curtain and Miss D. Squires; Toronto District "B"—first, \$35, Capitol, Kingston, Miss H. R. Gauch; second, \$25, Cinema, Hamilton, Miss J. Hubbard; third, \$15, Algoma, Sault Ste. Marie, Miss Joan Rickard; Montreal—first, \$35, Imperial, St. Johns, Quebec, Mrs. A. Pariseau and Miss C. Phaneuf; second, \$25, Lairet, Quebec City, P. Q., Miss J. Beaulieu; third, \$15, Paramount, Rouyn, P. Q., Miss J. Kelly and Miss G. Gauthier; Winnipeg—first, \$35, Capitol, Edmonton, Alberta, Kay Schwan, Jean Matheson and Y. Yurchuk; second, \$25, Capitol, Winnipeg, Manitoba, M. Chekaluck, M. Kozoriz, A. Bodner, and P. Allan; third, \$15, Metropolitan, Winnipeg, Manitoba, Gene Krupa and Miss Kay Ohirko; Vancouver—first, \$35, Dominion, Victoria, B. C., Miss Remona Cooper, second, \$25, Capitol, Vancouver, B. C., Miss Louise Abercombie; third, \$15, Atlas, Victoria, B. C., Miss Ruth Coldwell and Miss Sheila Bentley.

Wrigley's:

Toronto District "A"—first, \$35, Avenue, Toronto, Ontario, manager Laurie Hole, and attendants, Miss C. Mann and Miss E. Haley; Toronto District "B"—first, \$35, Palace, Timmins, Ontario, manager, Herb Nelson, and attendants, Miss Evelyn Rees and Miss Evelyn Servant; Montreal—first, \$35, Rideau, Ottawa, Ontario, manager, D. Watts, attendants, Miss B. Reinberger and Miss A. Dawson; Winnipeg—first, \$35, Strand, Geraldton, Ontario, manager, Alfred Schwartz, and attendant, Miss Helene Lavoie; Vancouver—first, \$35, Capitol, Rossland, B. C., manager, Alex Barclay, and attendant, Miss Audrey Northcott.

Blue Ribbon:

Toronto District "A"—first, Hollywood, Toronto (attendants not eligible for prizes); second, Shea's, Toronto, attendants, Miss F. Luckman and Miss E. Petron; Toronto District "B"—first, Century, Hamilton, attendants, Miss Sandra Vickers and Miss Sheila Beauville; Montreal—first, Belmont, Montreal, attendants, Miss L. Douville and M. Piperni; Winnipeg—first, Capitol, Edmonton, attendants, Miss Kay Schwan, Miss Jean Matheson, and Miss Yvonne Yurchuk.

Note: Since the attendants in the Hollywood, Toronto, were not employed for the four-week period of the contest, the prizes were given to the second place winners in Shea's, Toronto.

Super Puff't Popcorn Company:

Toronto District "A"—first, \$75, Crown, Toronto, Ontario, manager, Fred Fink, and assistant, R. J. Wood; second, \$50, Birchcliff, Toronto, Ontario, manager, Maurice Weldon, and assistant, P. Jeffery; third, \$25, Oakwood, Toronto, Ontario, manager, Al Easson; Toronto District "B"—first, \$75,

(Continued on page EP-8)

What gives Popcorn Sales Appeal?

BUTTERLIKE AROMA . . . stops
em in their tracks — makes 'em want to
eat popcorn.

BUTTERLIKE APPEARANCE
. . . gives your popcorn a golden hue
... makes it look good enough to eat!

BUTTERLIKE TASTE . . .
that satisfying flavor that makes
'em want to eat more popcorn!

ONLY **POPSIT PLUS** GIVES
YOUR POPCORN THESE THREE FEATURES!

Plus less cost per bag, fewer
"duds", easy to measure
accurately, pours in all weather



Made Only
of
PURE
PEANUT OIL

popsit plus!

Made by **C. F. Simonin's Sons, Inc.** Phila. 34, Pa.

NO MATTER HOW YOU SERVE IT...

IT PAYS TO FEATURE PEPSI!



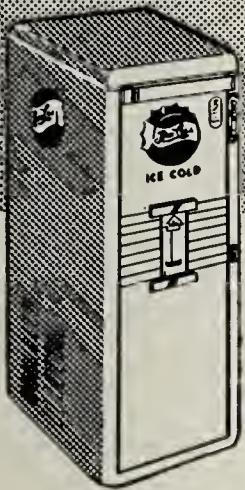
FEATURE PEPSI...

in ice-cold 8-ounce bottles.



FEATURE PEPSI...

with a modern fountain dispenser.



FEATURE PEPSI...

in a coin-operated cup vender.

From the Roxy Theater in New York to Graumann's Chinese in Hollywood, smart showmen are making extra money by starring Pepsi as an added attraction.

Why don't you let America's fastest-growing cola favorite put more bounce in *your* refreshment profits? Write to National Sales Department, Pepsi-Cola Company, 3 West 57th Street, New York 19, N. Y.

Pepsi is good

Box Office

because it has more

BOUNCE TO THE OUNCE

Candyly Speaking

(Continued from page EP-1)

department, slightly more than 60 per cent is five cent merchandise, and slightly less than 40 per cent is 10 cents and higher priced.

TRUE, our territory is the rural type. Many policies that are successful in the large cities would not be popular in our small towns. But, personally, I can't feel that a merchant loses anything by handling five cent candy. If a youngster only has five cents to spend for a sweet, then the merchant should have something that will make him happy. And, if the child has a dime, he's going to spend it, but the chances are that he would much rather make two five cent purchases than one at 10 cents.

FROM THE ADULT ANGLE ALSO, there is something good to be said for five cent bars. I have seen many adults buy two or three five cent bars when they go to a show, but they are different kinds of bars. Adults like variety in their candy. That's the advantage of an assorted box of chocolates. Wouldn't you yourself rather have two or three small pieces of different kinds of candy than one great big piece?

FURTHER, one of the interesting things in our territory at least, is that the theatres which show the highest candy sales per patron are *not* those that specialize in 10 cent and higher priced candy. One theatre on which I have seen records, a subsequent-run house, showed a return of seven cents per patron last week on candy alone. One-third of this came from 10 cent sales, *two-thirds from five cent sales*. I certainly would hesitate to recommend

to that theatre manager that he eliminate five cent candy!

WHEN CANDY MANUFACTURERS stop making five cent bars, we will have no problem, but as long as they are being made, then I believe theatres should offer them. Perhaps it is time for us to realize that there is a difference between "merchandising" and in *forcing* certain merchandise on our public.

Sure, we want to make money. We need to make money.

But we also want the good will of our patrons, and I don't think we create it when we refuse them common denominator items that are generally sold in other stores.

Canadian

(Continued from page EP-6)

Park, London, Ontario, manager, Ralph Tiede; second, \$50, Granada, Napanee, Ontario, manager, John Millar; third, \$25, Park, Cobourg, Ontario, manager, Mrs. Ruth Harrison; Montreal—first, \$75, Palace, Cornwall, Ontario, manager, G. B. Markell; second, \$50, Belmont, Montreal, P. Q., manager, O. Richards; third, \$25, Francais, Montreal, P. Q., manager, R. Rickner.

National Licorice—Fred Thompson sales:

Toronto District "A"—first, \$25, Oakwood, Toronto, Ontario, manager, Al Eason; second, \$15, Island, Toronto, Ontario, manager, Gren Hobson; third, \$10, St. Clair, Toronto, Ontario, manager, George Morrell; Toronto District "B"—first, \$25, Palace, Guelph, Ontario, manager, Herb Chappel; second, \$15, Cinema, Hamilton, Ontario, manager, Ed Hubbard; third, \$10, Belle, Belleville, Ontario, manager, George Forhan.

Club sales and agencies:

Montreal—first, \$25, Capitol, Fredericton, N. B., manager, W. G. Fenety; second, \$15, Imperial, Moncton, N. B., manager, Hillary Howes; third, \$10, Paramount, Saint John, N. B., manager, Harrison Howe.

Ernest Cousins Limited:

Montreal—first, \$100, Passe Temps, Montreal, P. Q., attendants, Miss J. Theoret and Miss M. Contois; second, \$75, Imperial, St. Johns, P. Q., attendants, Mrs. A. Pariseau and Miss C. Phaneuf; third, \$50, Belmont, Montreal, P. Q., attendants, Miss L. Douville and M. Piperni; fourth, \$35, Cartier, Montreal, P. Q., attendants, Miss L. Beaudet and Miss T. Carbonneau; fifth, \$25, Strand, Montreal, P. Q., attendants, Miss R. Thibault and Miss M. Corbeil; sixth, \$15, Chateau, Montreal, P. Q., attendants, Miss D. Rigassio and Miss G. Deschamps.

Canadian Pacific Air Lines Displays:

Winnipeg and Vancouver—first, \$50, Capitol, Moose Jaw, Sask., manager, Otus Bowes; second, \$50, Orpheum, Vancouver, B. C., manager, Ivan Ackery; (tie) third, \$20, Capitol, Edmonton, Alberta, manager, W. H. Wilson, and third, \$20, Capitol, Calgary, Alberta, manager, R. Mitcheltree.

More Popcorn Seed Produced

SPRINGFIELD, ILL.—The Department of Agriculture office recently reported that there was an increase in the number of acres and the amount per acre of popcorn seed, produced in 1952. The acreage in 1952 hit the 165,000 acre mark, a gain of 30,000 acres over 1951, while the average per acre was 1,520 pounds, compared to 1,518 pounds in 1951.

The combined increase in yield per acre and the number of acres utilized for popcorn was responsible for a total production of over 253,000,000 pounds, a 48,000,000 pound increase over the 1951 crop.

Nestlé's

ALL STAR CAST

Two New Attractions—
Three All-time Favorites!



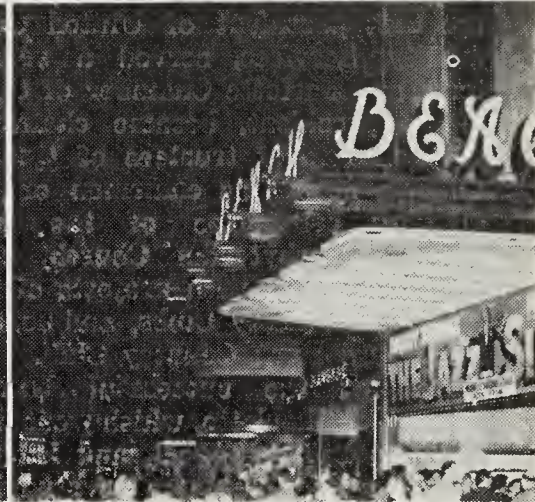
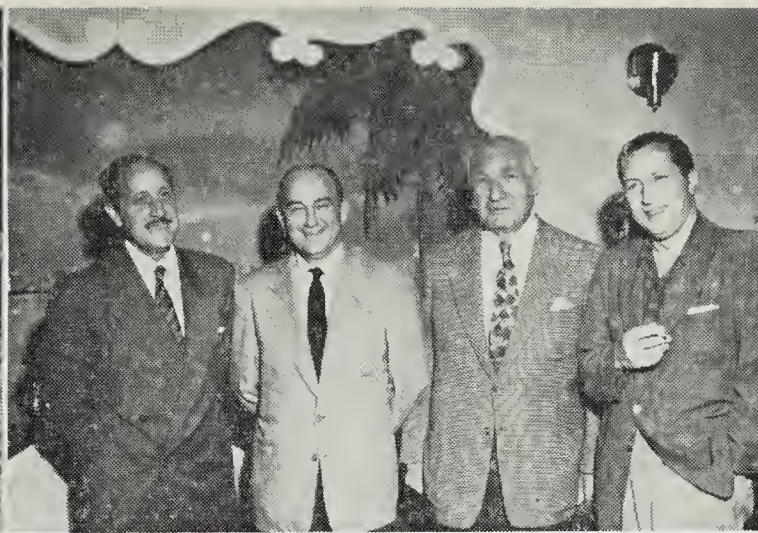
Brand new 10¢ items! Double-your-money profit! Plenty of value and eye appeal! Order them out now. Packed 100 bags per shipping case.



Famous Nestlé's Crunch, Milk and Almond Bars. Available in both 5¢ and 10¢ sizes, packed 100 count and 24 count.

See your Nestlé representative or write for more details

THE NESTLÉ COMPANY, INC., 2 WILLIAM STREET, WHITE PLAINS, N. Y.



Immediately following its world premiere at the Fox Beverly, Beverly Hills, Cal., Warners' "The Jazz Singer" premiered at the Beach, Miami Beach, and Paramount, Miami, Fla., for a run. Highlights included, in the usual left to right, top to bottom order, the Orange Bowl Color Guard in review in front of the Paramount; Major Albert Warner host at a newspapermen's premiere with, left to right, George Bourke,

The Herald; George Hoover, director, Florida State Theatres; Major Warner, and Herb Rau, The News; Mary Ellen Bush passing out balloons to spectators in front of the Paramount; Charles Whittiker, Paramount manager, discussing a display with Jack Heller, assistant manager; Councilman Bernard Frank, representing Miami Mayor D. Lee Powell, tendering official greetings to Major Warner, and the crowds.

NEWS OF THE

Territory

**BRANCHES
Atlanta**

Stanleigh Malotte opened an engagement at the Fox's console organ.

In booking were: Mack Jackson, Strand and Jackson, Alexander City, Ala.; R. E. Hooks, Hooks Theatres, Alabama; Paul Englar, Famous Theatres, Birmingham, Ala.; Harry Cury, Acme Theatres, Birmingham, Ala.; Ernest Ingram, Ashland, Ashland, Ala.; Hill Powell, Oxford, Oxford, Ala.; Louis Hutchinson, Ritz, Austel, Ga.; John Carter, Brookhaven, Brookhaven, Ga.; J. S. Tankersley, Georgia; O. C. Lam and O. C. Lam, Jr., Lam Amusement Company, Rome, Ga.; Edd Duncan, Duncan Theatres, Georgia; Sidney Laird and L. J. Duncan, Al-Dun Amusement Company, West Point, Ga., and Mrs. Cleo Shingler, Buena Vista, Buena Vista, Ga.

Staff Sergeant James J. Anglin, son of Mrs. Lillian Anglin, Monogram Southern Exchanges, returned to his marine base after spending the holidays with his family. . . . Pete Howell, head shipper, Monogram, checked in after a hunting trip. . . . Mrs. Dot Collins, Orlando, Fla., formerly with Realart, was in.

Mrs. J. Coleman Brown, a long-life resident, died. Mrs. Brown was a

daughter of the late Mrs. Alonza Richardson. Her husband Coley Brown, has been for many years manager, Atlanta branch, National Theatre Supply.

The newly renovated Gordon, Meridian, Miss., formerly the Stardusk, has been opened, according to operator Gordon Moody, former manager, Meridian Drive-In.

Commander K. D. Ian Murray, authority on pirate lore, was due in on behalf of U-I's "Against All Flags."

National Theatre Supply sold booth equipment to Cole Brothers' Drive-In, Clinton, Tenn.; Emory 411 Drive-In Centre, Ala.; Joe Henderson, Holiday Drive-In, Camilla, Ga.; Cecil Hudson, Lakes, Ackworth, Ga., and R. H. Dunn, Camilla, Ga.

Messrs. Jones and Thomas Lucy dissolved partnership in Exhibitor Service Company. Jones will handle bookings for 14 accounts from his home at 1586 Bridlewood Circle, Decatur, Ga., and Lucy will still have Exhibitor Service.

Dorothy Morris was married. . . . Bill Coleman, MGM publicist, Dallas, was in. . . . The Dixie Drive-In, Savannah, Ga., had an all-night show, and trade was 25 per cent above normal.

The stork passed over the home of James and Lucille Duncan, owners, 23rd Street Drive-In, Chattanooga, Tenn., and left a little baby girl, Mary Catherine.

Ed Burchfield is building a deluxe 400-car drive-in at Oak Ridge, Tenn. Motiograph equipment is being supplied by Wil-Kin Theatre Supply.

Century equipment sold through Capital City Supply has been installed at Al's Drive-In, Bonifay, Fla. Owner is Al Saunders. . . . Hubert Mitchell, Ranch-Drive-In, Hartselle, Ala., was in. . . . Bernie Wiley, Kingsprings Drive-In, Johnson City, Tenn., will open a new one at Livingston, Tenn.

Sam M. Berry, National Theatres, was in with the family from Dallas; Charles H. Richelieu, owner, State, St. Peters-



A tiein recently made by the Orpheum, New Orleans, with a department store resulted in this window display for Columbia's "The Four Poster."

**"FUZZY" St. John, the Funny Man
Is Here Again!**

For Personal Appearance Dates
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BOB ROBERTS

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H. H. Everett Named "Man Of The Year"

CHARLOTTE — H. H. Everett, Stewart and Everett Theatres executive, was named Charlotte's "Man of the Year for 1952" at a meeting of former "Men of the Year," who each year choose their successor. It was announced in the Charlotte News. Everett was honored for his work in several civic projects, primarily fund-raising for charitable organizations. During 1952, he led the movement to merge solicitation funds into one united drive, became the first president of United Community Services, served a second term as Charlotte Chamber of Commerce president, became chairman of the board of trustees of Queens College, served as chairman of the building committee of the new Trinity Presbyterian Church, continued his work with projects of the Lions and Variety Clubs, and headed the Myers Park Country Club.

He led the successful United Appeal in Charlotte, which went well over its \$738,000 goal, and led the Chamber of Commerce in studying the local budget and working for the passage of local bond issues.

In recent years, Everett has turned over duties in the theatre circuit which he heads to associates in order to free himself for increased public service. He has remained as treasurer of the company and chairman of the board.

burg, Fla., is the new owner, Gulf, Venice, Fla. . . . Clyde Sampler, former booker, Duncan Theatres, Georgia, was in visiting.

Jack Van Lloyd and son were in. He brought a manager in for Wiese Theatres, and is now with the Berlo Vending Company, Pittsburgh.

Visiting were: P. L. Taylor, Dixie, Columbus, Ga.; Tommy Thompson, president, Martin and Thompson Theatres, Ga.; John Thompson, Skyview, Gainesville, Ga.; John Canter, Brookhaven, Brookhaven, Ga.; W. Welch, Dallas, Dallas, Ga., and the Martin Boys, Martin Theatres, Columbus, Ga.

E. E. Simpson, Wedowee, Wedowee, Ala., was in. . . . Ernie Papperson is the new owner, Citrus-Drive-In, Hernado, Fla.

President Ed Stevens, Stevens Pictures, enlarged the exchange. . . . Visiting were: E. P. Clay, Hampton, Hampton, Ga.; Joe Maddox, Georgia; George Gaston, Madison; P. C. Gaston, Griffin, Ga.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; J. S. Tankersley, Fort, Ellijay, Ga.; O. C. Lam and Jr., Lam Amusement Company, Rome, Ga.; R. H. Dunn, Camilla, Camilla, Ga.; E. J. Hunter, State, Colquitt, Ga., and P. L. Taylor, Dixie, Columbus, Ga.

Also visiting were: Mack Jackson, Pine Drive-In; Jackson and Strand, Alexander City, Ala.; Colonel T. E. Orr, Amusement Enterprises, Albertsville, Ala.; T. E.



These attractive 15-foot kiosks were recently erected in the lobby of the Beach, Miami Beach, Fla., by manager Carl Jamroga to plug Warner's "April in Paris."

Coleman, Ritz, Anniston, Ala.; W. R. Griffin, Cullman Amusement Company, Cullman, Ala.; L. J. Duncan, Al-Dun Amusement Company, West Point, Ga.; Dan W. Davis, Joy Lan Drive-In, Florence, Ala.; W. E. Wooten, Avondale, Avondale Estate, Ga.; Mrs. Wallace Smith, Gem, Barnesville, Ga., and Nat Williams, Interstate Enterprises, Inc., Thomasville, Ga.

Curtis Bancome, formerly with the K and B Soda Company, resigned to join National Screen Service. . . . The stork passed over the home of Mr. and Mrs. N. Brock and left a little baby boy. Mother was formerly with Lippert. . . . Miss Alama Cook, U-I, is back after illness. . . . Mrs. Floyd Tate, Tate, Boaz, Ala., was in booking, as was J. G. Snellgrove. . . . New owner of the Palm Drive-In, Savannah, Ga., is J. N. Hill. . . . R. D. Page, Mt. Pleasant, Tenn., was in booking.

The Variety Club held a New Year's party. . . . The 41 Drive-In, Shelbyville, Tenn., closed for the winter.

Joan McKellen, making a personal in conjunction with "Million Dollar Mermaid," Loew's Grand, appeared on a television show, and dominated the program through a tieup arranged with WAGA-TV. The tieup was set by Boyd Fry, Loew's Grand. Fry arranged with Miss McKellen to appear in bathing attire on Rich's fashion show over WSB-TV. Fry also set up a buffet dinner and swimming party at the Athletic Club.

Marguerite Smith will buy and book for the new drive-in being built by Ed Burchfield in Oak Ridge, Tenn. It will open in March.

A mammoth Christmas party for Warner Robins, Ga., was promoted by Dane Bruce, manager, M and T Drive-In. Every child who attended was given candy, chewing gum, and comic books.

Cutis Howard has been appointed manager, Palace, Leesburg, Fla., coming over from the Fain. Billy LeHuep is the new Fain manager. He was recently discharged from the service. L. F. Goodyear was appointed manager, Lyric, Gainesville, Fla., Florida State Theatres. He has been with the circuit for the past 10 years.

Mrs. Gwendlyn Allen was appointed manager, Pinecrest Drive-In, Jacksonville, Fla., with a capacity of 354 cars, owned by L. L. Broward and Captain Hans Vige.

R. D. Word, owner of theatres in Alabama, announced that he has leased to Charles Webb the theatre in Scottsboro, Ala. Webb will close down to do extensive remodeling.

H. A. Dale, owner, Lake, Lake Butler, Fla., is the new owner, New Palatka, Fla.

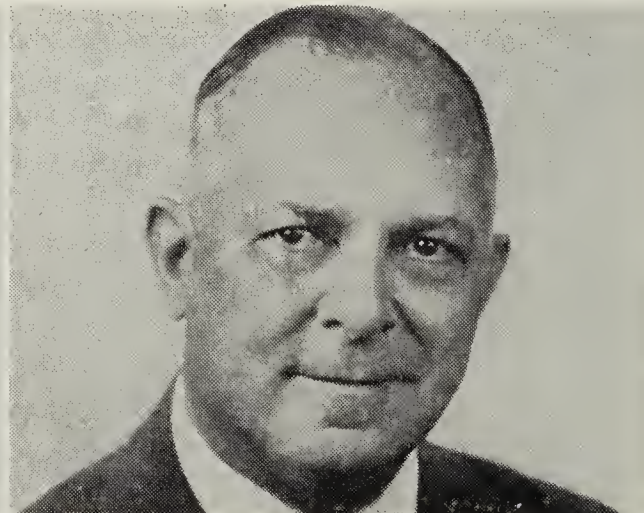
Memphis

The response to the sale of the gold tickets, \$100 each, for the world premiere of "The Mississippi Gambler" was so great that M. A. Lightman, Sr., president, Convalescent Home for Children, announced that 50 more seats would be provided in that section. The premiere is for the benefit of the home. All proceeds will be devoted to the building fund of the home which is to cost \$80,000. Lightman said he expects to clear something like \$25,000 on the world premiere at the Malco. . . . Mr. and Mrs. Bob Bostick attended the Sugar Bowl game in New Orleans on New Year's Day. Bostick is vice-president, National Theatre Supply.

Carl Christian, Cozy, Tucheran, Ark., is celebrating his 50th year in show business. In preparation for his celebration, he temporarily closed the theatre to complete overhauling and redecorating. The first show Christian put on, 50 years ago, was a demonstration of Edison's



E. Lamar Sarra, left, was recently named chairman of the Florida state committee in the COMPO national tax repeal campaign, while Gaston J. Dnrean, Jr., is chairman of the Louisiana state committee.



Talking Machine in a school house. He still has the original Edison Phonograph and some of the records which he put on at that first show, and will have them on exhibit on his anniversary opening night.

Happy and prosperous 1953 and a hearty "thank you" for reading us in 1952.

New Orleans

F. J. A. McCarthy, southern and Canadian sales manager, U-I, held the second and final sales meeting in connection with the "Charles J. Feldman Silver Anniversary Drive," with branch managers and salesmen from H. H. Martin's district, which includes the local, Dallas, St. Louis, and Oklahoma City branches, in attendance.

Employees at Paramount Film Distributing Exchange include: William Holliday, branch manager; Milton Aufdemorte, office manager; Mrs. Loraine Cass, secretary to the branch manager; Edgar E. Shinn, Harold Wyckoff, and Tommy Thompson, salesmen, Mrs. Irma Rogers, Clyde Daigle, and Louis Dwyer, bookers; Mrs. Marion Francioni, stenographer; Jane McDonnell, Mrs. Pat Knight, and Mrs. Joan Robichaux, booker's assistants; Jacquelyn Thon, bid clerk; Mrs. Mary Morris, cashier; Frank Musso, assistant cashier; Althea Suarez, Mrs. Lillian Gracianette, and Mrs. Irene Achord, ledger clerks; Mrs. Valerie Steudlein, billing clerk; Mrs. Lea Collinatis, PBX operator; Calvin Johnson, head shipper; Pete Massarini and Edward Kaffenberger, assistant shippers; Mrs. Lillian Flick, head inspectress; Hazel Roberts, Mrs. Mildred Long, Hazel McNulty, Rhea Huet, Mrs. Hilda Famularo, Mrs. Caroline Gondran, and Barbara Kline, inspectresses, and Cuddy Jones, porter. Veteran of them all is Barbara Klein, going on nigh to 30 years with the company.

In Minden, La., the Joy Drive-In suffered a projection room fire. John Cobb, projectionist, tried to extinguish the flames unsuccessfully, and the Minden fire department had to be called. Damage was confined to the projection machines, other booth equipment, and some film footage.

The newest Negro theatre in Lafayette, La., is now midway through construction at the corner of Washington and Oliver Street. To be known as the Star, the new house is expected to be finished by mid-January. Owner Joe Pentard is doing the construction work himself. The theatre will have a seating capacity of 664.

Here from Dallas to spend the holiday with mother, brothers, and sisters were the O. K. Bourgeoises and daughter. Bourgeois also spent a few hours with his manager, Bob Kelly, Dixie Films, Inc.

Mrs. Rodney Toups was named chairman, motion picture division, "The March of Dimes," by Bernard D. Mintz, general chairman. Mrs. Toups' better-half is manager, Loew's State.



Carl Jamroga, manager, Beach, Miami Beach, Fla., recently tied in with the Latin Quarter night club to publicize Warners' "April in Paris" with the aid of night club girls.

Post Christmas visitors were F. G. Prat, Jr., Vacherie, La.; Harold Dacey, Lockport-Raceland, La.; Ed Delaney, Pike, Magnolia, Miss., and Robert Molzon, Norco, La.

Ernest MacKenna and Clair Hilgers were seen at Gentilich's. . . R. L. Johnson, Johnson Theatre Supply, checked in for Christmas. He has been on the hop, skip and jump the past several months with many new installations. His latest is in the McLendon, Connett, and Guidry Twin Drive-In, Lafayette, La., being equipped the Ballantyne-way.

Everfrost soda bars are exclusively handled in this exchange area by Johnson Theatre Supply. The product is on display at the new headquarters, 1409 Cleveland Avenue.

Mrs. Georgia Bruno replaces Mrs. Estell Barra at F. F. Goodrow exchange. Mrs. Barra and her husband were seriously injured in an automobile accident on the way to Baton Rouge, La., where they were to pick up their son, who planned to spend the holidays at home.

Mr. and Mrs. Harold "Babe" Cohen motored to Tampa, Fla., to spend Christmas week with their son. They returned to host several friends from Atlanta, here to cheer for Georgia Tech at the Sugar Bowl on New Year's Day. Cohen cheerfully tells on himself and his promised hospitality. It all came about five or six months ago when he visited in Atlanta. A group of the film boys were naming their choice of bowlers who should be selected for the Sugar Bowl. His Atlantan friend wagered it would be Georgia Tech. Cohen humorously replied, "That is the one day it will be a pleasure to have you as my guest."

Robert A. Kelly, Jr., who flew in from Korea for the holidays will not have to return to the theatre of war but will report at an Arkansas camp on Jan. 3.

Harold Bailey, Allied Gulf secretary and co-owner, Gentilly, after several weeks of shut-in, joined the crowd exchanging a happy and prosperous 1953.

M. G. Cullen, Loew's division manager, St. Louis, spent a week with manager Rodney Toups, Loew's State.

George Pabst, UA southern district manager, abides on the band wagon of enthusiastic EXHIBITOR readers. New-comers are R. L. Johnson, Johnson Theatre Supply, and George J. Ortolona, Sno Wizard Manufacturing Company, 3436 Magazine Street.

Mayor George Goodwin, Bastrop, La., stopped at Allied Gulf headquarters to exchange greetings. . . J. G. Broggi will do the buying and booking for T. A. MacDougald's Belmont, Pensacola, Fla. . . E. C. Bordelon, A. L. Blossom, Inc., theatre equipment, Covington, La., visited.

Freddie Goodrow and family, Thibodaux, La., feasted with his parents, the F. F. Goodrows, on Christmas Day. . . Ike Katz, president, Kay, who arrived on his regular round of calls, returned to be at home with his family on New Year's Day.

City and suburban exhibitors booking were: S. E. Mortimore and Lyle Shiell, Skyvue Drive-In; Jules Sevin, Bell; Frank Ruffino, Gaiety; Paul Brunet, Dixie; Rene Brunet, Imperial, and, from the territory, Cy Carolla, Arcade, Slidell, La.; Ernest Delahaye, Gwen, Maringouin, La.; O. Gaude, Magic, Port Allen, La.; E. W. Ansardi, Buras, La., and E. Jenner, Ellisville, Miss.

Jimmy Hobbs, manager, Monogram Southern, Atlanta, was here for the football game and to visit with Henry Glover and staff, Monogram.

Lawrence Hendley and Mrs. Charles E. Stewart assumed operations of the Gulf, Pensacola, Fla., formerly owned by C. E. Padgett, and operated by E. H. Pends. J. G. Broggi will handle the buying and booking for this and also Stewart's Warrington Drive-In, Warrington, Fla.

Mr. and Mrs. H. L. Bridges, Cozy, Minden, La., made the rounds after visiting with their co-owner Ralph Reid, Exhibitor's Poster Exchange. . . Sam Wilson, formerly with theatres in Mississippi and now in Tampa, Fla., joined the thousands in the Sugar Bowl.

Paul Shallcross, American Desk Manufacturers, in now in Temple, Tex., the home of the company. Their friends and customers showered them with farewells and prosperous wishes.

Mr. and Mrs. John M. Harvey, Nabor, Oberlin, La., were in for a three-day business and pleasure visit. . . Atlanta visitors for the Sugar Bowl classic were Mr. and Mrs. John B. Dumestre, Southeastern Theatre Equipment, Charlie Dormeyer, concession supply dealer, and Mr. and Mrs. Guy Brown, Motion Picture Advertising Company.

Jack O'Quinn, Kaplan, La., was a Joy Theatres, Inc., caller. . . Calling on Theatre Service Company were C. H. "Preacher" Crossley and R. V. DeGruy, Laurel, Miss.

Floyd Murphy, Exhibitors Advertisers, Alexandria, La., and Strand, Vicksburg, Miss., theatre owner, here for the Sugar Bowl game, remained over to visit Bob

Wiegand, Commerce. . . . Mississippians attending the Sugar Bowl classic were Ed Delaney, Pike, Magnolia; Mr. and Mrs. Jim deNeve, Jackson and Vicksburg drive-in, owner Pic Mosely and Max Connett.

E. Jenner is reequipping his drive-in, Laurei, Miss. Raymond Gremillion, South-eastern, handled the RCA sale. He also sold him television equipment, coaxial cable and all. This is the first ozoner in this territory to be equipped for television projection.

The Dureau brothers, Gaston J., Jr., president-general manager, Paramount-Gulf Theatres, Inc.; Milton, vice-president and general manager, Masterpiece, and Alton, salesman for the latter company, and their respective families along with relatives and close friends gathered at the home of Ed Langhettee for a social get together. It was Mrs. Langhettee's birthday. She is their sister. The reunion pleased everyone.

Fred T. McLendon, circuit theatre operator; manager and booker Al Morgan and Max Connett, associate in Mississippi and Louisiana theatres, were seen chatting merrily while at Gentlich. . . . R. L. Bostick, vice-president and southern district manager, National Theatre Supply, was here from Memphis visiting manager Tom Neely, Sr., and staff.

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Following a robbery at the Crescent Drive-In, Airline Highway, B. K. Osigian, Jr., manager, whipped up a clever newspaper ad which read: "Special News Flash. Crescent Drive-In robbed; Safe Stolen; Million Dollars Left Behind. On New Year's Eve, the Crescent Drive-In was broken into, and robbed. A safe weighing about 250 pounds containing the theatre's operating cash was stolen, but the thieves left behind a print of 20th-Fox's production, "Monkey Business," which contains a million dollars of laughs and entertainment. Last times tonight. Don't rob yourself of a fortune in fun. Be sure and see this delightful comedy tonight." Osigian's clever idea rewarded him with good business.

Mrs. O. J. Barre, Luling, La., is often accompanied by daughter Dawn on calls. The Barre family operates theatres in Edgard, Vacherie, Luling, and Paradis, all in Louisiana.

Bob Roberts is now booking Al "Fuzzy" St. John in person as an added attraction.

Tom Neely, Sr., manager, and salesman C. A. Achee, Jr., were among those attending the NTS Memphis conference.

H. M. Richey, exhibitor relation head, MGM, spoke before the Allied Theatre Owners of the Gulf States convention.

Max E. Youngstein, vice-president, United Artists, arrived here by plane to address the convention of the Allied Theatre Owners of the Gulf States.

Alabama Florence

James E. Smith, charter member and president, Local 547, for the past 25 years, died of a heart attack. Smith, 54, had been a projectionist since he was 14.

Arkansas Little Rock

The Prospect, neighborhood theatre, closed to be remodeled into a TV station, KRTV, to be operated by Little Rock Theatres, Inc. According to Jack Todor, chief engineer of the new station, a total of \$300,000 will be spent for remodeling and equipment. E. H. Rowley is a stockholder in the new station.

Florida Miami

Home for the holidays were Frances and Mickey Wolfson, children of Wometco co-owner Mitchell Wolfson. The former attends Bennington College, Vermont, and the latter is a student at Lawrenceville School, Lawrenceville, N. J.

Mitchell Wolfson, Wometco Theatres, became a grandfather with the birth of a daughter, Lynda Louise, to Mrs. Louis Wolfson.

Opalocka

The local City Council was considering the pros and cons of a drive-in proposed to be erected near the Marine Air Station by N. N. Bernstein. The marines voiced a protest,

saying it would be a "menace to public safety" and that its location is too close to the runways of the station. However, Mayor Frank Slade indicated he favored construction, saying "Dozens of citizens who want the theatre have asked, 'who's running the city, anyhow, you or the marines?'"

Georgia Savannah

A charter has been granted in Superior Court to Palm Theatres, Inc. Petitioners were Clifford N. Roberds, James W. Hill, and A. E. Lord. The corporation was authorized to begin operations with initial capital of \$6,000.

Two burglars, captured the day after they robbed a drive-in, were sentenced in Superior Court to serve five-ten year prison terms. They were charged with burglarizing the Highway 80 Drive-In of \$500.

Louisiana Franklin

Center Amusement Corporation has been granted a charter of incorporation listing capital stock of \$60,000.

North Carolina Durham

City Council voted to request the City Board of Censors to investigate complaints of "immoral or obscene movies" which reportedly have been shown at certain theatres. The action was taken at the request of Councilman Walter Biggs, who said he had received complaints that obscene movies had been shown, "particularly at some of the smaller theatres." No theatres were mentioned by name. The City Board of Censors was created by the City Council several years ago, but never has been active. Its chairman, W. H. Murdock, who also is solicitor, 10th judicial court district, said the board will meet if a formal complaint about the movies is filed, but no one seemed immediately to be ready to file such a complaint. Biggs said he did not intend to file a complaint, since he merely brought the matter to the attention of the Council at the suggestion of the Interclub Council, an organization of local civic club representatives.

Tennessee Chattanooga

Six thousand toys were collected in lieu of tickets at matinees in four theatres for underprivileged children in the joint campaign of Jaycee Theatres and the Marine Corps Reserve. Managers contributing their services were James Edwards, Tivoli; Mrs. N. C. Stone, Riviera; Helen Piemons, Brainerd, and Mrs. Mildred Stone, Park. Jay Solomon, Independent Theatres, and Emmett Rogers, Tivoli management, placed the full staffs at the disposal of campaign leader Captain W. N. Herndon.

Nashville

Commander K. D. Ian Murray, authority on pirate lore, was due in on behalf of U-I's "Against All Flags."

NEWS OF THE

Territory

Chicago

Eddie Seguire, B and K press, and his wife Virginia, are pleased with their original Christmas card mailing. In October, they wrote the postmaster in Bethlehem, in the Holy Land, and asked if he would stamp, and mail their cards. He was glad to oblige.

Mrs. Lester Stepner, wife of the McVickers manager, was convalescing after an operation. . . . Jack Hunt, manager, N. S. Barger drive-ins, is wintering at his home in Sarasota, Fla.

B and K is trying out hobby horses in several of its houses. Some are placed in front of the theatres. The kiddies get a cowboy ride for a dime.

Harold Schaer bought the Lyric, Farina, Ill., from a bank. He previously sold his Warner to Ruble Johnson and Shelby Vaughn.

Wanda Campbell was named to the McVickers staff. . . . George Brandt, veteran B and K manager, relieved during the holidays. . . . Tom Mooney, veteran projectionist, went to the Will Rogers.

David Golding, advertising-publicity director, Samuel Goldwyn Productions, and Leon Brandt, exploitation manager, RKO, were in to set plans for "Hans Christian Andersen," Oriental. While in Chicago, Brandt also met with Ralph Banghart, exploitation representative, Walt Disney organization, to discuss preparations for the Windy City premiere of "Peter Pan" on Feb. 5 at the State-Lake.

The Southern, suburban Oak Park, closed for renovations. . . . Art Diller, Decatur, Ill., reopened the Lovington, Lovington, Ill.

John Balaban, B and K head, is taking a month's winter vacation at La Quinta, Cal. . . . Robert Myers was named to the Palace staff.

Edwin Silverman, Essaness president, was off to Palm Springs Cal., for his annual winter vacation.

Prizes, including a new auto, were awarded by David Haney, Lakeland Drive-In, Angola, Ind. . . . Harry Rouda, in show business 44 years, was named Shore manager, and started by celebrating its 25th anniversary. . . . The Tele-news, with but 606 seats, has been grossing close to \$30,000 a week with its new Tri-Opticon.

Discovery of a pile of rubbish in a theatre caused James E. Collins, head, fire prevention bureau, to order a general investigation. . . . Frank Glenn, owner, Mount Vernon and Starland Drive-Ins,



Recently appointed state chairmen in COMPO's national tax repeal campaign were, in the usual left to right, top to bottom, order: Dave Wallerstein, Illinois co-chairman; George Kerasotes, Illinois co-chairman; Ed Kidwell, New Mexico co-chairman; Elmer Rhoden, Missouri co-chairman; Edward B. Arthur, Missouri co-chairman, and George Aurelius, Arizona chairman.

Mount Vernon, Ill., and the Melody Drive-In, Tamaroa, Ill., invested \$30,000 in in-a-car heaters.

Beverly Humenik, McVickers, seriously injured in an auto accident while on her wedding trip with John Humenik, assistant manager, three months ago, is still in a wheel chair.

Arthur Clark, general manager, Vonderschmidt circuit, Bloomington, Ind., recovered from an appendectomy.

A double ceremony will mark the occasion of the installation of officers and crew for 1953 of the Variety Club at the Congress Hotel on Feb. 18. In addition to the induction of the new officials, a testimonial dinner will be held in honor of Charles F. Carpentier, owner of theatres in East Moline, recently elected Secretary of State.

During 1952 the censor board reviewed 1,156 pictures totaling 5,820,000 feet. Cuts numbered 128, and 64 films were given adult rating. The board had a busy December, with 117 films in which seven cuts were made and eight foreign pictures labeled adult.

Nate Shapiro, former assistant to Ben Katz, U-I publicity, joined the Associated Press. . . . Theatre owner James Coston returned from a holiday visit with relatives in Los Angeles. . . . Marc Steinberg, who operated the Ritz, East Alton, Ill., before joining the navy, spent the holidays at home.

William Aslanides reopened his Wallace after making improvements. . . . The Strand, suburban Brookfield, will be converted into a store. . . . E. F. Gallagher, Arcadia manager, Olney, Ill., presented a fashions-on-parade style show on the stage.

The Chicago is receiving a new spectacular vertical, brilliant marquee, and new carpeting. . . . John Allison reopened the refurbished Bivian, Carlisle, Ind.

LeRoy McMahan bought the Capitol, Morrison, Ill., from Bailey Enterprises. . . . Henry and James Kornblum are giving their Rosedale, Evansville, Ind., a new front.

Theatres are now more than holding their own. This was revealed through figures issued by the city tax collector. December collections totaled \$95,987 as against \$95,082 a year ago. All amusement collections were \$156,063, and, for the same month in 1951, \$160,423. Theatre tax collections in 1952 totaled \$1,044,414 and, in 1951, \$1,130,137. Collections from all amusements in 1952 were \$1,718,752, and, in the previous year, \$1,810,141.

"The March of Dimes" drive was opened officially in Springfield and Sangamon County, Ill., as Mayor John E. MacWherter met at his office with the co-chairmen John B. Giachetto, Frisina Amusement Company, and C. S. Groetke, and issued an official proclamation.

Dallas

William Z. Porter, Allied Artists home office field representative, was in to confer with James Prichard, southwestern sales manager.

Edward N. Colline, 65, a resident of Humble, Tex., since 1921, died. He managed the Lindell for many years, and also opened the Lyncrest addition to North Houston. He is survived by his wife, one son, and one daughter.

Denver

Foster M. Blake, U-I western sales manager, held a sales meeting in connection with the "Charles J. Feldman Silver Anniversary Drive" with the branch managers and salesmen of Lester Zucker's district, which includes the local, Kansas City, Omaha, and Salt Lake City branches, in attendance.

Sidney D. Weisbaum, 65, in distribution two decades ago, died in San Francisco. At the time of his death he

was president, Sunny-Mount Theatres. . . . John Wolfberg, who operates four drive-ins, is offering \$100 for the best suggestion on how to use a drive-in in this climate during the winter. The Rocky Mountain News is running the contest.

Tom Bailey, Lippert franchise owner here and in Salt Lake City, went to the latter place to set up publicity on "Great White Hunter" and "Captain Kidd" at the Capitol.

The Rocky Mountain News has been running a contest to pick the best film, actor, actress, etc., for the past year. . . . Robert Selig, executive vice-president, Fox Intermountain Theatres, took the family, and went for a vacation in Mexico.

H. M. McLaren, president, Western Service and Supply, is still receiving treatment at St. Luke's Hospital, where he has been for six weeks. Fred Anderson, a salesman for the same company, underwent an appendectomy at Presbyterian Hospital.

Mrs. Harriette Barton is the new cashier at Allied Artists, where she succeeded Maxine Law, who returned to Paramount.

Seen on Film Row were: Herbert Gumper, Center, Colo.; Fred Hall, Akron, Colo.; Richard Bennett, Sheridan, Wyo., and James Peterson, Littleton, Colo.

Des Moines

Tri-States Theatre Corporation announced two changes in management personnel. Robert Leonard, Des Moines city manager and manager, Paramount, was named city manager at Waterloo, Ia., and manager, Paramount, there. William Haver, former manager, Illini, Moline, Ill., is manager, Paramount, here.

Exhibitors are a bit concerned that the powerful lobby for state aid for schools in the 1953 legislature might want a state amusement tax to help provide larger appropriations for the schools. . . . Pioneer Theatres closed during Christmas Eve this year, the first time the houses have followed this policy. It was explained that many churches hold their children's Christmas programs on Christmas Eve, and that by closing the theatres there would be no tendency to attract from the religious programs. . . . Nate Theon, Lyric, Coon Rapids, Ia., recently lowered the prices for children, but now wonders if it was a good idea. He reports that the kids now make more noise, damage the seats, and run up and down the aisles, disturbing the adult patrons.

Los Angeles

Irene Dunne, outstanding Catholic laywoman and recipient of the Laetare medal from the University of Notre Dame, will serve as star chairman for the Second Annual Communion Breakfast of the Hollywood motion picture industry on Feb. 1, it was announced by general chairman George A. Smith.

The La Tijera, Glendale, Cal., has been sold for approximately \$300,000 by the Mo-Kan Theatre Company to J. T.

Tregoning, Raymond Tauber and Vincent Rehers, who plans to convert the building into a bowling alley, cocktail bar, and cafe.

Milwaukee

Oscar Olson, business manager, projectionists union, threw a party at his new home.

One of Wisconsin's oldest theatres burned to the ground. The Wisconsin, La-Crosse, formerly known as the Majestic, was built 43 years ago. It was owned by the Lacrosse Amusement Company.

George Bliss and John Black, both projectionists are in hospitals for minor operations.

Lakeland Theatres Corporation, operating the Strand, Whitewater, Wis., has taken an option on land on Highway 12 outside of Whitewater to build a drive-in. . . . Robert C. Peck, former manager, Keno Drive-In, Kenosha, Wis., and West Gate Drive-In, Kenosha, is now with the Towne in an advisory capacity.

Material from the files of the AFL United Automobile Workers' Union will tell the story in a documentary film nearing completion in Hollywood. The motion picture, produced in color, is expected to be ready for joint premiere showing in Milwaukee, Hollywood, and Washington in February. Ronald Reagan, president, AFL Screen Actors' Guild, has the leading role in the production. The picture, "The UAW-AFL Story," traces the union's growth, with particular emphasis on the struggle of its earlier days. The union's plans call for its showing as a companion feature in theatres throughout the entire country, without charge for use. It will also be offered to television stations free, for showing as a public service.

An "advance preview" of "The Milwaukee Way" was held. The birth of the film, which portrays local industry and government, was due to the efforts of the University of Wisconsin's Bureau of Visual Instruction Staff and the Council's Radio and Television Committee.

Ervin J. Clumb, 35, chosen to replace L. Roy Pierce as manager, Riverside, once again rejoins the Standard Theatres Management family. He will also direct all publicity and advertising. The new Riverside manager started his showman's career as a sign painter's helper and handy man, and shortly thereafter graduated to the Fox, Marinette, Wis., under George Hanon. The war interrupted his movements within the industry. When he returned, he was given the manager's position of Standard's Strand, Oshkosh, Wis. During this period, he was under the supervision of E. R. Brennan, division manager. It was at the Towne where he gained the public eye for his many and varied exploitations. From 1947, until December, 1952, Clumb put on an amazing series of boxoffice pullers. Clumb's grand finale exploitation at the Towne was in connection with "Ivanhoe." Clumb took over his new duties at the Riverside after returning from a short

vacation at Miami, Fla. Henry Kratz is his immediate assistant.

Oklahoma City

Tom McKean, salesman, Paramount, was vacationing in Florida with his family. . . . James R. Bradford, Ruth, Marshall, Okla., closed his theatre for a while. . . . Joel Johnson, Moore, Anadarko, Okla., purchased the Cement, Cement, Okla. The theatre had been closed for several months. . . . Blanche Camp, cashier, Paramount, and her daughter flew to Waco, Tex., for the holidays.

Visitors were: Johnny Fagin, Buna Vista Drive-In, Borger, Tex.; Crawford Spearman, Broncho, Gem, Edmond, Okla.; L. E. Brewer, Royal, Folly, Brewers Drive-In, Pauls Valley, Okla.; Harold Rigney, Fort, Fort Gibson, Okla.; Mr. and Mrs. Earl Rains, Rialto, Fort Cobbs, Okla.; Volney Hamm, Okla, Frederick, Ritz, Altus, and Mt. Scott Drive-In, Lawton, Okla.; E. A. Anderson, Riverside Drive-In, Norman, and Skyview Drive-In, Ardmore, Okla.; G. N. Walker, OK, Newkirk, Okla.; Johnny and Ruby Jones, Ritz, Jake, Shawnee, and Crest, Stillwater, Okla.

Congratulations go to Jimmie Hull, Hull Brothers Associates, who was married to Lee Elrod, National Screen Service. . . . Howard Nicholson, branch manager, Paramount, Memphis, dropped in. Eugene "Jake" Jacobs, sales representative, Paramount, Kansas City, was in also. Both are former members of the Oklahoma City Paramount family.

James R. Bradford, Ruth, Marshall, Okla., advised that he now has no immediate plans to reopen the theatre.

Out-of-town visitors were: R. V. McGinnis, Cove, Cozy, Tulsa, Okla.; Volney Hamm, Ritz, Altus, Okla.; Frederick, and Mount Scott Drive-In, Lawton, Okla.; Mr. and Mrs. W. T. Henderson, Mawil, Medford, Okla.; O. L. Smith, Alamo, Marlow, Okla.; Mrs. Kathryn Hendricks, Princess, Walmur, Bristow, Okla.; Johnny Jones, Ritz, Jake, Shawnee, and Crest Stillwater, Okla.; Crawford Spearman, Broncho, Gem, Edmond, Okla., and Mr. and Mrs. Earl Rains, Rialto, Fort Cobb, Okla.

Omaha

Jack Gilland, manager, Muse, told police that when he put a young man out of the theatre the youth was joined by three men and two girls, and the youth then proceeded to kick out a display window. . . . Regina Maher left as Paramount contract clerk to establish her home at Leon, Ia.

The Inaugural Ball for Glenn Slipper, Chief Barker, Variety Club, Tent 16, will be held at the Paxton Hotel on Jan. 26. Fred Fejfar, MGM, and Pat Halloran, 20th-Fox, are co-chairmen for the dinner dance. . . . Janet Matheson, 20th-Fox booker's stenographer, resigned. Her replacement is Geraldine Maloney.

Manager Joe Scott and 20th-Fox salesmen Pat Halloran, Irv Good, and Max McCoy were to attend a district meeting

at Milwaukee. . . Iz Weiner, U-I chief, and salesmen Ed Resnick, Harry Fisher, and Carl Reese had a meeting scheduled at Denver. . . Columbia branch manager J. H. Jacobs attended a national screening of "Salome" at Chicago for branch, district, and home office Columbia heads.

Omaha holiday visitors were John Kemptgen and his wife, former MGM branch manager and office manager, respectively, in Omaha. Kemptgen is now head of the Milwaukee exchange. . . On the MGM sick list were Elaine Carlson, receptionist; Janet Townsen, office manager's secretary, and Dorothy Siederwicz, biller, all victims of the flu bug.

John Markle, Columbia home office publicity department, and Ben Marcus, midwest district manager, visited. . . The 20th-Fox sales staff and manager Joe Scott received bonuses for their showing in the "Terrytoan" drive. . . Ras Anderson returned to his shipper's post at U-I after illness.

Mr. and Mrs. J. E. Macke, former exhibitors at Mullen, Neb., and their daughter visited Mr. and Mrs. Carl White, Quality Theatre Supply. . . A luncheon at the Paxton Hotel on Jan. 26 will open the 1953 program of the Colosseum. . . John Harmon, Orchard, Neb., exhibitor, visited.

A new theatre will start operating in Nebraska on Jan. 17, the Circle A, owned by Woody Simek, Ashland, who rebuilt after fire destroyed his old building in 1951. He was in the theatre business with his father, Frank, for years, and bought him out after his return from service.

State senators will be guests of the Nebraska Theatre Owners Association exchanges, and other branches of the industry at a dinner at the Cornhusker Hotel, Lincoln, Neb., on Jan. 15. Newly-elected Governor Robert Crosby will attend. . . Charles Coryell, veteran Bassett, Neb., exhibitor, again is hospitalized at St. Joseph's Hospital.

Wally Johnson, Friend, Neb., exhibitor, and Mrs. Johnson are planning a trip to Europe at the time of the coronation. . . Joan Smith has taken Helen Kurlmel's position as Republic cashier. . . Metro branch manager Vince Flynn visited the Des Moines exchange.

Ralph Martin closed the theatre at Moorhead, Ia., to turn all his activity to farming. . . Mrs. Abbie Feldhans, Schaller, Ia., exhibitor, was still on the sick list. . . Doug Taussig was in promoting "My Pal Gus," 20th-Fox.

The downtown theatres will start collections for "The March of Dimes" in the week of Jan. 15-16. . . Loren Landkamer is back on the job as manager, Tri-State's Fairbury, following an illness. . . Mr. and Mrs. A. A. Renfro, Theatre Booking Service, visited in Kansas City.

Wally R. Kemp, manager-coowner, Grand, Grand Island, Neb., celebrated the theatre's first anniversary with a four page section in The Daily Independent which was full of congratulations from

cooperating merchants and news of coming and current attractions. Mrs. David Kaufmann is his partner. In its first year under Kemp's direction, the theatre has been completely renovated and remodeled until today it is rated high in the midwest.

Portland

Construction began on a 1000-seat theatre on Union Avenue, North Bend, Ore. The owner is Jones Enterprises, Inc. Stanley McSwain, partner and local manager, said all of the seating would be on one floor.

St. Louis

The Gem, Caruthersville, Mo., presented a free holiday show for school children.

Tent 4, Variety Club, under the leadership of new Chief Barker Edward B. Arthur, general manager, Fanchon and Marco, and president, St. Louis Amusement Company, at its 1953 installation luncheon pledged itself to pay off a loan of from \$35,000 to \$50,000 to make possible the erection of a new South Side Day Nursery to provide these needed facilities for the general area south of Chouteau avenue to Gravois avenue, east of Jefferson avenue. The new 1953 officers included in addition to Chief Barker Arthur, are: First Assistant, Al Poos, district manager, St. Louis Amusement Company; Second Assistant, Herb Bennin, manager, MGM; Dough Guy, Paul Krueger, co-general manager, Fred Wehrenberg Circuit; Property Master, Dick Fitzmaurice, manager, Rivoli, and International Canvasman, James H. Arthur, counsel, Fanchon and Marco-St. Louis Amusement Company. The new membership committee headed by co-chairmen Clarence Hill and Howard Zulauf plans to put on a concerted drive. The chairmen of other 1953 committees are: Heart Fund, Krueger; house, Bennin; entertainment, Dave Arthur; finance, Joseph Ansell; legal, James H. Arthur, and dress, Bob Johnson.

Funeral services for John A. Walsh, 65, coowner, Flo-Mar Productions, were conducted at St. Francis Xavier (The College) church. Walsh started his film

career about 1920 on the sales staff of the late Eddie Dustin, then the St. Louis manager for Pathe. For a while he was away from Film Row, but returned in 1947 when he opened the St. Louis exchange of Albert Dezel Productions. He continued in that capacity until August, 1949, when he and Nick O'Brien formed Flo-Mar Productions. In addition to his widow, he is survived by three sisters and a brother.

Jack Hynes, A. B. Caugar Screen Advertising Service, Independence, Mo., won the 1952 sales contest for the company. Second place was landed by John Hawkins, Springfield, Mo., sales representative, Central Missouri territory, and the third prize went to Glenn Boner, Macon, Mo., Northern Missouri representative. Leslie Groves, Macon, has been appointed general sales manager to assist T. E. Caugar, executive vice-president.

In Cape Girardeau, Mo., construction has been started on the 750-car Skyview Drive-In, to be owned and operated by Howard Bates and Carl Milne, Illmo, Mo., who also have the Cape Drive-In adjacent to the Cape Girardeau Municipal Airport.

In Royalton, Ill., the Royal has been sold by Mr. and Mrs. Roy Lingenfelten, Marion, Ill., to Clifton King, Mount Vernon, Ill.

In Vienna, Mo., the 200-seat Court has been sold by Louise O. Chambers to C. Crum. Mrs. Chambers purchased the Court late in August, 1952, from Mr. and Mrs. Dave Forbes.

In Salem, Ill., the scheduled appearance of Colonel Paul Tibbets, at the Salem in connection with "Above and Beyond" was cancelled.

Art LaPlante, Columbia salesman, returned from his vacation. . . W. Milwain, employed in Pennsylvania and New Jersey for several years, returned to Bardwell, Ky., to assume management of the Milwain, owned by his mother, Mrs. J. A. Milwain. He succeeded his brother, C. B. Milwain, who had managed the theatre since the death of his father J. A. Milwain, founder.



Variety Club, Tent 39, Las Vegas, Nev., recently elected new officers, left to right: Robert Cannon, Second Assistant; Arch Loveland, Dough Guy; Jake Kozloff, Chief Barker; Norman Keller, Heart Fund; Benny Goffstein, retiring Chief Barker and new international canvasman; Herb McDonald, Heart Fund chairman; Ezra Stern, Los Angeles, international officer, and Ernie Cragin, First Assistant, and kneeling, left to right, Eugene Murphy, Press Guy; Eddie Fox, Property Master, and Jack Young, crewman.

The management and employees of the Will Rogers donated time to a free showing of "Miracle of 34th Street." The nuns and orphans from various orphanages were guests. . . . In the Nameoki section of Granite City, Ill., Ben Kramer, Ken, gave a free Christmas show for children.

Hugh Nesbitt, U-I salesman, had an attack of two-day flu.

Piper Laurie and Julia Adams and three beauty contest winners made personal appearances at the Fox Theatre in connection with the world premiere of "The Mississippi Gambler."

Mrs. F. E. Breckenridge, Webster Groves, Mo., sprung something new in parties at the Paramount Screening Room, with a private showing of "Road to Bali" for 40 friends. The special show idea was suggested by Jim Castle, Paramount special representative, as an award to the individual or group pledging the largest amount of money during the recent KMO "Marathon of Talent" for the benefit of The Salvation Army's "Tree of Lights."

Miss Kathryn DeLee Odorizzi, daughter of Mrs. and Mrs. Louis C. Odorizzi, Staunton, Ill., and Robert John McEnery, son of Mr. and Mrs. Walter E. McEnery, Richmond Heights, Mo., were married at the Church of the Little Flower in Richmond Heights. Her father operates the Mount Olive Drive-In, near Mount Olive, Ill.

Joseph Schermer, Granite City, Ill., a brother of Mannie Schermer, one of the partners in drive-ins in East Alton and Rockford, Ill., and a theatre at Fort Madison, Ia., died of a heart attack a few moments after his automobile had collided with another machine in a minor accident in Granite City.

The Frisina Amusement Company, Springfield, Ill., has denied reports that it had made arrangements for Sydney Pfsiffer to handle its theatre concession departments. . . . The midwest division, 20th-Fox, had a sales meeting in Milwaukee. Gordon Halloran, St. Louis manager, headed the St. Louis delegation to the gathering.

The entire office personnel of the St. Louis branch of 20th-Fox heard a 30-minute short that contained Al Lichtman's New Year greetings. . . . Miss Maurine Scott, Warners, resigned. She is to take unto herself a husband on Jan. 17.

The Roxy installed complete new booth equipment, obtained through the McCarty Theatre Supply Company. . . . John Dugan, a salesman for 20th-Fox, resigned to accept a sales position with Warners at Pittsburgh. . . . John Quinn, one-time manager, MGM, motored in from Florida.

Joe Lyman, Whitehall, Ill., exhibitor and insurance agency owner, was a patient in a hospital at Jacksonville, Ill.

Salt Lake City

A delegation of film salesmen and exchange managers from the territory, vacationing in Los Angeles with their wives, visited the Paramount lot. The visitors included Harry Swanson, Paramount sales representative; Buck Wade, U-I branch manager; Kenneth Lloyd, 20th-Fox branch manager, and Frank Larson, 20th-Fox sales representative.

San Antonio

Two persons were booked and seven others were ordered to report to local juvenile authorities following the aggravated assault on Tommy Dodd, 15 year old Alamo Drive-In attendant. Dodd told local police he was on duty at the drive-in when a carload of men and juveniles tried to enter without paying. When he tried to stop them, one of the men cursed him, jumped from the auto, and knocked him down. They left the drive-in, but were later apprehended by police. . . . A special New Year's Eve "moviethon," dusk-to-dawn, was held at the San Pedro and Kelly Drive-Ins. At each were five feature films, five color cartoons, and comedies, musicals, news and serials. Free coffee and donuts were served. . . . Lee Aronstein, manager, Palace, has been elected a director local lodge, B'nai B'rith.

Walter Grubb has taken over duties as new secretary, Interstate Circuit city office publicity department. . . . Martin Villapadierna, projectionist, State, is recovering from illness.

Among the out-of-town exhibitors in to book were: Ben Dwyer, Kay, Nordheim, Tex.; H. A. Daniels, Texas, Seguin, Tex., Alameda, Crystal City, Tex.; Mr. and Mrs. Alva Strait, Runge, Runge, Tex.; William Slaughter, R and R United, Dallas; Miguel Benitez, head, Benitez Theatre Circuit, Weslaco, Tex., and Lewis Lile, R and R United Circuit, Laredo, Tex. . . . Eric Brendler, manager, Broadway, Lynn Krueger, manager, Majestic, and Jack Chalman, Interstate Theatres city publicity chief, went to the Walter Grubb ranch near Hondo, Tex., for a hunting trip.

The Eastwood, Interstate Circuit, Houston, Tex., has been reopened. . . . Mr. and Mrs. Lew Bray, operator of five theatres in the Rio Grande Valley, are the proud parents of a baby daughter, Deborah Ann, born at Harlingen, Tex. It's their second child. . . . Bernie Swiney announced that construction has been started on a new drive-in, to be known as the Cactus, at El Paso, Tex.

A cooperative plan between merchants and a drive-in for the distribution of coupons and a drawing for prizes would be a lottery according to a ruling made by the Attorney General's office. The ruling, as to whether the proposed plan would conflict with the lottery law, was asked before the project was scheduled to start. The plan was that merchants would distribute free coupons to patrons, with no purchase required. A series of draw-

ings would be held at the drive-in. The prizes would be a free all-expense trip to Hollywood. The merchants were to pay the theatre operator sums to cover part of the cost of the project, and the theatre operator would pay a commission to the individual handling the promotion deal.

Claude Ezell and Associates, operator of a circuit of drive-ins, held the annual convention in Galveston, Tex. In attendance were all of the circuits, drive-in managers, partners, and the home office personnel from Dallas. Special guests were: John Browning, city manager, Interstate Circuit, and Sonny Martini, Martini Theatres, both of Galveston.

Paul Hudgins, city manager, Interstate Circuit, Temple, Tex., is also becoming well-known as a painter. His painting, "The Table," entered at the Texas Fine Arts exhibit at Austin, Tex., was selected as one of the 90 most outstanding entries.

San Francisco

Foster M. Blake, U-I western sales manager, held a meeting in connection with the "Charles J. Feldman Silver Anniversary Drive," with the branch managers and salesmen of Barney Rose's district, which includes the local, Los Angeles, Portland, and Seattle branches, in attendance.

Seattle

Plans for extensive improvement and remodeling of the Silver Star Drive-In, Polaris, Wash., were announced by the Simons Amusement Company, which recently purchased the spot from S. K. Garrett, B. J. Dickinson, and George Kelton, who operated it for the last three years. Mrs. Edna Wilma Sharp, Simons president, announced the appointment of Conrad Shelhammer as general supervisor of Simons interests in the area.

Excavation for a \$250,000 outdoor theatre being built for the Kenmore Drive-In Theatre, Inc., has begun. Its site is two blocks north of Bothell Way at Kenmore. W. R. Forman, Dwight L. Stracher, and E. W. Jonsson are the owners.

The Chief, Manson, Wash., has been sold by Mr. and Mrs. Russell Miller to owner Barnes, Ruby, Chelan, Wash. . . . Lorris Gillespie, owner, Avalon, Okanogan, Wash., and the Orada, Oroville, Wash., closed both theatres due to high taxes causing them to operate in the red.

In Spokane, Wash., MPAA president Eric Johnston told the Spokane Chamber of Commerce that the motion picture can effectively combat Communism through ridicule, but can do little through propaganda. "You can't kill an idea with bullets," Johnston asserted, "but no weapon is more effective than ridicule."

In Okanogan, Wash., a crowd of spectators was attracted to a City Council meeting at which the much discussed question of whether to abolish the city amusement tax on the Avalon or be without a theatre in the town after Dec. 31 was considered. The meeting ended without a definite solution.



1953 RED CROSS FUND



Cincinnati's Bob Wilke, featured in Warners' "Cattle Town," stopped off to see his friends during the recent showing at the RKO Grand, and his visit received press coverage.



Max Mink, manager, RKO Palace, Cleveland, using all standard accessories, arranged an interesting lobby display to herald the recent showing of U-I's "Against All Flags."



A treasure hunt with bicycles as prizes was set up recently by Elwood Jone, Jr., manager, RKO Grand, Cincinnati, for the engagement of Warners' "Abbott and Costello Meet Captain Kidd."

NEWS OF THE

Territory

BRANCHES Cincinnati

F. J. A. McCarthy, U-I Southern and Canadian sales manager, held the second meeting in connection with the "Charles J. Feldman Silver Anniversary Drive," with the branch managers and salesmen of James Frew's district, which includes the local, Charlotte, Atlanta, Jacksonville, and Memphis branches, in attendance.

Holiday business trips were made by Milton Gurian, Allied Artists branch manager, to Columbus, O.; Richard Rosenfeld, Standard Concessions president, to New York and Chicago, and Stanley Jacques, RKO branch manager, and Mrs. Jacques; Ross Williams, UA acting manager; William A. Meier, Paramount branch manager, and Philip Fox, Columbia branch manager, to Springfield, O., for conferences with Ray Frisz, Chakeres Circuit.

Eugene Tunick, Lippert franchise holder, travelled to Chicago for the meeting of all the Lippert franchise holders. Policies and product were discussed. . . . Derek Sidney and Lou Hearn, National Screen Service salesmen, were here for a sales meeting with William Bein, district manager.

Frank Collins, Chakeres Circuit general manager, and his family spent the holidays with Phil Chakeres, head of the circuit, and his wife, at their winter home in Florida. . . . David Hunt, Republic branch manager, Oklahoma City, and his family were holiday guests of his brother, Herman Hunt, local exhibitor, and chief barker of Variety's Tent Three.

Lee Corsmeier, Paramount clerk, announced her engagement to Louis Terino. . . . Leslie Knapp, Warners cashier-clerk, spent the holidays with her husband, in service training in Georgia. . . . Cora Molittieri, National Screen Service trouble shooter, returned to her family in San Francisco.

Plenty of interest was evidenced in the "April in Paris" letter-writing contest in connection with the run at the downtown Palace. . . . Arthur VanGelder was chairman for the Variety Club's successful New Year's Eve party.

Several hundred children enjoyed an annual holiday party at the neighborhood Imperial as guests of the Mohawk Businessmen's Association. . . . Rose Vierling, National Screen Service ledger clerk, was vacationing in Florida.

Harry Elliott, manager, Fairbanks, Springfield, O., for a number of years, died following an illness of several months. He had the distinction of having been one of the catchers in the longest game in major league history, 26 innings between Boston and Brooklyn, in the 1920's.



The personnel of the Warner exchange, Indianapolis, ate Christmas dinner in Mc-Clarley's restaurant, and then retired to the Variety Club for dancing and refreshments. Branch manager McKean acted as master of ceremonies.

On Film Row were Charles Williams, Oxford, O.; Jack Needham, Columbus, O.; Harry Wheeler, Gallipolis, O.; Marin Junk, Sharonville, O.; Charles Creago, Chillicothe, O.; John Gregory, Dayton, O.; John Valahas, Harrison, O.; John Phares, Eaton, O.; George Turkulas, Hamilton, O.; Joe Blum, Mt. Healthy, O.; Frank Mandros, Cabin Creek, W. Va.; Harold Moore, Charleston, W. Va.; W. C. McCoy, Williamson, W. Va.; E. C. Harvey, Race-land, Ky.; Charles Behlen, Lexington, Ky.; E. T. Denton, Owingsville, Ky.; and Guy Greathouse, Aurora, Ind.

Professional entertainers will be sent to all army training centers in this country to help servicemen develop entertainment programs, according to a plan approved by the Advisory Council, American Educational Theatre Association, at its annual convention here.

Cleveland

Theatre owners are optimistic about business in 1953. Consensus of opinion is that TV has reached its competitive peak, and, from now on, it will have an audience as selective as theatre audiences have been, with the better attraction drawing the biggest attendance. Exhibitors also agree that during this year, there will be more closings of old houses, with greater concentration on the large, new deluxe houses.

"Bwana Devil" will be presented at Warners' Allen starting on Jan. 22. For this event, a new special screen will be installed, according to district manager Dick Wright.



Howard Higley, manager, Allen, Cleveland, developed this interesting lobby piece recently on U-I's "Son of Ali Baba."

Robert Taylor, and Colonel Paul Tibbets were in the interests of "Above and Beyond." They were met at the airport by representatives of the Air Force Association and the Cleveland Chamber of Commerce, who escorted them to a Rotary luncheon meeting. The picture opens in Loew's State.

Over in Toledo, O., Smith and Beidler decided to close the Park permanently. The house had been operating weekends. . . . Lester Dowdell, RKO booker, is convalescing from an attack of asthma in Women's Hospital. . . . George Stevens, onetime leading area manager, suffered a leg amputation and is confined to a wheel chair at his home, 17510 Neff Road. However, he is able to get around to a limited extent, and would welcome a theatre job.

The Variety Club New Year's Eve party was acclaimed a success. Top entertainment, provided by entertainment chairman Jack Silverthorne, contributed to the enjoyment. . . . Max Shagrin, Hollywood, spent the holidays with his twin brother Joe, Youngstown, O. Max is a talent agent, while Joe owns and operates the Foster, Youngstown. . . . State visitors during holiday week were Leo Jones, Upper Sandusky; Steve Vernarsky, Hubbard, and Marvin Harris, Toledo.

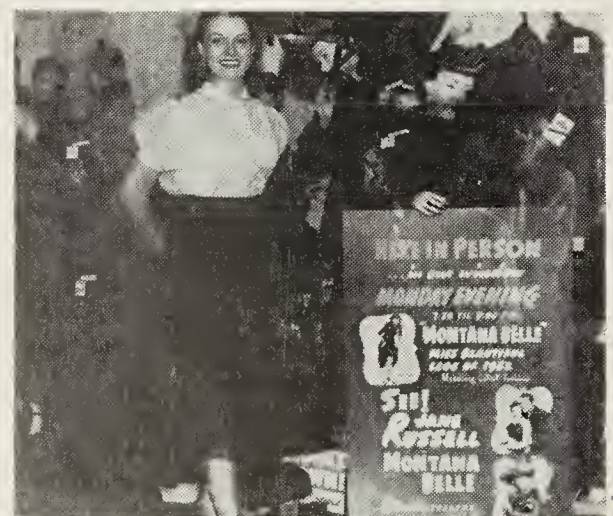
Rock Hudson is due in for a personal appearance at the Hippodrome to beat the drums for "The Lawless Breed." . . . Jerry Lipow, Roadshows, Inc., was host to his mother, Mrs. Mildred Lipow, New York, over the holidays. . . . Mrs. J. S. Jossey sold her new ranch type home in Cleveland Heights, and bought a smaller one.

Betty Bluffstone resigned as United Artists booker to join Bernard Rubins's Imperial as office manager-booker. . . . Joe Longo, RKO exploiter, was beating the drums for "Hans Christian Andersen" by holding a series of screenings for special groups.

Detroit

George W. Sampson, RKO salesman, went home to recuperate following hospitalization.

Edward Heiber, U-I acting manager pending the recovery of manager Ben Robins, was convalescing following hospitalization.



RKO's "Montana Belle," touring the country to promote the RKO picture, recently stepped out of character to model dresses in a Pittsburg specialty shop.



RKO's "Montana Belle," touring the country plugging the RKO picture, was recently the honorary hostess at the 177th birthday party of the marines in Pittsburgh, and seen, left to right, are: Major Moore, head, Pittsburgh recruiting; Phil Katz, Warner Theatres, assistant advertising and promotion manager; "Montana Belle"; Jack Kahn, Warner Theatres director of advertising and publicity, and Sergeant Pierce.

Albert Dezel consummated a deal with David Idzal, Fox, for the showing of the Bell release "The Spider And The Fly."

Indianapolis

Marc Wolf was elected Chief Barker, Tent 10, Variety Club. He will succeed Claude McKean, elected to the board. Other new officers include Trueman Rembusch, First Assistant; William A. Carroll, Second Assistant; Burdette Peterson, Dough Guy, and Barney Brager, Property Master. Other new directors are Ted Nisholas, Al Blocher, Joe Cantor, Dale McFarland, Sam Kaplan, Dr. Marvin Sandorf, Abe Gelman, and Russell Brentlinger.

Arthur Titus, Republic eastern district manager, spent several days with J. V. O'Gara. . . . Burdette N. Peterson, manager, National Theatre Supply, will attend a meeting of managers of the central division in Cleveland.

The Sheridan closed. It was recently acquired by Abe Baker, head, Baker Booking Service. . . . Ray Thomas, salesman, U-I, was confined by influenza. . . . Gretchen Foreman resigned as Caravan secretary in the state Allied office. . . . Greater Indianapolis Theatres screened "Hans Christian Andersen" at Keith's as a feature of a Christmas party for



Ernest T. Conlon was recently named chairman of the Michigan state committee in the national tax repeal campaign being conducted by COMPO.



One of the most elaborate exploitation campaigns ever put on by a theatre in Akron, O., was engineered by Steve Lacuse, manager, Palace, in behalf of Paramount's re-release, "Cleopatra." Lacuse is shown with a young lady who won the title, "Miss Cleopatra of Akron," and a local boy dressed as Marc Antony, both of whom made numerous radio, TV, and personal appearances. Willys Motors, Inc., provided her with a car.

orphans. . . . Joe Finneran, Syndicate Theatres, returned from Mexico.

Otto Ebert, RKO branch manager in Detroit, formerly a salesman here, visited. . . . Student booker Larry Keely, 20th-Fox, resigned.

Exhibitors seen were: Harry Van Noy, Van Noy, Middletown, Ind.; William T. Studebaker, Logan, Logansport, Ind.; George Reef, Hippodrome, Sheridan, Ind.; James Ackron, Ritz, Tipton, Ind.; Mrs. Beatrice Hancock, Prewitt, Plainfield, Ind.; Al Borkenstein, Wells, Fort Wayne, Ind.; R. L. Hudson, Sr., State, Richmond, Ind.; Buz Miller, State, Richmond, Ind., and Vic Burkel, Rialto, Fortville Ind.

"Have You Held Your Tax Meeting?"

Pittsburgh

The Archie Finemans became grandparents once more when a son was born to the Hal Fields. Mother is the former Joyce Fineman. The father is son of Harold Fields, Minneapolis theatre owner.

The Ladies Theatrical Club, wives of Variety Club members, were hosts at the first "Family Night" of 1953, and, instead of the usual "bingo" and prizes, held a bazaar.



K. Smith, manager, Von Castle, Greencastle, Ind., promoted the recent showing of Warners' "The Iron Mistress" by decorating the lobby floor this way.

Rumor has it that Variety Club dues will be hiked \$15 per annum this year.

Rock Hudson, star of "The Lawless Breed," is expected to appear in person at the Fulton, and make the publicity rounds on Jan. 23. The theatre changed its date to coincide with the personal.

Jane Townsend has asked for a jury trial in an action against the Monessen Amusement Company, claiming \$150,000 injuries from a fall in one of the circuit's theatres.

Ted Tolley, MGM shipper, was re-elected president, Film Row Employees Local B-11, for his 13th term. Joe McCormick, RKO, was elected business agent; Janet Smith, National Screen Service, secretary, and Alf Kuhn, Warners' treasurer.

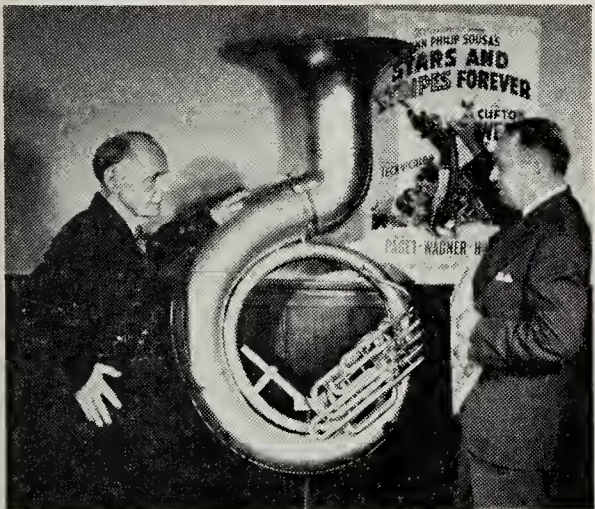
Morton Silverman, son of Dave Silverman, RKO branch manager, announced his engagement to Iris Virtman. . . . Irving Shiffman resigned as salesman for United Artists, and returned to his home in Boston.

James Seegan has been named assistant to Russ Wehrle, who runs several theatres in Braddock, Pa., and the State, here. Wehrle recently terminated the lease of the Times, Braddock, and the building may be converted into a commercial property.

Max Shabason, MGM salesman, was announced as one of the six 1952 area sales champions. . . . Bad weather gave theatres and night clubs their poorest New Year's Eve grosses in several years.

The Carleton House, Pittsburgh's newest hotel and a favorite with theatrical people, was bought for \$8,000,000. . . . Bob Hickey was in town for advance work on the "Ice Follies," Gardens.

Several theatre owners have been able to have local authorities cancel the 10 per cent local amusement tax recently, including Harry Rachiele, Blawnox, Pa. His son, Arthur, is back from the army, and will manage the Maryland.



Seen in Elkhart, Ind., discussing the current national campaign promoting 20th-Fox's "Stars and Stripes Forever" are Frank Reed, right, promotion manager, C. G. Conn Company, world's largest manufacturer of band and orchestra instruments, and Frank Pounder, Conn employe who created, designed, and built the first Sousaphone.

Guy Ida, Grand, MacDonald, Pa., celebrated the 25th anniversary of the opening of his theatre on Christmas Day.

Bill Rhodes, former Republic salesman, is now covering the West Virginia territory for United Artists. . . . Arch Oboler, producer of "Bwana Devil," demonstrated photography in a local department store.

Private Danny Ryan, formerly of the Warner Circuit purchasing department, was back spending his leave with his folks before departing from Seattle for overseas duty.

Film Row is planning a memorial park on the Boulevard of the Allies in honor of Private First Class Francis Robert Thomas, Jr., who lost his life in Korea. He is the son of the veteran projectionist who is well-liked by filmites. His body was returned to this country late in December.

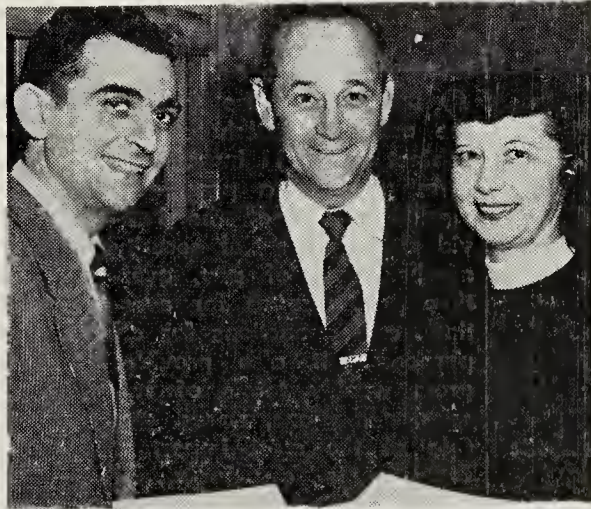
M. A. Silver, Warner Theatres' zone manager, and family were back from a vacation in sunny Florida just in time to hit the coldest spell of the year.

A meeting of Warners' central district sales force, presided over by Jules Lapidus, eastern and Canadian division sales manager, was held. Attending were James S. Ambrose, central district manager, and branch managers Robert H. Dunbar, Cincinnati; James M. Wechsler, Cleveland; Claude W. McKean, Indianapolis, and Jack Kalmenson, Pittsburgh. Robert H. McGuire, home office auditor of exchanges, accompanied Lapidus.

Art Manson, due to wed TV personality Florence Sandow on Jan. 28, was named MGM publicity director for Canada.

Morris Berman, The Sun Telegraph photographer and picture taker of many local premieres, was in Phoenix, Ariz., to receive a plaque and a \$100 award for making the best aviation photo of 1952.

Sympathies go to The Pittsburgh Press movie editor, Kaspar Monohan, on the loss of his brother, John. . . . Melvin



Recent second prize winners in MGM's record display contest for "Singin' in the Rain" were Ben Geary, left, manager, Schine's Athena, Athens, O., and Thema A. Robinson, representing Grandee's Music Store, which tied in with the theatre by means of a window display. Presenting the checks is J. E. Watson, MGM field press representative.



Debra Paget, 20th-Fox star, and Jack Silverthorne, manager, Hippodrome, Cleveland, get into a well-placarded auto to attend the press-radio-Marine luncheon hosted by 20th-Fox to publicize the recent showing at the Hippodrome of "Stars and Stripes Forever."



Robert Misch is a booker in Paramount's Detroit branch.

Mann has resigned his booking post at Paramount, and has returned to his home in Chicago.

"The Tax Fight Is Your Job"

Kentucky Maysville

This home town of Rosemary Clooney will be the setting for the world premiere of her first film, "The Stars Are Singing," on Jan. 28. A gala, Hollywood-style opening, arranged by representatives of Paramount and of the Schine Circuit, will take place at the Russell. Miss Clooney, born in Maysville, will fly in from Hollywood to attend the premiere. A celebrity for her outstanding recordings of "Come On-A My House," "Tenderly," "Half As Much" and "Botch-A-Me." Miss Clooney has a long term contract with Paramount, which recently starred her in a second film, the upcoming Bob Hope Technicolor musical, "Here Come The Girls." Herb Steinberg, Paramount publicity manager, and Seymour Morris, advertising and publicity head, Schine Theatres, were in to make arrangements for a gala home town premiere for the picture. Miss Clooney's grandfather was mayor of Maysville. On their trip here in advance of the opening, Steinberg and Morris met with civic and city and state officials to coordinate the overall planning for the event. It is expected that the bow of the first vehicle for the top record celebrity will make theatrical history in the area. Steinberg returned to New York after holding confabs on the forthcoming event.



John Huston, director, United Artists release, "Moulin Rouge," made in Paris and London, recently arrived in New York with the first completed Technicolor print of the film which had its world premiere at the Fox Wilshire, Hollywood.



Colette Marchand, Parisian actress-dancer who makes her American screen debut in John Huston's United Artist release, "Moulin Rouge," recently arrived in New York enroute to Hollywood for the Academy Award pre-release premiere.

Ohio Columbus

Robert Wile, secretary, Independent Theatre Owners of Ohio, was guest speaker at a meeting of the Kiwanis Club, New Richmond, O. . . Al Sugarman, partner, H. and S. Theatres, is vacationing in Florida. His address is 7821 Abbott Avenue, Miami. . . The RKO Palace starting on Feb. 20, will show "Bwana Devil."

Chet Allen, 13-year-old Columbus singer and actor who makes his film debut in "Meet Me At The Fair," was honor guest at a screening. His parents, Mr. and Mrs. Chester Allen and sister, Jill, also were present.

General Curtis LeMay, commanding general, U. S. Strategic Air Force, is played in MGM's "Above and Beyond" by actor Jim Backus. LeMay is a native of Columbus. He and Fred Oestreicher, publicity manager, Loew's, were members of the Class of 1924, South High School. The picture will open at Loew's Ohio.

Chet Allen, Columbus 13-year-old singer and actor, and the Columbus Boy Choir, now located at Princeton, N. J., will appear on the stage of Loew's Ohio on Jan. 17, with Universal-International's "Meet Me At The Fair." Allen is featured in the picture.

Harry Schreiber, manager, RKO Palace, is cooperating with The Ohio State Journal in promoting Warners' "April In Paris" contest. . . Joseph Blafox, U-I publicity representative, was here in advance of "Meet Me at The Fair."

Dayton

Robert G. Gump has been elected Chief Barker, Variety Club. Others elected were Harry Nolen, First Assistant; Dr. A. J. Denlinger, Second Assistant; William O'Donnell, Property Master, and Paul E. Swinger, Dough Guy.

Galion

Donald T. Scott, graduate of Bowling Green University, has been appointed assistant manager, Galion. . . Gloria Grosh, part-time projectionist, Galion, married John W. Shindlecker.



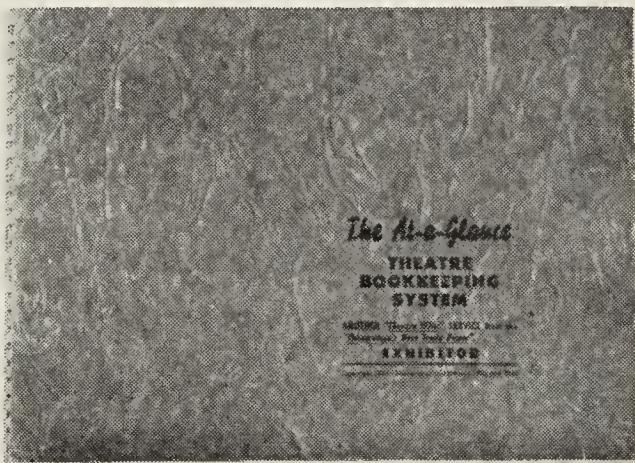
Sam Spiegel, producer of United Artists' "Melba," Technicolor biography of the female opera singer, was recently host at a trade press interview in New York.

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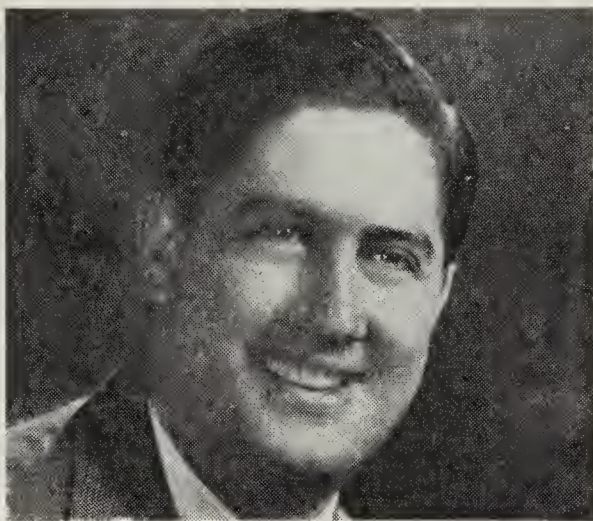
Territory

Boston Crosstown

The best Christmas and holiday present that managing director Dan Finn and manager Louis Krasnow could receive came to them in smashing style when all-time records were broken at the Astor with "Hans Christian Andersen." On Christmas Day, when the film opened, a new record for money taken in at the boxoffice was established, and, two days later, on a Saturday, that record was broken by \$600, and a new total for attendance at the theatre was hung up. It now looks as if the film is set for a long stay. Much credit for the grosses must go to the RKO publicity department, which set up a big campaign. The promotion started back in July when Frank Loesser, who wrote the music and lyrics, came to Boston, and introduced the songs at a press party. When officials of Jordan Marsh Company, New England's largest department store, made a tiein with the film, the amount of newspaper space in cooperative ads, TV, and radio space was the largest ever taken on a film in this area. The store used eight windows on Washington Street, showing the original costumes from the picture, plus a display of attractive ballet dresses. This was all climaxed by a huge Christmas party for 1300 underprivileged children sponsored by Jordan's at the theatre.

Downtown managers were set for one of the biggest New Year's Eve celebrations when the weather man played a mean trick. A snowstorm arrived. The snow meant the difference of thousands of dollars..

Leases were signed on three theatres formerly operated by the Irving Green Circuit, the Felsway, Medford, Mass., the Coolidge, Watertown, Mass., and the Melrose, Melrose, Mass. Nat Hochberg, who



Paul Hachey, manager, Interstate Theatres Corporation's Old Colony, Plymouth, Mass., recently won the managers' October-November exploitation campaign conducted by the circuit. Hachey received special recognition for promotional work on Warners' "The Miracle of Our Lady of Fatima" and MGM's "Because You're Mine" and "Plymouth Adventure," the premiere of which was held at his theatre.

runs the Jasan, East Weymouth, Mass., and the Stoneham, Stoneham, Mass., has taken them over for operation, with Irving Green now handling only the Park, Everett, Mass. The Coolidge has been closed for several months, and will not reopen until later in January, giving Hochberg time to do a thorough refurbishing job. He is also putting in a new candy stand. Affiliated Theatres Corporation will handle the buying and booking for the three Hochberg acquisitions, it is understood.

The engagement of Janet Seletsky, Waban, Mass., to Donald N. Urdang, Newton, Mass., has been announced. She is the daughter of the Sam Seletskys, an official with the Smith Management Company. A June wedding is planned. She is a graduate of the North Adams Teachers College.

An important board meeting of Independent Exhibitors, Inc., of New England was held. A nominating committee was selected to name the slate of officers for 1953, and to set the date for the annual meeting. Plans were also discussed for the 1953 National Allied convention on Oct. 3-7, with preparations for this event already under way.

New England Bowling

Theatrical Bowling League

TWELFTH WEEK'S BOWLING Standings

	Won	Lost
Independents	33	15
Harry's Snack Bar	29	19
MGM	29	19
Affiliated	27	21
All Stars	16	32
United Artists	15	33

MGM	4	All Stars	1
United Artists	0	Independents	3
Affiliated	3	Harry's Snack Bar ..	1

High single: Serra—141. High team single: Harry's Snack Bar—500. High three single: Serra—325. High Team Three: Independents—142.

Individual Averages

Freeman, J.	95.4	Clements	88.4
Jennings	93.3	Young, J.	88.3
Serra	92.3	Rahilly	87.8
Bradley	92.6	Larson	87.3
Hill	92.2	Treiner	87.2
Smith	92.0	Owens	86.7
Gates	91.2	Segal	86.1
Young, Hy	91.2	Glazier	85.7
Farrington	90.8	Freeman, L.	82.6
Asdot	90.5	Cohen	80.7
Feinstein	89.8	Pugh	76.8
Bragar	89.6	Lynde	76.6
Field	89.1	McCarthy	76.0
Berlone	88.9	Rowe	75.3
Almon	88.5	Riley	74.7

Alternates

Trask	90.5	Kapitt	89.7
Sandler	88.7	Hochberg	81.8

The Sam Seletskys celebrated their silver wedding anniversary on Dec. 27 at a reception at the Hampton Court Hotel, surrounded by 50 friends and members of the family. Another industryite to celebrate his 25th wedding anniversary is Edward Canter, American Theatres Corporation. He and Mrs. Canter will be honored at a family gathering in mid-January.

A son and first child was born to the wife of Jack Little, projectionist, Columbia, at the Somerville Hospital, with the baby named Jack, Jr. . . . Russell Clark, projectionist, Paramount, became a grandfather for the first time. Both men are members of Local 182.

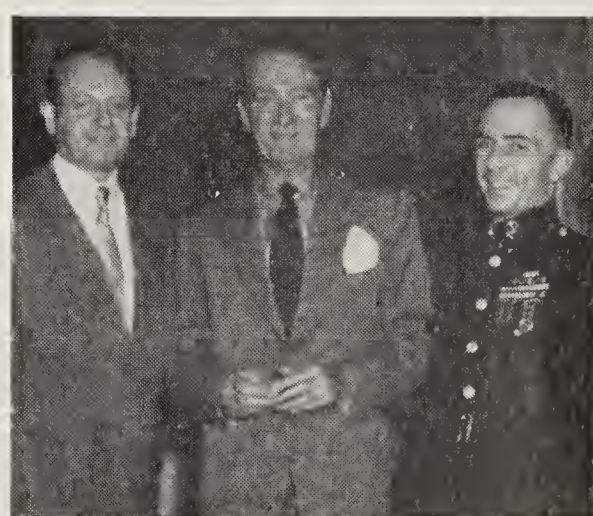
Smith Management Company has brought in two new managers for the Saint George and Gorman, Framingham, Mass., replacing Maurice Sidman, resigned. George Grandee, former manager, Jefferson, Springfield, Mass., Rifkin Circuit, is at the Saint George, and John Berry, former assistant manager, Smith's Natick, Mass., Drive-In, is at the Gorman.



When Phil Gravitz, seated, MGM branch manager, in New Haven, recently presented checks for the best campaigns on "Carbine Williams" to Matt Saunders, left, Poli Bridgeport, Conn., \$50, and Lou Cohen, right, Poli Hartford, Conn., \$250, looking on was Harry Shaw, MGM division manager



Debra Paget, 20th-Fox star, recently visited Boston for "Stars and Stripes Forever," at the Pilgrim, an ATC house, and shown at a luncheon at the Hotel Statler are, left to right, Samuel Pinanski, president, American Theatres Corporation, Miss Paget, and James M. Connolly, 20th-Fox branch manager.



Seen at a recent press party for Clifton Webb, star of 20th-Fox's "Stars and Stripes Forever," ATC Pilgrim, Boston, were, left to right, Edward S. Canter, treasurer, American Theatres Corporation; Webb, and Major Witherspoon, Marine Corps. Webb assisted in the marine recruiting program.

Eliminations announced by the Bureau of Sunday Censorship included the following: "Breaking The Sound Barrier," parts 1 to 11. (Deletions: Dialogue "And the damn stick needed Carnera to move it," in part 1.) United Artists.

Harry Aaronson, "the mayor of Scollay Square," put on his annual Christmas cartoon show for the Catholic, Protestant, and Jewish children, and wishes to publicly thank Tom O'Brien and Abe Barry, Columbia, and John Moore and Wendell Clement, Paramount, for the cartoons. The affair was held at the Colony, Dorchester, Mass., with owner Meyer Rubin donating the theatre. The party was sponsored by the Henry Price Lodge of Masons, Aaronson is chairman, entertainment committee. He is also manager, Stuart.

ATC President Samuel Pinanski concluded negotiations for the initial New England showing of Tri-Opticon. The film opens at the Pilgrim, which has been specially equipped, tomorrow.

When the drive-in season opens in the spring, Redstone Theatres will place Manuel Lima, former manager, Neponset, at the Whitestone Drive-In, Bronx, N. Y. Hal O'Day, formerly at the Revere Drive-In, will take over the Neponset spot, leaving a managerial opening at the Revere.

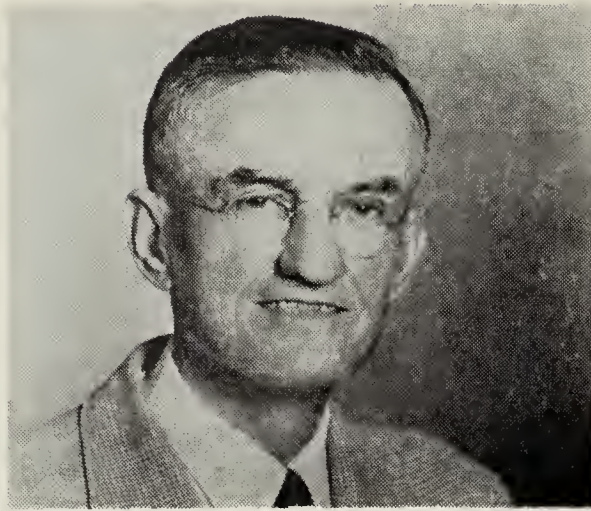
Film District

For the first time in the history of the local office, WB product was playing in every theatre in New England during the "Norman Ayers' Cleanup Week," Jan. 11-17, either for a full week or part of a week. This effort was the result of concentrated selling drive among the sales staff and the bookers, from branch manager Ralph Iannuzzi down. "With 460 theatres lined up for this event in which some Warner product is on every screen in the territory during the 'Norman Ayers Drive,' I wish to thank the exhibitors for their cooperation in making this a banner week for our company," said Iannuzzi.

Terry Turner, former RKO director of exploitation and publicity, was in. He was working on "Jeopardy" for its New England premiere in saturation openings in 40 theatres in this territory through the Mutual hookup. The film will be widely covered by TV spot announcements, and will have radio spot coverage through the Yankee Network in spots having no TV. The Boston play date is Jan. 29 at Loew's State and Orpheum, with other territorial dates starting the day before through Feb. 1.

The oil burner at the Republic offices broke down, and the office girls were placed in the heated offices of other exchanges. The bookers remained at their posts fortified by their overcoats, scarfs, and gloves while continuing to answer the telephone.

Joe Wolf, Embassy, arranged for an exhibitor screening of "Angel Street," the first film of Commercial to be distributed by Embassy.

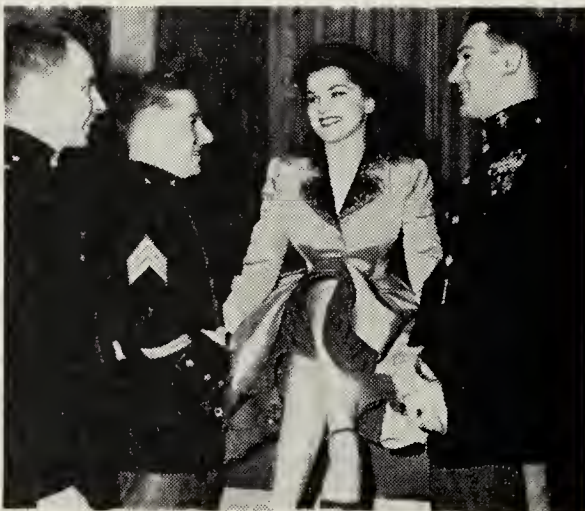


Co-chairmen of the Vermont state committee in COMPO's national tax repeal campaign are, left to right, Andrew Tegu and Frank A. Vennett.

George Kraska, who imported "Miracle On Skis" for American distribution, received a congratulatory letter from Dr. Howard A. Rusk, professor, Institute of Physical Medicines and Rehabilitation, New York University, Bellevue Medical Center.

P. T. Dana, U-I eastern sales manager, held the final sales meeting in connection with the "Charles J. Feldman Silver Anniversary Drive," with the branch managers and salesmen of John J. Scully's district, which includes the local, Albany, Buffalo, Philadelphia, and New Haven branches, in attendance.

20TH-FOX NOTES—Rodney Bush, exploitation director, 20th-Fox, spent a few days in the area for "Treasure Of Golden Condor," which will have a cooperative newspaper saturation in the key cities. Phil Engel, publicist, was huddled with him on the plans. Branch manager James M. Connolly made a quick trip to the home office in New York on forthcoming releases. On his return, he set up two sneak previews, one on "Taxi" at the Central Square, Cambridge, Mass., and the other on "Tonight We Sing" at the Coolidge, Brookline, Mass. An unusual booking was 20th-Fox "I Don't Care" at the Capitol, Springfield, Mass., a Warner theatre, making the first time in many years that this theatre has played 20th-Fox products. Engel dashed off to Springfield to assist in the promotion at the Capitol, and stopped off at Worcester, Mass., to set up the campaign for "My Cousin Rachel," Loew's Poli. "Stars And Stripes Forever" broke a house record for a regular



Debra Paget sparkplugged the recent campaign in Boston for 20th Fox's "Stars and Stripes Forever," and was feted by the city's exhibitors, film critics, editors, and top brass of the marines. Clifton Webb also visited the city.

admissions picture at the Strand, Portland, Me., a Snider Circuit house. . . . A New Year's luncheon was tendered former district manager Edward X. Callahan at the Ritz Carlton Hotel by branch manager James M. Connolly, sales manager John Feloney, publicist Phil Engel, and salesmen John Pechos, Stanley Young, and E. X. Callahan, Jr. . . . Catherine Breen, secretary to sales manager John Feloney, and booker Frank Keller were both victimized by a virus germ.

New Haven Crosstown

Bernard Goffin, former assistant manager, Paramount, is now manager, Crown. . . . Former assistant manager Walter Wilson, was in town from his army post. He is expected to be discharged soon. . . . Burglars broke into the Howard, and made off with more than 2500 nickels and dimes and other change to total about \$165.30. . . . Morris Rosenthal, Loew's Poli, planned a good campaign for "Above and Beyond." It included a tieup with the air force, recruiting boards, and sound units; publicity in The Yale News on James Whitmore, who played on the football and wrestling teams while at Eli, and radio plugs at Yale and local stations. Beirne Lay, Jr., who wrote the story, also went to Yale. Opening night, the PTA, air force, and others were invited. . . . Jack Hausman, former projectionist, Bijou, recently doing relief at other downtown houses, was sick. . . . Edward J. Isaacs, College relief projectionist, was ill. . . . Johnny Mongillo, Poli projectionist, has been doing quite a bit of hunting. . . . Tony Basilicato, College projectionist, is chairman of the projectionists wage-scale committee for the coming year. Other members include Matthew W. Kennedy and Ernest V. De Grosse. Basilicato has been very interested in finding out how to keep fit on the job and after experimenting with exercises for the past five years, has come up with a good set of calisthenics to be used in the booth which will be helpful to projectionists. He is working with Harold Bone to compose an article on this.

Meadow Street

Sid Cooper's United Artists branch placed second in the final standing of the "Bill Heineman Drive," finishing right behind the Vancouver, British

Columbia branch. The Elm City office obtained more money than any other branch in the country in the drive, getting two firsts, one third, and finishing in second place. Now, the office is working hard in the new contest, the "Bernie Kranz Drive." . . . Earl Wright, Columbia salesman, and Mrs. Wright got out to Akron, O., and back, despite the snow and ice. . . . Bill Hutchins, former manager, National Theatre Supply and now in Philadelphia, was a visitor on his way through to see his daughter, at Connecticut College, New London. . . . Alice Porter, NTS secretary, planned resigning to be at home with her youngsters. . . . Ralph Mauro, NTS, was in from Albany. . . . Mrs. Morris Nunes, wife of the former Meadow Street executive, announced the engagement of her daughter Jane, to Bernard L. Perry, son of Dr. and Mrs. Julius S. Perry, Cleveland Heights, O. Miss Nunes is a senior at Simmons College, and Perry is attending the Graduate School of Journalism, Boston University.

George Nelson is the new exhibitor at the Lord, Baltic. . . . The Tower, Waterbury, is named defendant in a \$5,000 civil suit brought by Louise Perriello, also of Waterbury, in Common Pleas Court. The woman claims that while descending stairs from the rest rooms in the house, she tripped, and fell. . . . Lou Jannetty, Waterbury projectionist, Local 304, was installed for his sixth term as president. Ralph DiPierro was inducted for his fourth term as business agent. . . . Waterbury Musicians Local 186, had election of officers, and they will be installed on Jan. 20. Joseph Sauchelli, president; Carmen Magnanaro, vice-president; Sherwood Beardslee, secretary-treasurer, and Louis DeRienzo, sergeant-at-arms, and the auxiliary members of the executive board are Mario DiCecco, Michael DiVito, James Saganaro, and Angelo Siconolfi. . . . The Lord Indoor-Outdoor, Plainfield, is still operating with its outdoor service. Patrons can go inside where its heated, if the weather is too cold. . . . Donald C. Hawthorne, H. B. Motion Picture Service, bought a six-room house in Orange.

Variety Club Tent 31, New Haven

A fine party was held at the Variety Club by the members on New Year's Eve, and there were 60 in attendance. A buffet was served. The committee included Sam Germain, Sam Wasserman, Henry Germaine, and Bob Elliano. . . . On Jan. 5 the first of the regular monthly meetings was held. It is expected that during the winter and the spring the club will have a busy season.

Connecticut Hartford

Lou Cohen, manager, and Norm Levinson, assistant, Loew-Poli, went to town on "Million Dollar Mermaid," promoting window displays, street ballyhoo, newspaper publicity, and art breaks. . . . Jim McCarthy, Strand, got a number of merchant tieups in the interests of "April in Paris."



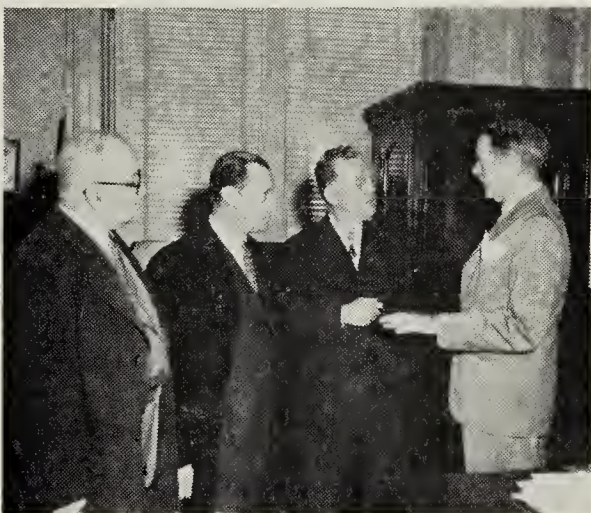
"Miss Montana Belle," touring the country to promote the RKO feature, was greeted in Boston recently by Ben Domingo, RKO Theatres city manager.

Ernie Grecula, advertising-publicity chief, Hartford Theatre Circuit, used mailing lists for "The Quiet Man," Colonial, Central, Lenox, and Lyric. . . . Sal Adorno, Jr., assistant general manager, M and D Theatres, Middletown, reported that his brother, Mike, is now assisting him in general supervision of the three Middletown theatres.

Lenny Young, brother-in-law of Morris Keppner, Burnside, East Hartford, is now serving as master of ceremonies-singer at a deluxe Miami Beach, Fla., hotel. He was formerly house manager, E. M. Loew's. . . . Michael C. Rogers has been renamed president, Local 400, American Federation of Musicians.

News along Lockwood and Gordon Circuit: Russ Ordway, Webb, Wethersfield, checked in from vacation. Relief manager was Doug Amos, division manager. . . . Bill Hayes, Norwalk Drive-In, came in to the Plaza, Windsor, to relieve for Bill Howard during the latter's Ohio vacation junket. . . . Bill Daugherty, manager, Torrington Drive-In, was transferred to the managementship of the Avon, Providence, R. I.

Harry Feinstein, Warner Circuit zone manager, and family returned from a Pittsburgh vacation. . . . New faces: Charles Tierney, assistant manager, Roger Sherman, New Haven, Conn.; Rose Carvallo, assistant manager, Commodore Hull Theatre, Derby. . . . John Scanlan, Sr., Warner Theatres' Torrington city



Left to right, Paul Hines, Boston program chairman; Phil Engel, 20th-Fox New England publicity manager; Mayor John B. Hynes, and Clifton Webb recently met at City Hall in connection with the campaign of 20th-Fox's "Stars and Stripes Forever" at the Pilgrim.

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manager, visiting, disclosed that his son, John, Jr., former manager, State, Torrington is now working for an industrial concern there. . . . Joe Miklos, Embassy, New Britain, says he's looking forward to spring and more tennis. . . . Lou Cohen, Loew-Poli, tripped to Waterbury with Mrs. Cohen to attend the birthday party of their son's father-in-law.

Ann Lamo, Webster manager, reports her brother, Private Albert V. Lamo, is now touring Korea with an Army Special Services entertainment unit.

Earl Robinson, formerly manager, Regal, has been named manager, Palace, Norwalk, succeeding Joseph Sfeir, who has returned to his Utica, N. Y., home.

Ray McNamara, Allyn, uses a Wednesday opening policy. . . . Mike Masselli, formerly projectionist, Webb, Wethersfield, has been named manager, Community Amusement Corporation's Plainfield, Plainfield. He succeeds Edward Moranski. Masselli at one time was a projectionist, Star.

Sal Adorno, Jr., M and D Theatres, Middletown, reports that over 600 children attended the Middletown Police Department's annual holiday party at the Palace.

Lou Cohen, manager, and Norm Levinson, assistant manager, Loew-Poli, got behind an intensive promotion campaign on "Stars and Stripes Forever." They



John Auer, producer-director, Republic's "Thunderbirds," recently received a citation from the National Guard on the coast for his patriotic interest and efforts in producing and directing the picture.

also erected a display in the lobby, featuring stills from forthcoming attractions, along with a head-and-shoulder photo of Cohen under the comment, "These are among the top attractions for 1953, etc."

Commander K. D. Ian Murray, authority on pirate lore, was due in on behalf of U-I's "Against All Flags."

Massachusetts Fall River

The Academy staff showered gifts upon a former employee, Mrs. Pauline Mello, on the occasion of the birth of a daughter.

George Daab, who spent several months last spring and summer managing the Seekonk Auto Theatre, resumed his post as Capitol manager following his vacation. . . . The Portsmouth, Island Park, operated by Nathan Yamins added amateur nights. . . . Employees in the Nathan Yamins Theatres received larger Christmas bonuses this year.

Holyoke

Vandalism of grammar school children at two theatres during the recent fourth annual community Christmas party, sponsored by five houses and merchants, resulted in the reported refusal of the managers to donate their services to the event in 1953. George White, manager, Victory, claimed the theatre's screen was so badly damaged by throwing of hard candy by the grammar school children that it took over an hour for two men to patch it for the afternoon performance. Bernard Robinson, manager, Strand, said three seats were slashed and the stuffing taken out and thrown on the floor at his theatre. All five theatres donated the services of their workers and the films to the 6,000 grammar school children for the event. Each theatre showed a western feature and cartoons, while local merchants donated money for candy and the appearance of Santa Claus. Although the other three theatres, the Suffolk, the Majestic, and the State, did not report any actual damage, it was indicated that the free shows were a lot of trouble, and that if the other houses did not continue them, neither would they.

Pittsfield

Mrs. Anthony Serra threw the Lee to more than 400 children for the annual Christmas party sponsored by the Lee American Legion post. Among the guests were 15 newsboys and girls from Lee and Lenox Dale who received special gifts and candy from The Berkshire Evening Eagle. The children were entertained by cartoons and other short subjects, and employes contributed their services. Gifts were provided by members of the American Legion, and the candy was donated by Harold A. Johansson, owner, Ben Franklin Store.

"See Your Congressman Today"

New Hampshire Laconia

A free movie party sponsored by a drug store was held for 1,000 youngsters at the Colonial.

Lancaster

Donations of fruits, vegetables, and canned goods were the price of admission to a special children's showing at the Rialto. Manager Walter Kiniry presented the donations to Weeks Memorial Hospital.

You can help, too!

JOIN THE MARCH OF DIMES

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS - FRANKLIN D. ROOSEVELT, FOUNDER

Invest In
U.S. DEFENSE BONDS
Now Even Better

NEWS OF THE

Territory

New York City Crosstown

It was learned that Century Theatres has taken over operation of the Plaza, Corona, and the Prospect, Flushing, both of them owned by Century, but under lease to Loew's Theatres for operation. Loew's closed the theatres in November, with Century relighting them for the holidays.

The annual awards of the New York Film Critics will be presented at a supper party at Sardi's on Jan. 17. Leo Mishkin, The Morning Telegraph critic and chairman of the group, will make the presentations to Stanley Kramer, whose United Artists' release, "High Noon," was voted the year's best picture; Fred Zinneman, top director, and Shirley Booth, best actress, all of whom are expected to attend. Sir Ralph Richardson, best actor, may fly over from London. A TV show and a radio broadcast from the supper party will highlight the event.

Miss Inge Carro, for two and a half years on the staff of Casino Film Exchange, has been promoted to booking manager, Munio Podhorzer, CFE president, disclosed. . . . David Lewis, regional

director, Continental Europe, Loew's International Corporation, left for Culver City, Cal., to confer with MGM studio executives.

Mark Robson, who directed Gary Cooper's forthcoming starring film, "Return to Paradise," and who is a partner in Aspen Films, arrived from Hollywood for a week of meetings with United Artists executives.

Colette Marchand, French ballerina who makes her screen debut in "Moulin Rouge," arrived from Hollywood for a round of personal appearances and interviews to help publicize the forthcoming premiere of the United Artists release at the Capitol.

Harry Mandel, national director of advertising, publicity, and exploitation for RKO Theatres, announced that a new contract for television and radio spots has been signed with WNBT—WNBC for the circuit's theatres in Metropolitan New York. This will mark the beginning of the third year in which RKO Theatres in New York and NBC's flagship radio-TV station have had a joint agreement. The deal will run for 13 weeks.

George Bernard Shaw's "Pygmalion," as staged by Eddie Dowling with the Dublin Players, is being presented on the stages of six leading Skouras theatres around the Greater New York area. The Cove, Glen Cove; Boulevard, Jackson Heights; Plaza, Englewood, N. J.; Park Plaza, Bronx; Lafayette, Suffern, and Capitol, Port Chester, are included.

Announcement has been made by Mr. and Mrs. Rube Jackter, New York and Miami Beach, Fla., of the engagement of their daughter, Minna, to Leonard Kahn, son of Mr. and Mrs. Otto Kahn. The wedding will take place on March 15. Miss Jackter attended the High School of Science, and is currently a student at the University of Miami. Kahn attended the Rhodes School and New York University, and served for three and a half years with the coast guard in the North Atlantic and North Pacific areas. He is associated with Sperry, Inc., and Hattie Carnegie. Miss Jackter's father is the assistant general sales manager, Columbia Pictures Corporation.

Martin Levine, Brandt Theatres, and Leslie Schwartz, Century Theatres, have been named co-chairmen, exhibitors committee division, Federation of Jewish Philanthropies. The announcement was made by Barney Balaban, Simon H. Fabian, and Manny Frisch. Serving on the exhibitors Federation committee are: Max M. Cohen, Cinema Circuit; Leo Brecher, Leo Brecher Enterprises; J. Joshua Goldberg, Raybond Theatres; Walter Reade, Jr., Walter Reade Theatres; Harold Rinzler, Randforce; Julius Sanders, Sanders Theatres; Spyros Skouras, Jr., Skouras Theatres; Solomon Strausberg, Interboro Circuit, and Morton Sunshine, ITOA.

Ronald Reagan, co-star of Pine-Thomas' Technicolor production, "Tropic Zone," and his actress wife, Nancy, were in to assist in exploitation of the picture and make a number of TV appearances..



Seen at the recent gala premiere of Hal Wallis' Paramount production, "Come Back, Little Sheba," at the Victoria, New York, were, in the usual left to right, top to bottom, order: Edward Lachman, Chief Barker, Variety Club, and Mrs. Lachman; Emanuel Frisch, president, Metropolitan Motion Picture Theatre Association, and Mrs. Frisch; Samuel Rosen, Fabian Theatres executive, and Mrs. Rosen, George F. Dembow, National Screen Service head, and Mrs. Dembow; crowds in

front of the theatre; William Brandt, Brandt Theatres executive, and Mrs. Brandt; Samuel Rinzler, New York circuit owner, and Mrs. Rinzler; Alfred W. Schwalberg, president, Paramount Film Distributing Corporation, and David Weinstock, New York circuit owner, and Charles Moss, managing director, Criterion, New York, and Mrs. Moss, and Walter Reade, Jr., head, Walter Reade Theatres, and Mrs. Reade, all enjoying the proceedings.

A special network of ticket selling facilities was set up with the cooperation of the Bond clothing stores for the sale of tickets to the premiere of Warners "The Jazz Singer," which had a formal evening opening at the Paramount for the benefit of the National Foundation for Infantile Paralysis.

Max Weinberg, MGM, was convalescing from minor nasal surgery.

The Foreign Language Press Film Critics Circle elected the following officers for the new year: President, Dr. Manfred George, editor, German Aufbau; vice-president, Victor Shimkin, publisher, Russian daily, Slovo; treasurer, Rebecca Issachar, film editor, Greek daily, National Herald, and executive secretary, Sigmund Gottlober.

Harry Goldstein, eastern advertising and publicity director, Allied Artists, arranged the following radio and television appearances for Yvette Dugay in connection with the opening of "Hiawatha," Bijou: Barry Gray show on WMAC, Lou Quinn show on WINS, "Luncheon at Sardi's" show WOR; Bee Kalmus show on WVNJ, Maggi McNellis show on WJZ, Paula Stone show on WMGM-WOR, Eddie Kovacs show on CBS-TV, Billy Silbert show on Dumont-TV, "Kids and Company" show with Johnny Olsen on Dumont-TV, "Strike It Rich" show on CBS-TV, Dave Garroway "Today" show on NBC-TV, Nancy Craig show on WJZ-TV, and the Herb Sheldon show on NBC-TV. Six of the TV shows and three of the radio shows were coast to coast.

Gabriel Pascal, producer of George Bernard Shaw's "Androcles and the Lion," arrived from Hollywood to participate in RKO promotion and publicity campaign for the picture which had a gala invitational premiere at the Capitol.

President S. A. Anthony, Jr., and other officials and members of the Civil Defense Associates, Inc., national forum and clearing house for civilian and industrial protection, were guests of RKO-Pathé at a special preview of "Operation A-bomb."

David E. Rose arrived from Hollywood with RKO executives on sales and promotion plans on his new picture "Sea Devils."



A gala Christmas party, sponsored by Harry Garfman, business representative, Local 306, was held recently at the Hospital of St. Giles, the Cripple, Brooklyn, for the handicapped children interned in the non-sectarian rehabilitation center. Seen, left to right, are Mrs. Scott, hospital social service director; Garfman; Izzy Schwartz, former flyweight boxing champion and now union financial secretary, and Charles Aidikoff. Assisting in the charitable work was the Movie Social Club of Brooklyn.

Arthur B. Krim, president, United Artists, returned from a six-week European tour, during which he visited London, Paris, and Rome for conferences with independent producers with films currently before the cameras for United Artists release.

Monogram International Corporation assistant export manager William F. Osborne returned to his home office desk for the first time in over a year, during which period he had been representing the company's interests in the Far East. During the past 15 months, he has visited Japan, the Philippines, Indonesia, Malaya, Siam, Hong Kong, and Formosa. The major portion of this time was spent in Japan, where Osborne established new distribution arrangements through the company's own office, Allied Artists of Japan, Inc. He also initiated new distribution set-ups for the company's product in the Philippines through Frieder Films, Inc. New deals were also concluded in Indonesia, with Allied Artists of Indonesia Limited, in Singapore with Malaya Film Service Limited, in Hong Kong with International Films Limited, and with various independent distributors in Formosa.

The city's move to extend its three per cent sales tax to film footage processed

in local laboratories stopped for the time being with City Controller Lazarus Josephs ordering field auditors to disregard previous instructions to examine the books of the laboratories. Josephs' action followed a meeting between the controller and laboratory representatives, who told him that if such a tax were imposed on the footage, the labs would have to close up or transfer all their processing to branches in other cities. The city's action in attempting to collect an assessment from the distributors on negatives shipped east is still alive.

Chief Barker Ed Lachman, Variety Club, announced that the group's opening 1953 luncheon will be held in the Gregorian Room of the Piccadilly on Jan. 27. The club's new headquarters in the Piccadilly will open on Jan. 15.

Radio City Music Hall will unveil for the first time in the United States a new European spectacle which produces effects with water spouting from 4,000 jets to a height of 30 feet above stage level. The spectacle is called "Dancing Waters," and the installation will cost the Music Hall \$250,000.

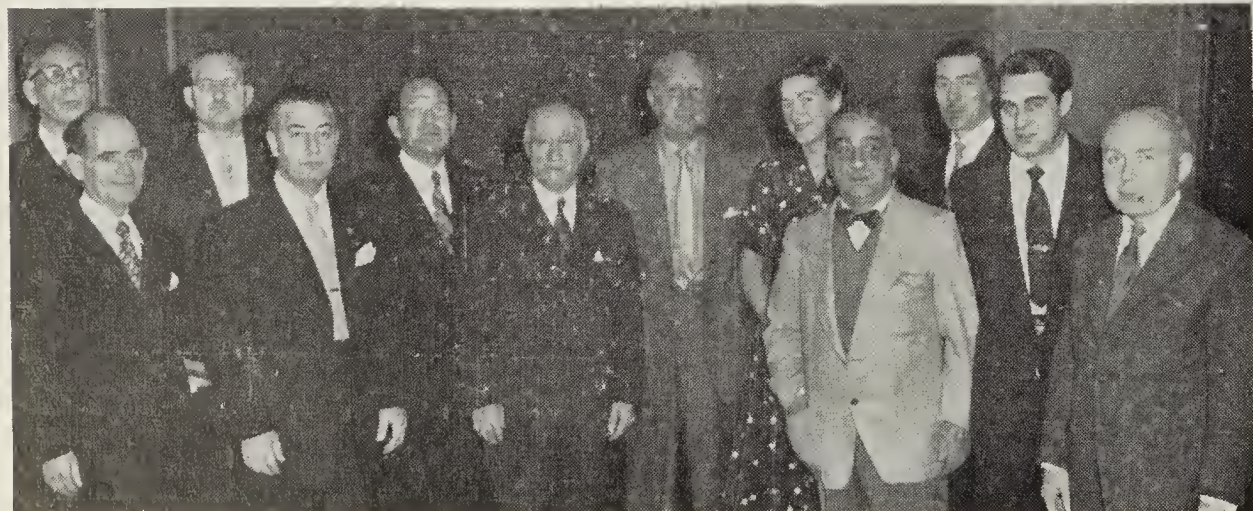
Robert Taylor, whose latest appearance is in "Above and Beyond," Brandt's Mayfair, arrived, accompanied by Emery Austin, division field press representative.

Ben Goetz, head, MGM's British studios, returned home by plane after a three-week visit here and at the Culver City studios. . . . Seymour Mayer, Far Eastern supervisor, Loew's International, left by plane for London, Paris, and the Far East tour of six weeks.

New Jersey Newark

Ed Kane, manager, Regent, Elizabeth, N. J., and C. P. Murphy, Ritz, that city, followed the policy of last year in renting the theatres to the Singer Manufacturing Company. The two houses drew more than 5,700 kids last year and an even larger crowd this year. Five thousand dollars worth of merchandise was given away.

Arthur Manfredonia, manager, Stanley, Jersey City, N. J., tied in with a furniture store on "The Iron Mistress,"



Recent home office ceremonies marked the induction of 32 Paramount executives and employes, each of whom received a gold watch, into the company's 25 Year Club in New York City. Seen are, left to right: Fred Stederoth, G. Pavlonis, J. Perley, Urban Santone, Louis Phillips; board chairman, Adolph Zukor, president, Barney Balaban; Mary Turner, Henry DeSiena, J. William Piper, John Oxtan, and Edgar Fay.



Joseph Tolve, manager, Capitol, Port Chester, attracted patrons to the recent showing of United Artists' "The Thief" by offering a 1952 Aero-Willys to anyone who could open the safe in the lobby.

giving away a gas range, radio, and an iron and a lamp. On the same film, Bernard Silverman, manager, Branford, used 5,000 sponsored heralds at no cost to the theatre.

Lieutenant Commander K. D. Iain Murray visited in connection with "Against All Flags," Branford.

Bernie Silverman, manager, Branford, tied in with a downtown restaurant in inviting children to attend the Junior New Year's end of the show without admission at 9:30 a. m.

Jack Conhaim, manager, Stanley, displayed one of the original Springfield rifles on "Springfield Rifle" as well as an exhibit of firearms, loaned by the Marlin Firearms Company.

New York State Albany

Alex Sayles, Palace manager, and Edward J. Wall, Paramount upstate director of advertising and publicity, set up a "Road to Bali" jingle test in a tiein with The Times-Union, W. M. Whitney and Company department store, and Newman and Sons, Inc., manufacturer, "Sarong" girdle. The contest ran for 10 days. The T-U printed a different jingle daily, with the final metrical line furnished by contestants.

The long arm of coincidence brought simultaneous surgery to a pair of sisters working as Paramount billers, Mrs. Betty Dasis and Mrs. Alice Repko. . . . Margaret Williams, RKO inspectress, was another to undergo an operation. . . . One of the cars driven to Cooperstown for the funeral of William C. Smalley, 63, president, Smalley Theatres, Inc., carried Raymond S. Smith, Warner branch manager; Charles A. Smakwitz, Warner Theatres zone manager; Jack Goldberg, Metro resident manager, and George H. Schenck, manager, Tri-State Automatic Candy Corporation.

Arthur Newman, Republic manager, returned from a business trip to New York. . . . Howard Smith, Paramount salesman, was another Big City visitor. He attended a Christmas party at the home offices,



Yvette Dugay, who portrays Minniehaha in Allied Artists' "Hiawatha," recently visited New York for the premiere at the Bijou, and dropped in at the Allied Artists' home office to spread cheer.

where he worked prior to his appointment as Albany salesman. . . . W. Gordon Bugie, Paramount salesman, basketball and tennis fan, played at University of Kentucky. . . . Woodrow Campbell, new ABC Vending area representative, substituted for several weeks in Virginia between his transfer from Binghamton to Albany.

Cupid has been exerting his charm among the 20th-Fox staff on an overtime basis. Announcements were made of the engagements of Miss Barbara Nelson, Milford, Conn., to salesman Clayton Pantages, and of secretaries Charlotte Schwartz and Frieda Hanneman to Albany boys. Pantage's fiancee is an attractive blond who attended Furman College, Greenville, S. C., for three years. Their wedding is scheduled for June. The Misses Schwartz and Hanneman will be married some time in the spring. Miss Hanneman's husband-to-be is a recently discharged army veteran. Miss Schwartz's, a young man whom she has known for years.

The 20th-Fox Family Club held a holiday party at Petit Parisien Restaurant. Those receiving gifts included branch manager Nat Rosen and head booker John Wilhelm. . . . A husband and wife were reported operating temporarily and effectively in the new United Artists office. Mrs. Robert Adler, wife of the sales manager, stepped in when a sec-

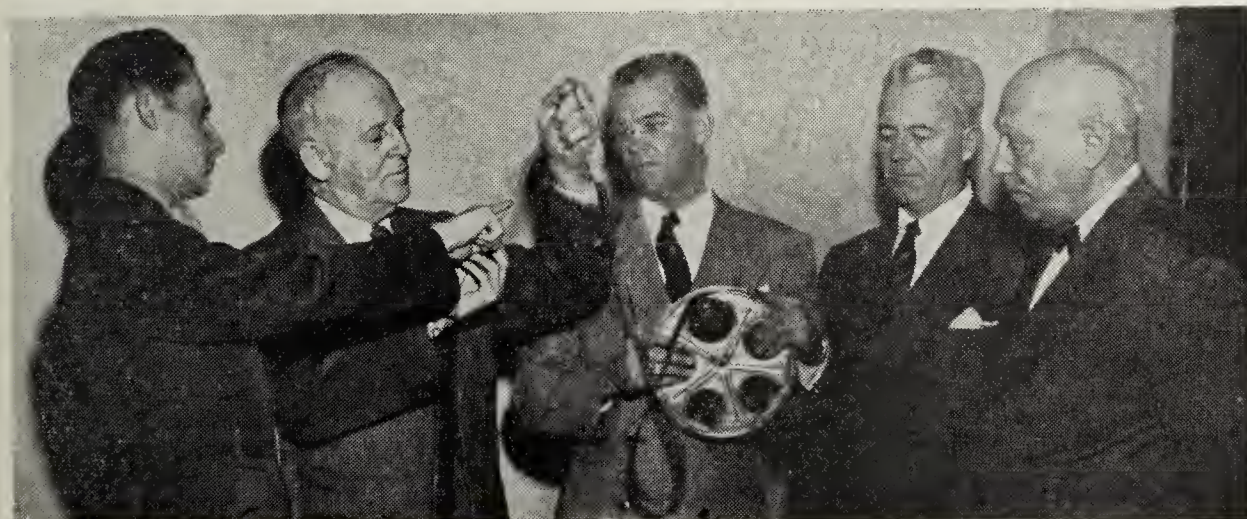
retary left. She had exchange operations experience before her marriage.

The seven Court of Appeals judges had before them, as arguments were presented in the appeal by Commercial Pictures Corporation, California, American distributor of the French-made "La Ronde" from a 3-2 decision by the Appellate Division, Third Department, upholding the Board of Regents in refusal to license the picture on the grounds it was "immoral and would tend to corrupt morals," an answering brief by Dr. Charles A. Brind Jr., Regents Counsel, to the one previously filed by Florence Perlow Shientag, counsel for appellant. Dr. Brind contended that the Regents' rejection of the film as non-licensable should be upheld, and that they had no other course, under the State Education Law. He described "La Ronde" as a picture whose one theme was "prostitution, seduction, and adultery, 10 separate scenes, nothing else." The Department of Education attorney emphasized that the Regents' action was unanimous. Dr. Brind called attention to the fact the Court of Appeals, some years ago, ruled that a book of stories by Arthur Schnitzler, including his tale of "La Ronde," was obscene. Mrs. Shientag, widow of a New York City Supreme Court justice, expressed the opposite viewpoint in her brief. A courtroom screening of "La Ronde" preceded the presentation of arguments. First scheduled for the Strand, it was transferred to the court chambers by mutual agreement between the attorneys and the judges.

Buffalo

Mike Simon, former Paramount exchange head, and Mrs. Simon announced the wedding of Mrs. Simon's daughter, Merle Janeen Jacobson, to Tracy Harrington Tingley at Grosse Point Farms, Mich.

Dewey Michaels was installed as Chief Barker, Variety Club, at a dinner in the Hotel Statler. International Chief Barker Jack Beresin, Philadelphia, and Marc Wolf attended the ceremonies. Billy Keaton and Marvin Jacobs are First and Second Assistants, respectively; Robert Hayman, Dough Guy, and W. E. J. Martin, Property Master.



Lieutenant Colonel L. K. Gilson, Jr., USMC, in charge of the Marine Corps public information office, New York, points out a highlight of the recently completed RKO film, "Operation A-Bomb," first motion picture of an A-bomb explosion in color for public exhibition. Seen, left to right, are: Gilson; Lieutenant General Clarence R. Huebner, state director of civil defense, Jay Bonafield, RKO-Pathé producer; A. D. O'Connor, northeast regional director, Federal Civil Defense, and Herbert R. O'Brien, New York City director of civil defense.



B. G. Kranze, United Artists general sales manager, recently announced the promotion of Joseph Sugar, former manager, home office contract and playdate department, to the post of Newark branch manager, under Fred Myers, district manager.



Five Los Angeles newspaper columnists recently arrived in New York after a 3,000-mile flight to interview Broadway actress Shirley Booth about her first motion picture, Paramount's "Come Back, Little Sheba." Seen, left to right, top to bottom, are: Ed Schallert, *The Times*; Joe Hyams, *The Hollywood Citizen-News*; Dick Williams, *The Mirror*; Ruth Waterbury, *The Examiner*; Mrs. Schallert; Dave Bongard, *The News*; Joe Hyams, Jr., and Mrs. Hyams.

Sam Yellen, Midland Properties, Inc., is recovering from a heart attack at Millard Fillmore Hospital. He is a popular industryite.

The American premiere of "Anna" took place at the Center, where it had a Hollywood-style kleig light opening attended by the city's leading social civic and cultural dignitaries. The first public presentation of the American-language film was preceded by an unusually strong advance advertising and publicity campaign conducted jointly by the IFE Releasing Corporation, distributing the picture, and United Paramount Theatres. Dr. Mauro Zambutto, director, IFE Studios, was in, and was interviewed many times on radio, television, and by the press.

Mrs. Rose Roberts finished her career in the business on Jan. 2 after 30 years of service. She started with U-I, and thereafter worked for several independent exchanges. Her last position was with Clark Film Company in the inspection department. Her many friends wish her the very best as she enjoys her retirement.

Congratulations go to Irving and Rose Fried on the occasion of their 28th wedding anniversary.

Lewis Lieser, Lieser Film Distributing Company, held his holiday party in the new offices in the Film Building. Approximately 100 exhibitors and distributors partook of the hospitality in the form of a buffet supper and refreshments. Immediately following, he took his entire office staff to Chez Ami for a dinner, and gifts were exchanged. His staff presented him with a radio. Lieser

EYEING THE

Exchanges

NEW YORK—With 1953 well underway, drives at various companies were getting full shares of attention.

COLUMBIA—Back from her Pennsylvania vacation was biller Kitty Bernstein. . . . The office club presented office manager Arthur Manne with a wallet for Christmas. . . . Clerk Gloria Goodwin was out ill. . . . Presented with a tie pin and cuff links set was head booker Sam Feinblum. . . . The booking department girls will be smelling nicely in 1953, thanks to the booker's perfume gifts. . . . Unanimous critical acclaim was the result of print booker Monty Raphaelson's impersonation of Al Jolson at the recent company party. . . . Typist Frances Taylor, who also teaches dancing at the Harlem Branch YMCA, was walking along the Y corridors indifferently discussing the weather with a man whom turned out later to be Jackie Robinson. . . . Biller Gertie Englander was vacationing.

MGM—The company held a special screening of "The Bad And The Beautiful" for the office. . . . Booker Johnny Cunniff's 14-year-old son, Freddy, had his arm in a cast. . . . In for a visit was former employee Arnold Ganz, on leave from the air force. . . . Another ex-MGMer, Bill Perls, dropped in while on leave from the army. . . . Salesman Bob Kraus is taking a honeymoon tour of Europe.

REPUBLIC—The Christmas party for exchange and home office employees had as special guests Herbert Yates, president, and his wife, Vera Ralston. . . . Elated about her newly found apartment is Mary Nicolaou, secretary to the branch manager. . . . Aaron Franko, student, foreign department, got his biggest present when his wife presented him with a daughter.

also announced that he will put on an additional salesman in the Albany territory, and such pictures as "The Tall Texan" and George Raft in "I'll Get You" are forthcoming. In New York he purchased the distribution rights for New York State for "The Big Break" and four other pictures to be announced very shortly. "Walkie Talkie" and "The Gambler and The Lady" opened at Max Yellen's Century.

—M. G.

Cohoes

Amateur shows are being conducted every Friday at the Fabian Cohoes. There has been an increase in attendance, and enthusiastic audiences have received the shows. The main reason for the success of the amateurs is George Seed, city manager, who acts as master of ceremonies. He hails from an old vaudeville family and claims that the response to the amateur nights proves that patrons desire live entertainment along with a well balanced screen show.

UNITED ARTISTS—Calvin Young celebrated his birthday. . . . Booker's secretary Betty Mirander was back after a virus attack. . . . Carl Harte, assistant, sales department left. . . . Former file clerk Rachel Webster is now filing across the stage at the Radio City Music Hall as a member of the Corps de Ballet. . . . Out ill was Merle McKinna, telephone operator. . . . The New Year was rung in with an informal party.

RKO—Friendly hello girl June Jacobson was happy with her new switchboard. . . . Salesmanager Herman Silverman was on a respite. . . . Recuperating from illness was the office manager's secretary, Saddle Poller. . . . Mike Kleinberg, former RKOer and presently with the navy, dropped in.

BONDED—Inspectress Mae McGee was in the hospital for an operation. . . . Still ill was Mary Einfrank, inspectress. . . . Examiner Tommy Manzone was recuperating.

PARAMOUNT—Booker Harvey Epstein, who celebrated his anniversary, wants to find a three-room apartment in the Long Island vicinity. . . . A special holiday treat for clerk Nancy Olivero was the furlough of husband John. . . . The annual New Year's party in the film room rung in the year.

RAMBLIN' 'ROUND—Morris B. Kesten, Sun Films, Tel Aviv, Israel, was in to acquire films for Israeli distribution. . . . Harriet Schneier, secretary, Bell, flew to Florida for her respite. . . . Former Monogram booker Hank Faeinstein had a holiday leave from his naval duties. . . . 20th-Fox employees got an invite to the home office where vice-president Al Lichtman spoke on new products, and screened some trailers. . . . Exhibitor Henry Koen became a father. . . . Sam Milberg visited his uncle, Bernie Mills, at the New York office of Equity. . . . Booked into Loew's was Favorite's "Wings of Danger" and "Scotland Yard Inspector."

—J. A. D.

Schenectady

Schenectady national guardsmen saluted the opening of "Thunderbirds," Fabian's State. The color guard of 2nd Battalion, 105th Infantry Regiment, New York National Guard, paraded into the theatre and onto the stage. Second Lieutenant Robert Menia led the audience in the pledge of allegiance to the flag. A local guardsman, First Lieutenant Keith H. Sovie, now serving as a liaison officer in regimental headquarters, served with the 175th Infantry Regiment, 45th Division, in France and Germany. The exploitation campaign for the Republic film was one of the best seen in this area in some time, and also had its effect on the gross.

Utica

S. and K. Wynn, Inc., has been authorized, in papers filed with Secretary of State, to conduct amusement parks and theatre business in Utica. Incorporators are: Michael M. Wynn, Angela Scalise, and Ann Guarini all in Utica.



NEWS OF THE

Territory

**Philadelphia
Crosstown**

Norman Stuart, who has acted as dialogue director for Michael Curtiz for a number of years, was ill with a virus infection at Albert Einstein Medical Center. He was stricken while visiting his sister here, and is expected to be under treatment for a month. His last assignment was dialogue director on Warners' "Trouble Along The Way."

The S-W Lane had an enjoyable holiday party held after hours. Among those present were Edith Gruba, Pat Hollins, Emanuel Bernie, Eleanor Willrock, Art Campanella, Jinny Held, Harry Clark, Al Brownstein and wife, George Rombold and wife, and manager Harry Knoblauch, who was gifted with a Stetson hat.

The old Gayety has been sold for a parking lot.

Ted Schlanger, Stanley-Warner zone manager, announced that "Bwana Devil," Aldine, had broken all existing records for the house during the first week, turning in a gross of \$36,961.92.

Martin Davis, assistant to David Golding, advertising-publicity director, Samuel Goldwyn Productions, was in to initiate the promotion campaign for the opening of "Hans Christian Andersen" at the Midtown on Feb. 4.

Vine Street

Stephen Justice is now Columbia up-state salesman. . . Sarah Fishman, Clark Film, had a birthday. . . Rose Davis is the new telephone operator at Republic. . . John Phelan, RKO booker, was on the sick list. . . Jack Engel, Screen Guild, was attending the Lippert convention in Chicago at the Blackstone Hotel. . . Exchange Finance Company has a ground floor to rent at 1313 Vine Street.

Joe Chasens, brother of Max Chasens, Atlantic City showman, went back to Dallas after spending the holidays at the shore.

Jack Greenberg, who has been ailing, was due to go back to the hospital for further treatment this week.

Joe Leon, U-I branch head, came back from the Boston meeting with plenty of enthusiasm and district manager John Scully. . . Everyone was glad to see internationally known projectionist Leon Cohen back at duty as 20th-Fox projectionist. . . Columbia division manager Harry Weiner and branch head Lester Wurtele were in Chicago for a meeting on "Salome." . . Irving Shiffrin was in from RKO, New York, to work on "Hans Christian Andersen," Midtown. . . Mr. and Mrs. Sidney Samuelson were attending the National Allied board meeting in New Orleans.



New

RED AND YELLOW  POPCORN

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not just a carton of popped corn • not just delicious popcorn

but . . . a new package that gives your customers EXTRA value, EXTRA pleasure, EXTRA fun—

★ HERE'S A POPCORN BOX THAT WILL BE TAKEN HOME!

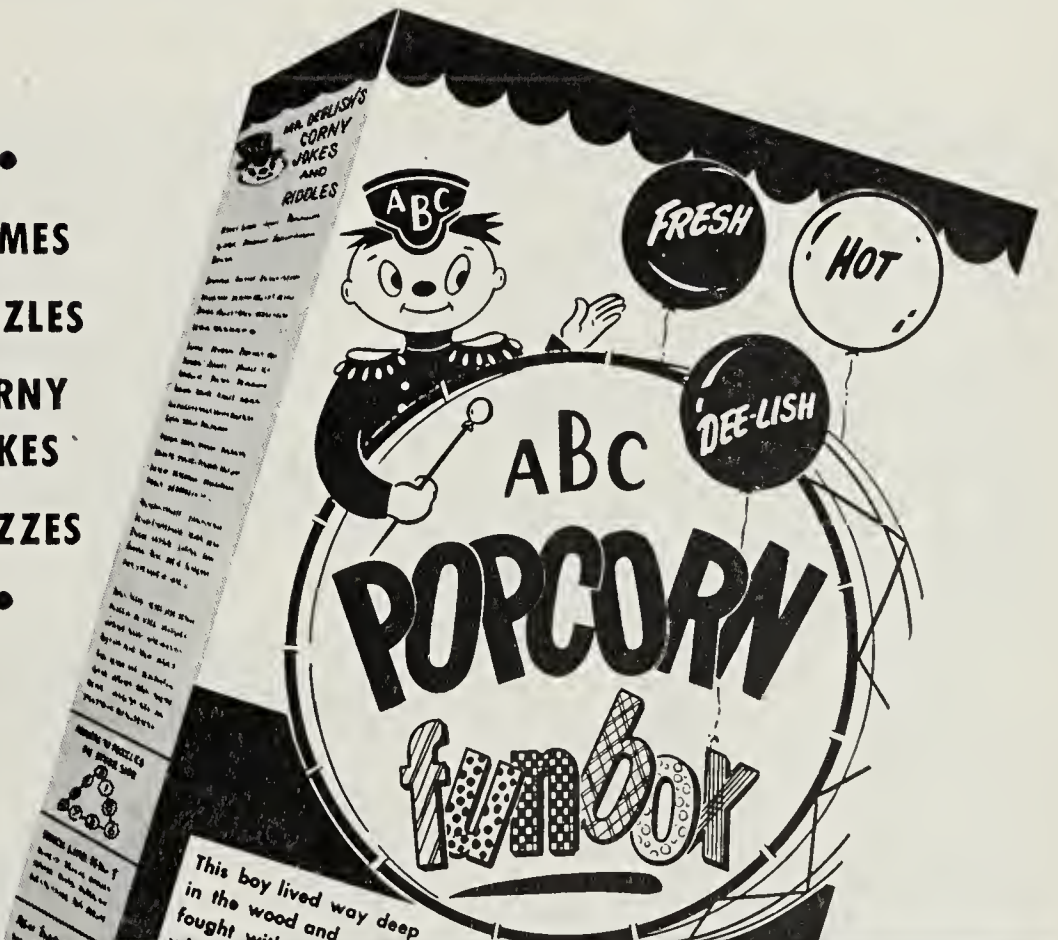
★ HERE'S THE PROVEN PACKAGE TECHNIQUE THAT SOLD HUNDREDS OF THOUSANDS OF CEREAL BOXES!

★ HERE'S ADDED PROOF ON WHY

BERLO MERCHANDISING METHODS DELIVER THE HIGHEST PER CAPITA GROSSES IN AMERICA!

Let BERLO'S 40 years experience give you airtight cash control, better service, and supervision — GREATER NET PROFIT!

- GAMES
- PUZZLES
- CORNY JOKES
- QUIZZES



BERLO



VENDING COMPANY

333 S. BROAD STREET, PHILADELPHIA 7, PA.

Norman Shigon, well known to the film fraternity, is now engaged in the general practice of law with offices in the Commercial Trust building.

Ben Stern, National Screen Service salesman, was back at work after a siege of illness.

Jack Harris reports that his "Because Of Eve" broke all house records at the College, Bethlehem, Pa. . . . Leo Posel, chairman of the board, Down-Town Jewish Home for the Aged, has asked trade support of the home's drive.

Jules Lapidus, Warners' eastern and Canadian division sales manager, presided over a meeting of the company's mid-Atlantic district sales force last week. Attending the meeting were Robert Smeltzer, mid-Atlantic district manager, and branch managers William G. Mansell, Philadelphia, and Peter R. DeFazio, Washington, D. C. Robert H. McGuire, home office auditor of exchanges, accompanied Lapidus.

District of Columbia Washington

George Murphy, MGM star and director of entertainment for the Presidential inaugural ball on Jan. 18-19-20, arrived to finalize arrangements. He has 20 top personalities already lined up for the occasion.

The MacArthur inaugurated a first-run policy with "Laughter in Paradise."

MGM's Rudolph Berger was at the Chicago sales meeting. . . . MGM's Henry Ajello was back in Sibley Memorial Hospital for an operation. . . . At NSS, an old employee is back after leaving in

Finnegan Talk VC Dinner Highlight

PHILADELPHIA—City Council President James Finnegan last week told nearly 300 industryites and guests assembled at the 18th annual dinner of the Variety Club, Tent 13, that City Council understood the plight of the local theatres, and was sympathetic toward the elimination of the 10 per cent local amusement tax.

His remarks proved a highlight of the affair which saw Retiring Chief Barker Vic Blanc, also a City Councilman, honored along with new Chief Barker Ralph Pries.

With Paul Lewis, who died suddenly less than 24 hours later, as toastmaster, the affair had a distinguished dais, with U. S. Senator James Duff as principal speaker. His address, on the problems facing the world today, was well received.

Variety Clubs International Chief Barker Jack Beresin, reviewing the progress of his administration, predicted that the tents throughout the country would hit four millions total in charities, surpassing the record of last year.

His contribution of \$10,000 toward physical additions to the Variety Club Camp for Handicapped Children, a big surprise, provided another high point in the evening's program.

1948, Pauline Di Geronimo. . . . The new girl in the contract department at Columbia is Carol Levi. . . . Jerry Sandy was on a two-week trip in the Clinch while his dad was in Richmond, Va. . . . Sylvester Sandy, Charlotte, spent the

Edward Emanuel, dinner committee chairman, received a plaque for his work in heading the annual "Johnny Night" festivities.

The affair began with the invocation by Rabbi Yaakov G. Rosenberg, with Rev. Sylvester McCarthy then reading off the list of the deceased barkers during 1952. Other speakers included Fire Commissioner Frank McNamee, on behalf of the 1953 drive for the National Foundation for Infantile Paralysis, and Colonel William McCraw, executive director, Variety Clubs International, who, as always, was in rare form in his well received address.

Following the address by Blanc in which he thanked those associated with him in the club during his regime, Pries and the new officers were inducted. Blanc received a gift from the club for his work.

Present, in addition to industryites from this city and other parts of the territory, were members of the judiciary, City Councilmen, and civic figures.

Presentation of the Heart Awards wound up the affair.

Winners of the Heart Fund Awards were Louis Vito, Cadillac; G. Moore, trip to Paris via TWA; Thomas Bossert, silver mink stole; Rusty Jordan, silver service, and John Ward, RCA airconditioning unit, all of Philadelphia; and Arleen Shiffet, Allentown, Pa., 8mm. camera and projector.

New Year here. . . . Florence Cardan, Allied Artists, birthdayed. . . . U-I's Myrtle Friese spent a weekend in Upper New York State with her mother. . . . U-I's Miss Alice Zamer went for her first citizenship papers. She is from Cuba. . . . Joe Brecheen, RKO, was sick for a couple of days. . . . Local F-13's dinner dance for branch managers, office managers, and wives, was an event.

Loew's Capitol is a beehive with "The March of Dimes" booth in front of the theatre, and Frances Langford doing her bit. . . . Jack Foxe and Orville Crouch are really humming because the Capitol is being used for the inaugural ball, and will have the same identical show as Uline Arena. This is in honor of the Senators, Congressmen, and cabinet officers. All tickets were sold before the announcement hit the press. All this will take place at the Capitol on Jan. 19.

RKO set 13 openings of Frederick Brisson's "Never Wave At A Wac" in the territory to coincide with or follow shortly after the capital city world premiere of the comedy on Jan. 28 at the Keith. These engagements, 12 of which are in Virginia and another in Washington, will receive the full boxoffice benefit of the publicity and promotion attendant upon the world premiere.

Variety Club, Tent 11, held installation of officers at the Willard Hotel, and International Chief Barker Jack Beresin and International Executive Director William McCraw were present for these ceremonies. Following the installation, there were refreshments in the club rooms.

—RICK LA FALCE



Highlights of the Variety Club, Tent 13, recent 18th annual dinner in Philadelphia included, in the usual left to right, top to bottom, order, new Chief Barker Ralph Pries, U. S. Senator James Duff, outgoing Chief Barker Vic Blanc, and International Chief Barker Jack Beresin; International Executive Director William McCraw addressing the gathering; McCraw inducting the new officers and crew, and Blanc, Ed Emanuel, and the late Paul Lewis admiring the scroll presented to Blanc as outgoing Chief Barker.



For the opening of Columbia's "Invasion U.S.A.," Jerry Baker, manager, RKO Keiths, Washington, invited civil defense officials to a special screening.

Delaware Wilmington

The Sunday Star, which plans to publish a bigger and better paper beginning on March 1 from its new plant on Justison Street, established new advertising rates. The old amusement rate, 13 and a half cents per line, was increased to 15 cents per line, but theatres contracting for a minimum of 50 lines per week were given a new reduced rate of 11 cents per line. The Wilmington Sunday Star, as it will be known will add Associated Press service, continuing to use United Press. The Star was founded March 6, 1881.

William H. Leute, 32, manager, Edge Moore, for the past five years, died on Jan. 5 in Delaware Hospital, where he had been a patient since Dec. 30. Leute came to the theatre from Philadelphia. He resigned as manager about a month ago when his contract expired, and the theatre, operated by Merfaulk Amusement Company, was sold by Mr. and Mrs. Fred Faulkner to Daniel Cudone, who formerly had been district manager. Leute had been in poor health from a heart condition for several months.

Sylvan Shaivitz, manager, Crest, Woodcrest, Del., and family were in New York. . . Mrs. Esther Hitchens joined the Crest, Woodcrest, Del. . . Helen Czajkowska joined the Rialto.

—HENRY L. SHOLLY

Maryland Baltimore

Art Hallock, manager, Paramount, was host to 1200 children at a party sponsored by the Lions Club, the sixth annual affair of its kind. . . Ernest Woods, Alpha Film Studios owner was back from Hollywood. . . Bernard Seaman, Beacon manager, still honeymooning in Europe, sent cards from Paris.

John Rose, Washington, D. C., distributor, appealed the censors' ban on "Love Moods." A hearing will be held in City Court over the board's refusal to issue a license for its showing in the state.

Harry M. Frock joined the projectionists' staff at the Stanley. . . The Pennington was advertised to be sold at auction but the sale was called off

Paul Lewis' Death Shocks Industry

PHILADELPHIA—The local industry was shocked last fortnight over the sudden death of Paul C. Lewis, 42, general manager, industrial division, Berle Vending Company, and secretary, Philadelphia Eagles professional football team.

Lewis collapsed near Broad and Locust Streets, and was taken to Hahnemann Hospital, where he was pronounced dead. The night before he had acted as toastmaster at the Variety Club testimonial dinner. He was also a director of the Variety Club.

The passing of Paul Lewis comes as a shock to his many friends in the business. Not only was he a valued executive of a company which serves many theatres but he was one of the leaders in the Variety Club.

His loss means the departure of a good friend as well as a staunch supporter of the industry.

—J. E.

A well-known Democratic organizational director and former secretary of the Democratic State Committee, he had served in the State House of Representatives from the 10th district in 1937, the same year he was vice-president, Young Democrats of Philadelphia County.

During the Democratic convention in Chicago, he was a floor leader of the Philadelphia delegation, and was an aide to James P. Clark, president, Eagles and Highway Express Lines, and former Democratic chieftain in this city. In 1951, Lewis was named vice-chairman, Democratic City Committee, by James A. Finnegan, chairman.

A deputy director of the War Manpower Commission in 1943, Lewis resigned to enlist in the army. He returned to the War Manpower Commission as regional director in 1945, and resigned to join Berle.

Previously, he had been special assistant to the State Secretary of Banking, assistant counsel to the U. S. Bituminous Coal Consumer's Council, and deputy treasurer of Philadelphia.

The deceased attended Waldron Academy, and entered the insurance business shortly after his graduation.

The viewing was held on the evening of Jan. 9 at the Fitzpatrick Funeral Parlor.

Mass was offered at St. Bridget's Church on Jan. 10 with a large delegation of members of the Variety Club and industry on hand.

He is survived by his wife, his mother, and two brothers.

at the last minute. Jack Dausen continues to operate the theatre.

Jack Barton is the new manager, Royal, succeeding the late Samuel Ward. . . Manager Rodney Collier was having extra equipment installed in the Stanley for "Bwana Devil." . . May Miller, United Artists, was in on "Limelight" and "Kansas City Confidential."

George Thorsell, former advertising artist, Loew's Century, back from Korea after getting discharged from the army, is rejoining the Century's staff. . . Fred Schanberger, Jr., coowner Keith's, was stricken in New York with a spine ailment, returned home, and ended up at Bon Secours Hospital. . . Harry Welch, Mayfair publicity chief, visited New York.

The Variety Club installed its new officers with Jack Pollack as Chief Barker. . . The Variety Guild, ladies auxiliary, Variety Club, decided to hold its first annual dinner dance in February.

—G. B.

Hagerstown

In a recent EXHIBITOR advertisement for Popcorn Processing Company, the copy should have read "Packed in 100 pound moisture-proof burlap bags" instead of "Packed in 100 per cent moisture-proof burlap bags."

Leonardtown

To plug "The Rose Bowl Story," Park, Lexington Park, Md., manager T. L. Harrison, in a tieup with a drug store,

for your convenience . . .

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Clifton Webb, star, 20th-Fox's "Stars and Stripes Forever," was recently installed as "Honorary Chief Mugman," and received the Mugs' "Lead Medal of Ignominy" at a dinner of the funmaking organization within the Poor Richard Club of Philadelphia. At left, Webb gets the award as club officials, and Hal Marshall, 20th-Fox exploiteer, right, look on. In center,

Webb poses with Herbert M. Miller, EXHIBITOR editor, left, and Harold Seidenberg, Fox managing director; while at right, Seidenberg, Harry Freeman, Fox publicity manager, Miller, and Leo Pillot, 20th-Fox home office, examine the barrel of profits expected to be made from "Stars and Stripes Forever." Marshall did an excellent job in setting up the event.

jointly sponsored the presentation of a large silver trophy to the Golden Bombers football team of the Patuxent River U. S. Naval Air Base, along with golden footballs to star players. . . . Jack Fruchtman and wife returned from Florida.

**Pennsylvania
Brandonville**

Melvin Heinback's Brandonville Drive-In contracted with Vincent M. Tate Theatre Equipment, Forty Fort, Wilkes-Barre, Pa., for the installation of Ashcraft Super High lamps, Motiograph H. I. Power generator, in-car speakers, and junction boxes.

Hanover

Cliff Gunnett, former manager, Warner, Atlantic City, N. J., succeeded James Boyer as manager, State.

Harrisburg

Manuel Trambukis, 59, father of Bill Trambukis, manager, Loew's, died in Providence, R. I.

Reading

Loew's Larry R. Levy, manager, has its "March of Dimes Merry-go-Round" operating again on the sidewalk in front of the theatre. This consists of a lengthy table or counter with a revolving centerpiece, surrounded by several score milk bottles, each labelled with the name of a district, borough, or township near the city, to receive contributions of dimes, larger coins, or bills for the infantile paralysis fund. Other theatres here are arranging campaigns for the polio fund.

A reduction of \$10,250 was made on the 1953 tax assessment on the Strand after an appeal by the Schad Theatre Company, owner Dr. Harry J. Schad, president, appealed the assessment, set at \$54,500 by the district assessor, and set at \$60,250 by the assessment board. Doctor Schad said that the company did not want to close the theatre, but that the condition of the business generally did not warrant higher assessments and higher taxes. The figure was cut to \$50,000 flat. Reading city authorities collected \$141,437 in 1952, in amusement ticket taxes, City Treasurer John L. Hoch reported. This was slightly less than the 1951 mark, \$142,266, and far below the \$180,950 collected in 1950.

Williamsport

Perry Hoffman, Park and the 19th Street, Allentown, Pa., has been in a Royersford, Pa., hospital.

**Virginia
Richmond**

Due to the warm spell, several drive-ins in lower southwest Virginia opened on a part-time basis. . . . Owner, Fuller, Sundown Drive-In, Gate City, Va., visited.

Now that the busy holiday season is over, we will try to keep our few readers informed of the doings of the local theatre folks. In getting up-to-date, we should mention the nice Christmas parties held locally. The yearly party of Neighborhood Theatre, Inc., was held at the home of Sam Bendheim, Jr., general manager. The Fabian employees held their party at the Colonial. The Beacon, Hopewell, held its party on Dec. 22.

Kitty Thorpe succeeded Thelma Carroll at the National. . . . Virginia Richardson is an addition to the NT home office staff. . . . Howard Powers, Colonial, and his wife vacationed in Florida. . . . Governor Battle sent a bottle of water from the James River, Jamestown, to New York in a publicity stunt promoted by the Roxy for its new ice show policy.

Ben Caplon, Columbia branch manager, and Milton Lipsner, Monogram manager, were in conferring with Sam Bendheim, Jr. . . . Elton McHan is now managing the Byrd, Arlington. He was formerly with Loew's, Reading, Pa. . . . Laverne Shipp resigned as relief manager, Neighborhood Theatre, Inc., and was succeeded by Carl Moore, who managed the Farmville Drive-In during the summer. . . . Lena Stephenson, Westover staff, spent her vacation in Florida. . . . Vivian Pindar, receptionist, NT home office, visited relatives in Georgia over the holidays.

"The Magic Horse" a Russian color film, was presented by the Richmond Film Society in the auditorium of John Marshall High School. . . . William B. Fox, State, vacationed at home. . . . "Pruney" Morrisette, Capitol, also took his winter vacation. . . . The Westhampton and Westover presented free children's show. Managers John Zenner,

TRADE SCREENINGS

PHILADELPHIA

MGM—(1233 Summer) Jan. 15, 2, "Confidentially Connie" (Janet Leigh, Van Johnson, Louis Calhern); 16, 2, "Jeopardy" (Barbara Stanwyck, Barry Sullivan, Ralph Meeker).

RKO—(250 North 13th) Jan. 19, 10:30, "The Hitch-Hiker" (Frank Lovejoy, Edmund O'Brien); 2:30, "Sword Of Venus" (Robert Clarke, Catherine McLeod, Renee DeMarco).

WARNERS—(230 North 13th) Jan. 14, 2, "The Jazz Singer" (Danny Thomas, Peggy Lee) (Technicolor); 21, 2, "She's Back On Broadway" (Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore) (Warner-Color); 28, 2, "I Confess" (Montgomery Clift, Anne Baxter, Karl Malden).

Westhampton, and Allen Brown, Westover, state that it is the first time free Christmas parties were held at their theatres. In addition to the screen program, the Westover presented a program of Christmas carols sung by the Girl Scouts of Westover Hills. . . . Several other theatres also held toy matinees sponsored by the local recruiting office of the marines, with all toys being distributed by the marines to children.

The Richmond Television Corporation, headed by Morton G. Thalhimer, applied to the FCC for a station on channel 12. The concern was organized last summer, and, in October, the Henrico County Board of Supervisors rezoned a tract of Broad Street Road, near Bynum Avenue, for use as a site for a television transmitter by the firm.

Floyd Davis is the new booker, Arlington office, NT, replacing John Shelly, who returned to New York. . . . Dave McCoy, manager, Beacon, Hopewell, is scheduled for induction into the army. —S. T.

**Variety Club
Tent 13, Philadelphia**

The Philadelphia Fellowship Commission has extended thanks to the tent for furnishing it two new motion picture screens, one of which is permanently installed in the ceiling of the auditorium and one portable one, which can be used to serve cooperating organizations.

MGM

The Naked Spur (318)

OUTDOOR
DRAMA
91M.

(Color by Technicolor)

ESTIMATE: Well-made outdoor show.

CAST: James Stewart, Janet Leigh, Robert Ryan, Ralph Meeker, Millard Mitchell. Produced by William H. Wright; directed by Anthony Mann.

STORY: James Stewart, on the trail of outlaw Robert Ryan, for whom there is a reward of \$5,000, is aided by elderly prospector Millard Mitchell. They come upon Ryan trapped on a hill. Ralph Meeker, dishonorably discharged ex-army officer, attracted by the gunfire, helps the other two take Ryan, who is accompanied by Janet Leigh, for whom he has been caring since her father died. Ryan reveals that there is a price on his head back in Kansas, a fact kept from Mitchell and Meeker. They declare themselves in, and decide to accompany Stewart back. Stewart wants to take Ryan back so he can use the reward money to buy back his ranch, which was sold by an unfaithful fiancée. Ryan plays off one against the other. There is a brush with Indians, and a romantic spark springs up between Stewart and Leigh. After some traveling, Ryan finally talks Mitchell into freeing him so that he can show him a gold mine, and then kills him. Ryan sets a trap for the other two after forcing Leigh to go with him, but she upsets things, and Ryan and Meeker are killed. Stewart decides to bury Ryan, and not take his body back for blood money. He and Leigh strike out for California.

X-RAY: Extremely able performances, tight, efficient direction that gets the most out of actors and story, very fine photography, and an interest-holding, dramatic yarn are to be found here. The Technicolor is also of great assistance. This should register with fans who appreciate drama topped with action, intrigue, and suspense. The screen play was written by Sam Rolfe and Harold Jack Bloom, and this was filmed in the Rocky Mountains.

TIP ON BIDDING: Better rates.

AD LINES: "Rough, Tough Action In The Great Outdoors"; "Romance And Adventure High In The Rockies"; "Jimmy Stewart At His Adventure-Best In A Rough, Tough Yarn About Four Men And A Girl."

PARAMOUNT

Cleopatra (5208)

HISTORICAL
DRAMA
104M.

(Re-release)

ESTIMATE: Reissue has names to sell.

CAST: Claudette Colbert, Warren William, Henry Wilcoxon, Gertrude Michael, Joseph Schildkraut, Ian Keith, C. Aubrey Smith, Ian MacLaren, Arthur Hohl, Leonard Mudie, Irving Pichel, Claudia Dell, Eleanor Phelps, John Rutherford, Grace Durkin, Robert Warwick, Edwin Maxwell, Charles Morris, Harry Beresford. Produced and directed by Cecil B. DeMille.

STORY: Egyptian queen Claudette "Cleopatra" Colbert uses her wiles to win the aid of Warren "Julius Caesar" William, emperor of Rome, who had sought to conquer her country. William refuses to heed the warnings of his friend Henry "Marc Anthony" Wilcoxon, and is assassinated. He is succeeded by Wilcoxon, who goes to Egypt to avenge his death, and is met by Colbert, who proceeds to lure

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The original *Pink Section* evaluation of features, short subjects.

SECTION TWO
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him as she did William. He is completely captivated. Back in Rome, Ian "Octavian" Keith, jealous of Wilcoxon, arouses the Romans, and offers Colbert Egypt's freedom if she will poison Wilcoxon. She agrees, but before Wilcoxon drinks the poisoned wine, he receives word that Keith has declared war against Egypt. Wilcoxon calls for his generals, who have deserted, refusing to fight against Rome, and learns that Rome will only take him back if Colbert dies, but his devotion to her transcends his love for his country. Now having won Colbert's sincere love, he and Colbert flee Actium after a terrific fight, and get to Alexandria, where Wilcoxon refuses to surrender. He misunderstands Colbert's going to Keith's tent, stabs himself, and dies in Colbert's arms after she returns unsuccessful in her attempt to save him. Heartbroken, she commits suicide.

X-RAY: First released in 1934, it was said at that time that "This immense spectacle shouldn't have any trouble drawing. Paramount shot the works on the show, and the result is a magnificent creation done in topnotch DeMille style. The picture is beautiful, well acted, carries hordes of extras, and contains all the angles that make DeMille shows clean-ups." The screen play is by Waldemar Young and Vincent Lawrence. While 19 years is a long time, the name draw, the DeMille pull, and other factors should help in the selling.

TIP ON BIDDING: Usual reissue price.

AD LINES: "One Of The Mightiest Spectacle-Dramas The World Has Ever Seen"; "History's Most Seductive Woman!" "The Love Affair That Shook The World."

RKO

The Hitch Hiker

DRAMA
71M.

ESTIMATE: Suspense-filled programmer will fit into the duallers.

CAST: Edmond O'Brien, Frank Lovejoy, William Talman, Jose Torvay. Produced by Collier Young; directed by Ida Lupino.

STORY: Frank Lovejoy and Edmond O'Brien pick up hitch hiker William Talman while on a desert highway, and soon learn he is an escaped convict, murderer, and madman. Terrorized, they are forced to follow his instructions. Talman orders that all dealings on the road be in English, with no Spanish spoken, as they head for a ferry across the Gulf of Mexico to Guaymas, where he hopes to complete his escape. While on the 500-mile run, Love-

joy and O'Brien find they are to be killed at the end of the trip. Mexican police, headed by Jose Torvay, start picking up the trail, and the entire area is combed by officers. Lovejoy and O'Brien try to leave clues for the police, but by radio hear that California and Mexican police have transferred their search to a different area. The men do not know that this is a police attempt to trip up Talman. The car breaks down, and Talman and captives begin to walk through desert country. Torvay is in pursuit. When they reach the ferry, Talman learns it is not running, but forces O'Brien to change clothes with him so that in case of danger he will be mistaken for him. Talman makes a deal with a Mexican fisherman to take him across in a boat. However, at the waterfront, Talman forces O'Brien to walk ahead of him, and police mistake O'Brien for Talman, and open fire. O'Brien jumps into the water, and clings to the piling. Talman uses Lovejoy as a shield, but Lovejoy knocks the gun out of Talman's hand, and eventually Talman gives himself up.

X-RAY: A suspense-filled production, this has a yarn that should hold viewers on edge. This may prove a sleeper that should attract suspense and crime fans far and wide. The pace is rapid, and the entire production a well-knit affair that should fit well into the duallers. It has an all-male cast.

TIP ON BIDDING: Program price.

AD LINES: "One Great Big Thrill In Suspense If You Follow 'The Hitch

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BEST

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Honestly Factual

REVIEWS

1000's of Theatremen back their dollars and judgment with these "solid" facts and estimates.

DON'T TAKE OUR WORD FOR IT!
CHECK 'EM AGAINST YOUR PLAYOFF!

Hiker"; "An Experience In Suspense"; "A Film That Will Leave Everyone Talking."

20TH-FOX

The Star

DRAMA
89M.

ESTIMATE: Well-made dramatic entry.

CAST: Bette Davis, Sterling Hayden, Natalie Wood, Natalie Schaefer, Katherine Warren, David Alpert, Paul Frees, Kay Riehl, Barbara Woodel, Fay Baker, Warner Anderson, June Travis, Minor Watson, Barbara Lawrence. Produced by Bert E. Friedlob; directed by Stuart Heisler.

STORY: Bette Davis, one of Hollywood's former stars, sees all of her personal effects being auctioned off to meet creditor demands. She owes money to her agent, Warner Anderson, and to her ex-husband, with whom her daughter, Natalie Wood, is staying until she can get relocated. Davis can't raise money to pay the rent, and her sister and her greedy husband are of no help. Davis gets drunk to forget her troubles, and is jailed for reckless driving, etc. She is bailed out by Sterling Hayden, once a leading man in one of her films. He has never forgotten, and had loved her at one time. Hayden takes her to his quarters overlooking his small shipyard, and tries to show her that there is another life besides Hollywood and films. She tries, but the lure is too much for her, and she has Anderson get her a test in a film to be produced by Minor Watson. She thinks she should have the lead, and plays the test accordingly. It results badly. Anderson takes her home to rest. At a party in his home, a writer tries to interest her in a script about a falling star. As he relates the plot, she sees all too realistically that it is her story. She sees herself finally for what she is, a woman who should play the part of a woman and a mother, and not cling to her dreams of yesteryear. She picks up Wood, and returns to the waiting Hayden.

X-RAY: Absorbing, with particular interest for women, this provides Davis a typical dramatic vehicle, and she makes the most of it. The players are expert in their roles, and the general nature of the production is of a higher order. The role offers Davis opportunities, and her followers should be well satisfied. For the others there are the Hollywood backgrounds, the usual gamut of emotion, etc. The story is by Katherine Albert and Dale Eunson.

TIP ON BIDDING: Better price.

AD LINES: "She Was A Star From Start To Finish When She Finally Became A Woman"; "An Inside Glimpse Of Hollywood In Its Naked Dramatic Reality"; "An Absorbing Film With A Different Bette Davis."

U-International

Girls In The Night

MELODRAMA
82M.

ESTIMATE: Exploitation will make the difference.

CAST: Joyce Holden, Glenda Farrell, Harvey Lembeck, Leonard Freeman, Don Gordon, Jaclynne Greene, Anthony Ross, Susan Odin, and introducing Patricia Hardy. Produced by Albert J. Cohen; directed by Jack Arnold.

STORY: In New York's tenement area, Patricia Hardy lives with her father, Anthony Ross, who works in a warehouse; her mother, Glenda Farrell, who helps out by being employed at a beanery, and her brother, Harvey Lembeck, who can't hold a job. Hardy, who wants to move out of

the tenement area, likes Leonard Freeman, but doesn't believe they can marry on his salary. The same problem faces Lembeck and his sweetheart, Joyce Holden. Meanwhile, ex-convict Donald Gordon makes passes at Hardy. Ross is injured in an accident. Lembeck quits his job and decides, with Holden, to rob a fake blind beggar. Before he can do this, however, Gordon kills the beggar as his girl friend, Jaclynne Greene, watches. Later Greene sees Lembeck steal the money. She then tells she will handle things, but she gets jealous of Hardy, and informs the police on both Gordon and Lembeck. At the windup, Lembeck and Freeman chase Gordon after he tries to kill Greene. Freeman is knocked out, but Lembeck corners Gordon, who is accidentally electrocuted as the police close in. Holden and Lembeck are given suspended sentences, and, with Ross' promotion, comes a chance to move out of the tenement area.

X-RAY: Packed with exploitation angles, this is a merchandising opportunity. The cast doesn't have much for the marquee although the newcomers all give good accounts of themselves, especially Freeman, Gordon, Greene, and Hardy. The dialogue is crisp, with much of it good for ad copy, and inclusion of teen-age get-togethers, etc., should aid in the selling. Properly sold, this could surprise. Otherwise, it will fit into the duallers. The story was written by Ray Buffum.

X-RAY: Fair program price.

AD LINES: "She Wanted To Leave The Slums . . . But Wouldn't Pay The Price"; "Are Our Young People To Blame? . . . See For Yourself"; "Which Would It Be . . . Sin In The Tenements . . . Or Real Love?"

The Mississippi Gambler

(310)

MELODRAMA
98½M.

(Color by Technicolor)

ESTIMATE: Melodrama of early New Orleans and the Mississippi should account for itself okeh.

CAST: Tyrone Power, Piper Laurie, Julia Adams, John McIntire, William Reynolds, Paul Cavanagh, Robert Warwick, John Baer, Ron Randell, Guy Williams, Ralph Dumke, King Donovan, Hugh Beaumont, Dennis Weaver. Produced by Ted Richmond; directed by Rudolph Mate.

STORY: In the early days of New Orleans, Tyrone Power, who arrives from the east to be an honest gambler on the Mississippi, becomes a close friend of veteran gambler John McIntire. The two land in New Orleans, where Power again meets Piper Laurie, daughter of Paul Cavanagh, respected citizen. Power had been given a family heirloom by John Baer, Cavanagh's son, in payment of a gambling debt, and this had angered Laurie. Power ingratiates himself with Cavanagh, who realizes his son's shortcoming. Power starts building a fortune so that he can open a gambling palace. Meanwhile, Power tells Laurie they really love each other, but that he will wait for her to admit it to him. On a steamboat run, Power befriends Julia Adams, whose brother had killed himself after losing at cards, and brings her to New Orleans, where Baer falls in love with her. She spurns him, telling him she loves Power, and eventually Baer and Power duel. Baer proves a coward, and Cavanagh then turns him out. In spite, Laurie marries Ron Randell, of an old banking family. Later, Baer attempts to kill Power, and dies in the attempt. Cavanagh, defending Power's honor, is himself mortally wounded. Laurie's husband disappears after a bank scandal in which Power and others lose

their money, and, at the windup, Power, out to start making another fortune, waits on the boat as Laurie, who had gotten a divorce, finally comes to him.

X-RAY: Uneven, and often slow moving, this, however, has attributes which should land it in the better grosses, particularly in the south. The title is a bit misleading, for, although there is much of gambling, the story centers on other elements. Power is capable in the lead with Laurie and Adams both attractive, the backgrounds, etc., are lush, and McIntire and others help with their characterizations. There could be a bit more action in the rambling script. While this covers familiar ground, for the most part, it is the sort that generally takes care of itself well at boxoffice. Story and screen play are by Seton I. Miller. Legion of Decency "B."

TIP ON BIDDING: Better price.

AD LINES: "Meet 'The Mississippi Gambler' . . . Man Of Action and Love"; "Two Women Wanted Him . . . But He Was Willing To Wait"; "Tyrone Power . . . As A Man Who Loved The Wife Of Another Man . . . In 'The Mississippi Gambler'."

WARNERS

The Jazz Singer

MUSICAL DRAMA
108M.

(Color by Technicolor)

ESTIMATE: Star draw should help remake of early talkie hit.

CAST: Danny Thomas, Peggy Lee, Mildred Dunnock, Eduard Franz, Tom Tully, Alex Gerry, Allyn Joslyn, Harold Gordon, Hal Ross, Justin Smith, Anitra Stevens. Produced by Louis F. Edelman; directed by Michael Curtiz.

STORY: Born into a long line of Jewish cantors, Danny Thomas finds that he can not fulfill what his father, Eduard Franz, feels is his duty. Thomas has an urge to sing popular songs. His mother, Mildred Dunnock, understands this natural impulse, but cannot get Franz to see it. Peggy Lee, Thomas' girl friend, has faith in his ability as an entertainer, and, as a top recording favorite, uses her influence. Signed for a Broadway musical, the show proves a flop, but Thomas, determined to stick it out, stays in New York, hitting disappointments. He then returns home, and promises Franz he will become the cantor as his father desires to retire. After a short while, he realizes that his promise was not really what he wanted, and again disappoints his father, who disowns him. Thomas again returns to New York, and makes the grade. When his father has a heart attack, Thomas rushes home, and a reconciliation is effected. The father recovers, and comes to New York to witness his son's triumph. Thomas and Lee clinch.

X-RAY: A remake of the Al Jolson hit of the early talkie days, this is a warm, touching film. Carrying the story line up to modern times, it is especially sure to find favor with the younger set. Thomas fits the part well, sings with emotional depth, and carries his role with conviction, while Lee does nicely in her initial film role. The color helps, too, and this is a family film that should be especially attractive in the metropolitan areas. Songs heard are: "Birth Of The Blues", "Living The Life I Love", "Kol Nidre", "Just One Of Those Things", "This Is A Very Special Day", "I Hear The Music Now", "What Are New Yorkers Made Of", and others. The screen play is by Frank Davis, Leonard Stern, and Lewis Meltzer, based on the play by Samuel Raphaelson.

TIP ON BIDDING: Better price.

AD LINES: "The Story Of An Entertainer Who Was All Heart"; "Songstress Peggy Lee In Her Film Debut"; "You'll Love Danny Thomas As 'The Jazz Singer'."

FOREIGN

Anna

DRAMA
100M.

(IFE)

(Italian-made) (Dubbed in English)

ESTIMATE: Mangano draw should make this an okeh entry for the art spots.

CAST: Silvana Manganò, Gaby Morlay, Raf Vallone, Jacques Dumesnil, Vittorio Gassmann, Patrizia Mangano, Natascia Mangano, Dina Romano, Rosita Pisano, Bianci Doria. Produced by Carlo Ponti and Dino De Laurentis; directed by Alberto Lattuada.

STORY: Although Sister Silvana Mangano becomes a novice and worker in a large hospital under unusual circumstances, her gentleness and ability make her important. When her sister, Patrizia Mangano, brings in her old love letters, Mangano asks the Mother Superior to let her take her final vows immediately, but the Mother Superior says Mangano is still too attached to the world. An injured man is brought in, and Mangano is shocked to see that it is her former fiance, Raf Vallone. Against orders, she goes to the Opera House to fetch head surgeon Jacques Dumesnil. During the operation, Mangano thinks of her past as a night club entertainer and mistress of bartender Vittorio Gassmann. Mangano visits Vallone, a gentle farmer, who loves her deeply. At first, she refuses his proposals, but finally agrees after telling him about Gassmann. At the farm, Gassmann arrives before the wedding. When she refuses to return, he attacks her. Vallone enters, and, in the fight, Gassmann is killed. Vallone turns on Mangano, who decides to become a nun. Vallone recovers, and asks Mangano to return to marry him. She is torn between her love for Vallone and her new way of life, but when the hospital fills with victims of a train wreck, she knows her life is dedicated to the sick.

X-RAY: The hospital serves as the background for this well-made Italian import, and the film's strongest selling point is its three stars, Mangano, Vallone, and Gassmann. Mangano, who scored heavily in "Bitter Rice," dominates with her beauty and ability. The direction is faulty in that it creates three or four dramatic highpoints, thus making the ending rather anti-climactic. One song heard is "Baion." The screen play is by Giuseppe Berto, Dino Risi, Ivo Perilli, Franco Brusati, and Rodolfo Sonogo. (Originally reviewed in THE SERVICSECTION of July, 1952, this is reprinted due to its now being dubbed in English and other changes made.—Ed.)

AD LINES: "Silvana Mangano The 'Bitter Rice' Sensation, In A New Role"; "A Woman Who Gave Her Love To One Man But Could Only Give Her Body To Another"; "A Strange And Compelling Tale Of Violence And Faith."

The Little World Of Don Camillo

COMEDY
96M.

(IFE)

(Franco-Italian-made)

(English titles)

ESTIMATE: Pleasant Italian comedy.

CAST: Fernandel, Gino Cervi, Sylvie, Charles Vissiere, Franco Interlenghi, Vera

Talqui, Amando Migliari, Saro Urzi, Gualtiero Tumiati, Olga Sobelli, Mario Siletti, Marco Tulli. A Rizzoli-Amato production; directed by Julien Duvivier.

STORY: Political discord splits a small town in northern Italy into rival factions, one headed by priest Fernandel and the other by Communist mayor Gino Cervi. Because of their politics, the two are brought into a running feud. Their rivalry, however, is superficial, and they both have a genuine respect for each other. Having been elected mayor, Cervi must carry out his promise to build a community center, and plans a tax on the big landowners. They rebel. The Communists call a general strike of farm workers. After three days, the un milked cows show distress. Fernandez sneaks past the guards, and even persuades Cervi to help him with the milking. Meanwhile, a young boy and girl whose families are on opposing sides of the political chasm fall in love. Their families not approving, and finding no other way out, the young couple decide to commit suicide. Fernandel, however, brings the families together, and saves the lovers. Getting into so many fights with the Communists, Fernandel is forced to leave the town by his bishop. On the way to the station, he sees no one of the town there to bid him good-bye, and he feels dejected. But, at the first stop, he finds his good parishioners, and, at the second, Cervi and the party comrades wish him well. He leaves for his new parish, but there are indications that he will return.

X-RAY: France's funniest actor, Fernandel, makes this picture an entertaining comedy, although the story is too uneven for total enjoyment, and the comedy is marred by several incidents, which, purporting to be tragic, are tearfully sentimental. Cervi and Fernandel give fine performances, and are supported by a good cast. The film is from the novel, "The Little World Of Don Camillo", by Giovanni Guareschi.

AD LINES: "Fernandel And An Italian Cast In A Hilarious Spoof On Communists"; "See What Happens When A Priest Declares War On The Reds"; "The Most Delightful Foreign Film Of The Year."

Two Cents Worth Of Hope

COMEDY
DRAMA
100M.

(Times)

(Italian-made) (English titles)

ESTIMATE: Good import.

CAST: Maria Fiore, Vincenzo Musolino, Filomena Russo, Luigi Astarita, Felicia Lettieri, Carmela Cirillo, Gina Mascetti, Alfanso Del Sordo. A Sandro Ghenzi production; directed by Renato Castellani.

STORY: Discharged from military service, Vincenzo Musolino finds it difficult to find a job. Along with the rest of the town's unemployed, he stands each day in front of the church waiting to be hired. The daughter of the town's fireworks maker, Maria Fiore, sets her designs on Musolino. In time, he falls in love with her. Fiore's father, a rigid disciplinarian, refuses to give his daughter to the unemployed Musolino. When Musolino is in Naples looking for work, his sister, Felicia Lettieri, is seduced by a rich peasant. On his return, he forces the latter to marry his sister, agreeing to earn a dowry for the couple. The village priest gives him a job as assistant to the sexton during the day while at night he works with a communist propaganda group. The double life goes on until Fiore reveals the Communist ties, and Musolino is fired from his church job. Her behavior makes him lose one job after another. Fiore lures Musolino out of town one night under the impres-

sion that she had been in an accident in another town. Her scheme to force her father to accede to the marriage is a fiasco, and she is thrown out of the house. Musolino becomes enraged that two people in love must be held apart by circumstances. He puts his faith in God, and vows to have Fiore as He made her, even without clothes. Stripping her in the town square, he tosses the garments in her father's face. The couple go off together with a new optimism, and the town's people rally around them.

X-RAY: In the realistic vein characteristic of post war Italian films this wanders from the usual stark pessimism to inject a ray of optimism, spontaneous humor, and some delightful characters. Although the story wanders about, the characters are vibrant and the situations spontaneous. Coming here with high praises, the film lives up to expectations fairly well, and should be in store for numerous honors. Art house audiences should appreciate this entry. The screen play was written by Renato Castellani and Titina De Filippo. Legion of Decency: "B".

AD LINES: "Winner Of The Grand Prize At The Cannes Film Festival"; "The Best Film Of 1952 . . . Voted By Italian Film Critics"; "A Film That Will Be Talked About For Years."

Young Chopin

BIOGRAPHICAL
DRAMA MUSICAL
98M.

(Artkino)

(Polish-made) (English titles)

ESTIMATE: Music should help mediocre biographical drama.

CAST: Czeslaw Wollejko, Aleksandra Slaska, J. Kurnakowicz, T. Bialoszcynski, G. Buszynski, S. Butrym, I. Smialowski, J. Duszynski, J. Pietraszkiewicz, L. Pietraszkiewicz, J. Kaliszewski, J. Niewegowski, Z. Lobodzinski, S. Kreczmarowa. Produced by the Lodz Film Studios; directed by Alexander Ford.

STORY: This is the story of the formative years of Chopin's life between 1825 and 1831, a time of social unrest throughout Europe, of rising nationalism, and of cries for reform. Czeslaw "Chopin" Wollejko inflamed with this revolutionary spirit in his native Poland, sees Aleksandra Slaska, it is love at first sight. Chopin, an outstanding student in music, gives a number of concerts which garner praise of the aristocracy. With his growing fame, he sets off on a tour. While in Vienna, he hears of the November uprising in Warsaw, and makes an attempt to get back to join in the fight. However, his carriage breaks down, and he is brought back ill. Warned by his doctor, he settles down to a quieter life in Paris, where he continues his work.

X-RAY: Inept cutting and editing and the episodic quality of the story makes this a dreary entry, and the direction, acting, and photography also lack smoothness. Aside from that the Chopin, Bach, Mozart, Paganini, Lanner, and Serocki music is pleasant. Heard are: "Polonaise in D Minor", "Sonata In C Minor, Opus 4"; "Mazurka In A Minor, Opus 17, Number 4"; "Mazurka In C Sharp Minor, Opus 6, Number 2"; "Hulanka", "Concerto in E Minor, Opus 11"; "Etude In E Major, Opus 10, Number 3"; "Etude In A Minor, Opus 25, Number 11"; "Etude In C minor, Opus 10, Number 12." Halina Czerny-Stefanska is the pianist. The scenario is by Alexander Ford.

AD LINES: "The Music Of Chopin"; "A Musical Experience Not To Be Forgotten"; "The Music Of Chopin, Bach, Mozart, Paganini, Lanner, and Serocki."

The Shorts Parade

TWO REEL

Documentary

CLEAR IRON. Marathon Newsreel. 14m. The railroad is the subject of this interesting short. Some of the various roads are seen in action as are the behind-the-scene operations of the factories where the huge cars and engines are built. Particular attention is paid to a new development in railroading, the one-car diesel train that generates its own power, which is reopening many of the side roads that were abandoned. The music assists in getting across the feeling of power, travel, efficiency, and usefulness. The narration is by George Hicks. **GOOD.**

Comedy

THE FRESH PAINTER. RKO—Gil Lamb Comedies. 16m. Gil Lamb, suffering from a toothache and afraid to go to a dentist, is, at the suggestion of his fiancée, Carol Hughes, hypnotized to remove his fear. While in the hypnotist's office, Lamb's card gets mixed with that of a painter, also there for treatment. As a result, Lamb thinks he is a painter, and the real painter thinks he has a toothache. When Lamb visits his fiancée's father, the house is being painted, and Lamb joins in the work. When the painter with the toothache comes on the job, there is a free for all. The house is a mess when Lamb, under duress, is led off to the dentist. **FAIR.** (33601).

LOST IN A TURKISH BATH. RKO—Gil Lamb Comedies. 16m. Gil Lamb, happy with his new job as a canary salesman, comes to his fiancée's office to tell her the good news. While there, one of his birds gets into the lawyer's office across the hall, and, in his attempt to catch the bird, Lamb gets a job as process server. His first duty is to serve George Givot, operator of a Turkish bath. There is a merry chase around the salon, but all ends happily when Lamb hears from the lawyer that he is not to serve the subpoena. **FAIR.** (33602).

STROP, LOOK AND LISTEN. Columbia—All Star Comedies. 15m. Barbers Eddie Quillan and Wally Vernon invent a new flexible steel, but their fortune awaits a financial backer. When a customer comes in for fast service, Quillan bungles the job, being distracted by a girl's shapely leg. The vengeance-vowing customer leaves in a huff, dropping an invitation to a party at the home of a famous steel magnate. The barbers naturally accept the invite, and go to the party, hoping to sell their idea to the magnate. To their dismay, the magnate is the disgruntled customer, and he dispossesses them. **FAIR.** (5413).

THREE CHAIRS FOR BETTY. RKO—Newly Wed Comedies. 16m. With a depleting bank balance as a result of wife Elizabeth Frazer's extravagance for cheap antiques, husband Bob Hutton tells his wife that he is off salary, and is in debt. The wife, seeking to relieve the financial trouble, attempts to sell the antiques back to the dealer, but he offers a considerably lower price. Using a disguise, the wife tricks the dealer into buying the antiques back at an auction at fabulous prices. Husband Hutton then tells her that he is not really off salary, and she reciprocates by declaring that the money will go toward more expensive antiques. **GOOD.** (33401).

Musical

SONGS OF LABOR. Artkino. 16m. Covered are the competitors for the honor of going to the Berlin Youth Festival, and peasant and traditional songs and dances are performed by the young people from the factories and farms of Poland. Injected also are some plugs for Soviet economy. This might be of interest to people of Polish and eastern European descent. **FAIR.**

Color Novelty

THE WORLD'S MOST BEAUTIFUL GIRLS. U-I Specials. 18m. Color by Technicolor. Aided by Technicolor, this covers preliminaries and final judging of the "Miss Universe" contest on the coast, sponsored by U-I, and won by "Miss Finland." Filled with beauties from all nations in evening dresses and bathing suits, this has some emotional spots when the contestants do a little talking. Because beautiful girls are always nice to look upon, and with possible local angles for some areas, this is a subject well above the average. This was produced by Robert Faber, and seen briefly are Jeff Chandler, Ann Blyth, Piper Laurie, Tony Curtis, Tyrone Power, Julia Adams, and others. **EXCELLENT.** (8203).

ONE REEL

Color Cartoons

CAPTAIN OUTRAGEOUS. Columbia—Mr. Magoo. 7m. In their well rigged boat, Mr. Magoo and his nephew, Waldo, set out to catch Mighty Moe, the giant marlin. When Waldo falls overboard, Magoo rescues a seal by mistake. Thinking he is giving him brandy, Magoo serves Mr. Seal cod liver oil which the latter drinks heartily. When Magoo ties the cod liver oil to the anchor, and sinks it, he lands the giant fish. With his prize catch, he heads back to port, leaving Waldo pining on a buoy. **GOOD.** (5702).

THE CASE OF THE COCKEYED CANARY. Paramount—Noveltoons. 7m. Little Audrey, avid reader of detective stories, dreams one night that she is investigating the murder of Cock Robin. She questions the animals in the environs, a number of whom resemble famous entertainment figures, but she finds that it is her own canary who shot the arrow, meant as a Valentine. When she awakes, she finds her canary keeping romantic company with a bird resembling Cock Robin. **GOOD.** (P12-1).

COBS AND ROBBERS. MGM—Cartoons. 6½m. Barney Bear, farmer, has a run in with the crows in his corn field. A phony scarecrow, in league with the crows, adds to his troubles until a mechanical crow lure, in the form of a sexy femme conga dancer, finally has all the crows in line conga dancing down the road. **FAIR.**

FEAST AND FURIOUS. Paramount—Noveltoons. 6m. A hungry cat sets out to make a meal of Finny, a little goldfish, but his strong arm methods are unsuccessful. With more subtlety, the cat tries hooking the fish with a worm-bated hook. Finny thwarts this scheme by eating the bait with a knife and fork. The chase continues until Finny lands in a bottle of wine. The cat drinks up, becoming so intoxicated that he hiccoughs Finny up again. Both cat and fish end up happily in their tipsy condition. **GOOD.** (P12-2).

MIGHTY MOUSE IN HERO FOR A DAY. 20th Century-Fox—Terrytoons. 7m. Little Herky mouse learns that his girl,

Susie, is an admirer of Mighty Mouse. Passing a store selling Mighty Mouse dolls, Herky helps himself to MM's costume, which he fills out with the aid of some balloons. The cats go after him, and deflate the balloons. The real Mighty Mouse appears, and beats up the cats, piling them one on top of the other, which is the way Herky finds them when he comes to. Susie thinks Herky did it, and Herky says he didn't know he had it in him. As the girls swamp Herky, Mighty Mouse winks, and flies away. **GOOD.** (5307).

Novelty

ALL GIRLS ON DECK. Paramount—Pacemakers. 10m. At first glance, the Tropicair seems to be like any other sailing schooner but the all-women crew that makes the difference. Lee Hedderman, who owns the yacht, believes that women can man a boat as well as any male crew, and he has given the chance to this group of average girls. Time to relax comes on the weekend cruises, and the girls pitch in and work on the competitive races. **GOOD.** (K12-3).

ANIMAL HOTEL. Paramount—Toppers. 10m. A visit to the zoo in Washington, D. C., has Ward Wilson commenting on the various animals, bears, foxes, giraffes, hippos, birds, and others. While this is in the usual tradition, it does have moments of interest. **FAIR.**

FUN IN THE SUN. Columbia—Screen Snapshots. 10m. Olson and Johnson, celebrating their 35th anniversary, are first on the program of this Ralph Staub peek-aboo. Next, the camera travels to a Las Vegas, Nev., golf course, where Johnny Weismuller, Gordon Mackrea, Gene Autry, and Chill Wills show off their putts and drives. Henny Youngman also injects a few jokes. **FAIR.** (5853).

MOLLY BEE SINGS. RKO—Screenliner. 9m. Disc Jockey Andre Baruch, spins a platter, and 14-year-old Oklahoma hill-billy singer Molly Bee gives her rendition of "Everybody's Lonesome For Somebody Else." In the studio with Baruch, she sings "It's Really Us Kids Who Have To Pay" and "The Tennessee Tango." **FAIR.** (34210).

SPIKE JONES IN HOLLYWOOD. Columbia—Screen Snapshots. 10m. Spike Jones, his pretty wife, and young Spike, Jr., take a look at a Screen Snapshots reel made in 1940. Ken Murray narrates for the stars at play, and celebrities are seen playing tennis, golf, and swimming. Mickey Rooney played a good game of tennis in 1940, and Spike, Jr., is quite cute. His father makes a short pitch trying to sell a record album, and the reel is happily over. **FAIR.** (5855).

Sports

HIGHLAND SPORTS. Paramount—Grantland Rice Sportlights. 10m. Displayed is the role played by dogs in sheep herding in the Scottish highlands. The work of the dogs requires patient training, and the masters take pride in their dogs, which they display regularly in championship exhibitions. Also seen is the weekly gathering of the clans, where athletic feats, games, etc., are the order. **GOOD.** (R12-3).

THE SPEED QUEEN. Paramount—Grantland Rice Sportlights. 9m. The Netherlands are justly proud of their Olympic speed queen, Fannie Blankers Koen, who, on her return home, received a rousing welcome in Amsterdam, but her fame comes from hard work and training, which she does under the supervision of her sportswriting husband. Seen is an exhibition of her talents in field sports and running, which bring cheers from the crowds, including Queen Juliana. **FAIR.** (R12-4).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hooked And Rooked (Clyde)	F	16 1/2m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15 1/2m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)	F	15m.	3448
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunc, Dance (Foy)	G	18 1/2m.	3425
5423	(Jan. 3)	Kiss And Wake Up (Downs)	F	18m.	3441
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Love Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Birth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Scare	F	16 1/2m.	3434
5434	(Jan. 17)	One Too Many	F	15m.	3448
SERIALS (3)					
5120	(Nov. 6)	Son Of Geronimo	G	15ep.	3410
THE SECRET CODE (Reissue)					
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16 1/2m.	3392
5402	(Oct. 16)	Three Dark Horses	F	16m.	3434
5403	(Dec. 4)	Cuckoo On A Choo Choo	F	15m.	3425
One Reel ANIMAL CAVALCADES (8)					
5651	(Nov. 20)	Chimp-Antics	G	10 1/2m.	3418
CANDID MICROPHONES (6)					
5551	(Oct. 16)	No. 1	F	10 1/2m.	3404
5552	(Dec. 4)	No. 2	F	10 1/2m.	3435
COLOR FAVORITES (15) (Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Grapes	G	8m.	3379
5602	(Oct. 2)	Wacky Wigwags	G	8m.	3404
5603	(Nov. 6)	Toll Bridge Troubles	F	7m.	3425
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	3425
5605	(Dec. 11)	Cinderella Goes To A Party	F	7m.	3425
5606	(Jan. 10)	Plenty Below Zero	F	7 1/2m.	3441
JOLLY FROLICS (6) (Technicolor)					
5501	(Sept. 25)	Pete Hothead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
5503	(.....)	Gerald McBoing Boing's Symphony	E	7 1/2m.	3435
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Footsy	G	6 1/2m.	3392
5702	(Dec. 24)	Captain Outrageous	G	7m.	3448
SCREEN SNAPSHOTS (12) (Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun	F	10m.	3448
5854	(Dec. 18)	Young Hollywood	F	10 1/2m.	3443
5855	(Jan. 14)	Spike Jones In Hollywood	F	10m.	3448
THRILLS OF MUSIC (8) (Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Ray McKinley and Orch.	G	9m.	3435
5953	(Dec. 25)	Ray Anthony and Orch.	G	10 1/2m.	3425
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9 1/2m.	3426
5803	(Nov. 20)	Rasslin' Mat-Adors	F	10m.	3435
5804	(Dec. 25)	Water Rodeo	F	10m.	3448
MGM					
One Reel CARTOONS (16) (Technicolor)					
W-431	(Sept. 6)	Pushbutton Kitty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Caballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387
W-434	(Nov. 18)	Little Wise Quacker	G	7m.	3402
W-435	(Nov. 29)	The Dog House (T-J)	G	7m.	3392
W-436	(Dec. 20)	Busybody Bear	G	7m.	3418
W-437	(.....)	The Missing Mouse (T-J)	E	7m.	3418
W-438	(.....)	Barney's Hungry Cousin	F	7m.	3425
W-439	(.....)	Gerry And Jumbo	F	7m.	3425
W-440	(.....)	Cobs And Robbers	F	6 1/2m.	3488
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-411	(Sept. 20)	Pretoria To Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404
T-413	(.....)	Calling On Capetown	F	7m.	3426
T-414	(.....)	Land Of The Ugly Duckling	G	9m.	3443

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-461	(Oct. 4)	Wild And Woolfy	G	8m.	3380
W-462	(Dec. 6)	Mouse In Manhattan	F	6 1/2m.	3435
W-463	(.....)	Tee For Two	F	6 1/2m.	3435
NOSTRADAMUS					
(.....)	(.....)	Nostradamus Says So
PETE SMITH SPECIALTIES (10)					
S-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
S-452	(Oct. 4)	Sweet Memories	G	9m.	3404
S-453	(Nov. 29)	Keep It Clean	E	9m.	3426
(.....)	(.....)	I Love Children, But	G	9m.	3435
(.....)	(.....)	Aquatic Kids
Paramount					
Two Reel MUSICAL PARADES (6) (Reissues) (Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Champagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Samba Mania	G	18m.	3375
FF12-12	(June 27)	Catalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6) (Technicolor)					
B12-1	(Oct. 24)	True Boo	G	7m.	3410
GRANTLAND RICE SPORTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rangers	G	9m.	3388
R12-2	(Oct. 24)	Canine I. Q.	G	9m.	3426
R12-3	(Dec. 19)	Highland Sports	G	10m.	3448
R12-4	(Jan. 2)	The Speed Queen	F	9m.	3448
R12-5	(Jan. 16)	Brittanla's Athletic Cadets	F	9m.	3448
HERMAN AND KATNIP (4)					
H12-1	(Oct. 3)	Mice Capades	G	7m.	3410
KARTUNES (6) (Technicolor)					
X12-1	(Nov. 14)	Forest Fantasy	G	7m.	3425
X12-2	(Jan. 23)	Hysterical History
NOVELTOONS (6) (Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cockeyed Canary	G	7m.	3448
P12-2	(Dec. 26)	Feast And Furious	G	6m.	3448
PACEMAKERS (6)					
K12-1	(Oct. 3)	Parlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Have A Parade	G	10m.	3426
K12-3	(Dec. 26)	All Girls On Deck	G	10m.	3448
POPEYE CARTOONS (8) (Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-3	(Jan. 30)	Ancient Fistory
E12-4	(Dec. 12)	Big Bad Sindbad	F	10m.	3425
POPEYE CHAMPIONS (4) (Technicolor) (Reissues)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7 1/2m.	3379
Z12-3	(Oct. 3)	Pitching Woo At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	7 1/2m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In Interesting People	G	10m.	3426
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
(.....)	(.....)	Animal Hotel	F	10m.	3448
RKO					
Two Reel EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375
33502	(Oct. 17)	The Kitchen Cynic	F	18m.	3375
33503	(Nov. 14)	You Drive Me Crazy	F	17m.	3375
33504	(Dec. 12)	Radio Rampage	F	16m.	3375
33505	(Jan. 9)	Alibi Baby	F	18m.	3374
33506	(Feb. 6)	Mother-in-Law's Day	F	20m.	3375
GIL LAMB COMEDIES (4)					
33601	(Jan. 16)	The Fresh Painter	F	16m.	3448
33602	(Jan. 30)	Lost In A Turkish Bath	F	16m.	3448
(.....)	(Feb. 27)	And Baby Makes Two
(.....)	(Mar. 13)	Pardon My Wrench
LEON ERROL REISSUES (6)					
33701	(Sept. 5)	A Polo Phony	F	18m.	3375
33702	(Oct. 3)	Who's A Dummy	G	17m.	3375
33703	(Oct. 31)	The Wrong Room	G	19m.	3375
33704	(Nov. 28)	He Asked For It	F	18m.	3374
33705	(Dec. 26)	A Panic In The Parlor	F	18m.	3375
33706	(Jan. 23)	Home Work	F	19m.	3374
MUSICAL REVIEWS (2) (Reissues)					
33201	(Sept. 12)	Harris In The Spring	F	19m.	3375
33202	(Oct. 10)	Louis Prima—Swing It	F	16m.	3379
NEWLYWED COMEDIES (4)					
33401	(Jan. 23)	Three Chairs For Betty	G	16m.	3448
(.....)	(Mar. 6)	Half Dressed For Dinner
PEOPLE AND PLACES					
(.....)	(.....)	The Alaskan Eskimo
SPECIALS (13)					
33101	(Aug. 15)	Professor F.B.I.	E	15m.	3387

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
33102	(Sept. 12)	I Am A Paratrooper	G	15m.	3392
33103	(Oct. 10)	Caution, Danger Ahead	F	15m.	3410
33104	(Nov. 7)	Men Of Science	G	16m.	3435
(.....)	(.....)	Racing Heritage
SPORT SPECIALS (2)					
(Sept. 24)	(.....)	Walcott-Marciano Fight	G	21m.	3392
33901	(Dec. 12)	Football Highlights Of 1952	G	16 1/2m.	3441
33801	(Apr. 17)	Basketball Highlights
TECHNICOLOR SPECIALS					
33001	(Jan. 16)	Operation A-Bomb	E	16m.	3434
TRUE-LIFE ADVENTURES (2) (Technicolor)					
33301	(June 26)	Water Birds	E	31m.	3387
One Reel SCREENLINERS (13)					
34201	(July 4)	Sweet Land Of Liberty	E	9m.	3380
34202	(July 25)	Male Vanity	G	8m.	3380
34203	(Aug. 15)	Mexican Rhythm	G	8m.	3380
34204	(Sept. 5)	Flying Pinwheels	F	8m.	3392
34205	(Sept. 26)	Porpoise Roundup	G	8m.	3412
34206	(Oct. 17)	Log Jam	F	9m.	3412
34207	(Nov. 7)	College Circus	G	8m.	3435
34208	(Nov. 28)	Johnny Gets His Route	F	9m.	3435
34209	(Dec. 19)	Way Back When	G	8m.	3435
34210	(Jan. 9)	Molly Bee Sings	F	9m.	3448
SPORTSCOPES (13)					
34301	(July 11)	Aqua Champs	G	8m.	3380
34302	(Aug. 10)	Let's Go Fishing	G	8m.	3380
34303	(Aug. 22)	Lure Of The Turf	F	9m.	3396
34304	(Sept. 12)	The Roaring Game	F	10m.	3396
34305	(Oct. 3)	Sportsmen's Playground	F	8m.	3412
34306	(Oct. 24)	Husky Dog	F	8m.	3418
34307	(Nov. 14)	King Of Clubs	G	8m.	3435
34308	(Dec. 5)	Bobby Shantz	F	8m.	3435
WALT DISNEY CARTOONS (18) (Technicolor)					
(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
34101	(Sept. 19)	Pluto's Party (M-P)	F	6m.	3388
34102	(Oct. 10)	Trick Or Treat (D)	G	8m.	3392
34103	(Oct. 31)	Two Weeks Vacation (G)	F	6m.	3410
34104	(Nov. 21)	Pluto's Christmas Tree (M)	F	7m.	3379
34105	(Dec. 12)	How To Be A Detective (G)	E	7m.	3379
34106	(Mar. 28)	Father's Day Off (G)
34107	(Apr. 18)	The Simple Things (M-P)
34108	(May 9)	Father's Week End (G)
34109	(May 30)	Fountain Of Youth
34110	(June 10)	How To Dance
34111	(July 11)	Football (Now And Then)
34112	(Aug. 7)	The New Neighbor
Republic					
SERIALS (4)					
5281	(July 16)	Zombies Of The Stratosphere	F	12ep.	3348
5282	(Oct. 8)	Dick Tracy vs. The Phantom Empire (Reissue of Dick Tracy vs. Crime, Inc.)	G	16ep.	3392
One Reel THIS WORLD OF OURS (6) (Tricolor)					
5185	(Apr. 15)	Israel	G	10m.	3287
5186	(July 1)	India	G	9m.	3327
5187	(Aug. 25)	The Philippines	G	9m.	3357
20th Century-Fox					
One Reel ART FILMS (7) (Technicolor)					
7251	(Sept.)	I Remember The Glory	G	9m.	3301
7252	(Sept.)	Curtain Call	G		

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5209	(Apr.)	Time Gallops On	F	7m. 3251	
5210	(May)	Heckle and Jeckle Off To The Opera	G	7m. 3266	
5211	(May)	The Happy Cobblers	G	7m. 3279	
5212	(June)	Little Roquefort In Hypnotized	G	7m. 3279	
5213	(June)	Mighty Mouse In Hansel and Gretel	F	7m. 3301	
5214	(June)	Flipper Frolics	F	7m. 3318	
5215	(July)	Terry Bears In Little Anglers	F	7m. 3301	
5216	(July)	Dinky In The Foolish Duckling	G	7m. 3326	
5217	(Aug.)	Heckle and Jeckle In House Busters	F	7m. 3310	
5218	(Aug.)	The Mysterious Cowboy	E	7m. 3318	
5219	(Sept.)	Aesop's Fable: Happy Valley	G	7m. 3326	
5220	(Sept.)	Little Roquefort In Good Mousekeeping	G	7m. 3333	
5221	(Oct.)	Terry Bears In Nice Doggy	F	7m. 3342	
5222	(Oct.)	Mighty Mouse In Happy Holland	F	7m. 3348	
5223	(Oct.)	Heckle And Jeckle In Moose On The Loose	F	7m. 3348	
5224	(Nov.)	Dinky In Sink Or Swim	G	7m. 3387	
5225	(Dec.)	Little Roquefort In Flop Secret	F	7m. 3388	
5226	(Dec.)	Terry Bears In Picnic With Papa	G	7m. 3402	
(Re-releases) (4)					
5227	(Jan.)	Harvest Time	F	7m. 3219	
5228	(Feb.)	Plane Goofy	F	7m. 3219	
5229	(Apr.)	The First Robin	F	7m. 3219	
5230	(May)	Billy Mouse's Awkwacade	G	7m. 3294	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
(1952-53) (26)					
5301	(Jan.)	Mighty Mouse In A Soapy Opera	F	7m. 3402	
5302	(Jan.)	Terry Bears In Thrifty Cubs	F	7m. 3410	
5303	(Feb.)	Heckle And Jeckle In Hair Cut-Ups	F	7m. 3418	
5304	(Feb.)	Dinky In Wise Quacks	G	7m. 3435	
5305	(Mar.)	Little Roquefort In Mouse Meets Bird	F	7m. 3441	
5306	(Mar.)	Terry Bears In Snappy Snapshots	F	6m. 3443	
5307	(Mar.)	Mighty Mouse In Hero For A Day	G	7m. 3448	
5308	(Apr.)	Heckle and Jeckle In Pill Peddlers			
5309	(Apr.)	Dinky In Featherweight Champ			
(Re-releases) (4)					
5327	(Jan.)	The Owl And The Pussy Cat	G	7m. 3425	
5328	(Feb.)	Slap Happy Hunters	F	7m. 3425	
5329	(Apr.)	Happy Circus Days	G	7m. 3425	

United Artists

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Two Reel					
MEDAL OF HONOR (4)					
(.....)		Richard P. Hobson	G	26 1/2m. 3410	
(.....)		Dr. Mary Walker	G	26m. 3410	
(.....)		Julius Langbein	G	26 1/2m. 3410	
(.....)		Joseph C. Rodriguez	G	27 1/2m. 3410	

Universal-International

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Two Reel					
NAME BAND MUSICALS (13)					
7301	(Nov. 7)	Tommy Dorsey and his Orchestra	E	15m. 3185	
7302	(Dec. 5)	Woody Herman's Varieties	G	15m. 3185	
7303	(Jan. 9)	Nat "King" Cole and Joe Adams' Orchestra	G	15m. 3218	
7304	(Jan. 30)	Dick Stabile And His Orch.	G	15m. 3218	
7305	(Mar. 12)	Blue Barron and Orch.	G	15m. 3243	
7306	(May 7)	Ada Leonard & Her All Girl Orch. with Connee Boswell	G	15m. 3318	
7307	(June 18)	Buddy Morrow & Orch.	G	15m. 3326	
7308	(July 2)	Perez Prado & Orch.	F	15m. 3341	
7309	(July 30)	Dick Jurgens & Orch.	G	15m. 3341	
7310	(Aug. 20)	Billy May & Orch.	G	15m. 3341	
7311	(Sept. 25)	Jimmy Dorsey Varieties	G	15m. 3379	
MUSICAL FEATURETTES (13)					
8301	(Nov. 16)	Xavier Cugat and his Orchestra	G	15m. 3418	
8302	(Dec. 4)	Don Cornell Sings	G	15m. 3418	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
8303	(Jan. 1)	The Modernaires with Lawrence Welk's Orchestra	F	15m. 3418	
SPECIALS (2)					
7201	(Dec. 19)	Danger Under The Sea	E	16 1/2m. 3185	
7202	(June 18)	Knights Of The Highway (1952-53)	E	17m. 3318	
8203	(.....)	The World's Most Beautiful Girls	E	18m. 3448	
THE EARTH AND ITS PEOPLE (13)					
7361	(Nov. 5)	Nomads Of The Jungle	E	22m. 3167	
7362	(Nov. 26)	Water For Dry Lands	G	19m. 3167	
7363	(Dec. 24)	An Island Nation	E	21m. 3167	
7364	(Jan. 21)	Desert Nomads	G	22m. 3219	
7365	(Feb. 18)	Eskimo Sea Hunters	E	21m. 3243	
7366	(Mar. 17)	Living In A Metropolis	E	20m. 3266	
7367	(Apr. 21)	Land Behind The Dikes	E	20m. 3279	
7368	(May 19)	Tropical Mountain Island	G	21m. 3318	
7369	(June 16)	Food For Paris Markets	E	22m. 3326	
7370	(July 14)	Farming In South China	F	19m. 3342	
7371	(Aug. 11)	Cattle And The Corn Belt	G	20m. 3341	
7372	(Sept. 8)	Tropical Lowlands	G	21m. 3375	
7373	(Oct. 6)	Riches Of The Veld	E	19 1/2m. 3387	
(1952-53) (13)					
8361	(Nov. 3)	Horsemen Of The Pampa	G	21m. 3417	
One Reel					
CARTOON MELODIES (8)					
7381	(Nov. 12)	Reuben, Reuben	G	10m. 3185	
7382	(Dec. 31)	Uncle Sam's Songs	G	10m. 3211	
7383	(Mar. 17)	Songs That Live	F	10m. 3243	
7384	(May 19)	Memory Song Book	G	10m. 3243	
7385	(June 23)	Song Dreams	G	10m. 3267	
7386	(July 28)	Toasts Of Song	G	10m. 3418	
SPECIAL					
(.....)		From Then Till Now	G	9m. 3333	
VARIETY VIEWS (8)					
7341	(Nov. 5)	Italian Interlude	G	9m. 3212	
7342	(Jan. 21)	Brooklyn Goes South	G	9m. 3219	
7343	(Feb. 25)	Sail Ho	E	9m. 3219	
7344	(Apr. 14)	Rhythm On The Reef	E	9m. 3219	
7345	(June 16)	The Army's Finest	G	9m. 3267	
7346	(Aug. 4)	Future Generals	G	9m. 3380	
7347	(Sept. 8)	Village Metropolis	G	9m. 3327	
7348	(Oct. 13)	Man In The Peace Tower	F	9m. 3418	
WALTER LANTZ CARTUNES (13)					
(Reissues)					
(Technicolor)					
7321	(Oct. 29)	Loose Nut	G	7m. 3185	
7322	(Nov. 19)	Abou Ben Boogie	F	7m. 3185	
7323	(Dec. 10)	Painter And Pointer	F	7m. 3211	
7324	(Jan. 7)	Bathing Buddies	G	7m. 3219	
7325	(Feb. 4)	Sliphorn King Of Polaroo	F	7m. 3219	
7326	(Mar. 3)	Crow Crazy	G	7m. 3251	
7327	(Mar. 31)	Reckless Driver	G	7m. 3294	
7328	(Apr. 28)	Poot And Peasant	G	7m. 3294	
7329	(May 26)	Mousie Come Home	F	7m. 3311	
7330	(June 23)	Fairweather Flends	F	7m. 3333	
7331	(July 21)	Apple Andy	G	7m. 3333	
7332	(Aug. 18)	Wacky Weed	F	7m. 3333	
7333	(Sept. 15)	Musical Moments	G	8m. 3388	
WOODY WOODPECKER CARTUNES (8)					
(Technicolor)					
7351	(Dec. 24)	Destination Meatball	G	7m. 3185	
7352	(Feb. 25)	Born To Peck	G	7m. 3243	
7353	(Apr. 21)	Stage Hoax	F	7m. 3266	
7354	(Aug. 11)	Woodpecker In The Rough	F	7m. 3318	
7355	(Sept. 8)	Scalp Treatment	F	7m. 3380	
7356	(Oct. 6)	The Great Who-Dood-It	F	7m. 3379	

Warners

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Two Reel					
SPECIALS (8)					
(Technicolor)					
9001	(Sept. 6)	Killers Of The Swamp	G	17m. 3387	
9002	(Oct. 25)	Man Without A Country	E	21m. 3387	
9003	(Dec. 6)	Cruise Of The Zaca	F	17m. 3425	
9004	(Jan. 24)	Flag Of Humanity			
CLASSICS OF THE SCREEN (6)					
9101	(Sept. 27)	Monsters Of The Deep	G	20m. 3387	
9102	(Nov. 22)	Oklahoma Outlaws	E	20m. 3410	
9103	(Dec. 27)	Are Animals Actors?	E	20m. 3434	
One Reel					
BLUE RIBBON HIT PARADES (13)					
(Reissues)					
(Technicolor)					
9301	(Sept. 13)	A Feud There Was	G	7m. 3387	
9302	(Oct. 11)	Daffy Doodles	G	7m. 3387	
9303	(Nov. 8)	Day At The Zoo	E	7m. 3410	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9304	(Nov. 29)	Early Worm Gets The Bird	G	7m. 3410	
9305	(Jan. 10)	Tale Of Two Mice	G	7m. 3425	
9306	(Feb. 7)	Bashful Buzzard			
BUGS BUNNY SPECIALS (8)					
(Technicolor)					
9723	(Sept. 20)	Rabbit Seasoning	F	7m. 3392	
9724	(Nov. 15)	Rabbit's Kin	G	7m. 3425	
9725	(Dec. 20)	Hare Lift	G	7m. 3435	
9726	(Feb. 14)	Forward, March Hare			
JOE McDOAKES COMEDIES (6)					
9401	(Sept. 20)	So You're Going To the Dentist	G	10m. 3392	
9402	(Nov. 8)	So You Want To Wear The Pants	G	10m. 3412	
9403	(Jan. 10)	So You Want To Be A Musician	F	10m. 3443	
MELODY MASTER BANDS (6)					
9801	(Oct. 11)	Freddie Fisher And Band	G	10m. 3388	
9802	(Nov. 15)	Junior Jive Bombers	E	10m. 3412	
9803	(Dec. 27)	Circus Band	G	9m. 3425	
MERRIE MELODIES (22)					
(Technicolor)					
9701	(Sept. 8)	Housewarming	F	7m. 3386	
9702	(Oct. 4)	The Egg-cited Rooster	G	7m. 3392	
9703	(Oct. 18)	Tree For Two	F	7m. 3410	
9704	(Nov. 1)	The Super Snooper	G	7m. 3410	
9705	(Nov. 29)	Terrier Stricken	F	7m. 3425	
9706	(Dec. 13)	Fool Coverage	G	7m. 3435	
9707	(Jan. 3)	Don't Give Up The Sheep	G	7m. 3441	
9708	(Jan. 17)	Snow Business			
9709	(Jan. 31)	A Mouse Divided			
9710	(Feb. 21)	Kiss Me Cat			
9711	(Feb. 28)	Duck Amuck			
THE SPORTS PARADE (10)					
(Technicolor)					
9501	(Oct. 4)	They Fly Through The Air	E	10m. 3388	
9502	(Nov. 1)	Unfamiliar Sports	F	10m. 3412	
9503	(Dec. 20)	Fiesta For Sports	F	9m. 3426	
9504	(Jan. 31)	Sporting Courage			
9505	(Feb. 28)	Birthplace Of Hockey			
VITAPHONE NOVELTIES (7)					
9601	(Sept. 13)	Ain't Rio Grande	F	9m. 3396	
9602	(.....)	I Saw It Happen			
9603	(Oct. 18)	Hunting The Devil Cat	G	10m. 3418	
9604	(Jan. 3)	Too Much Speed	E	10m. 3435	
9605	(Feb. 14)	I Remember When			

Miscellaneous

Art Survives The Times (AF)					
(.....)			G	10m. 3435	
Championship Race, The (Artkino)					
(.....)			G	20m. 3387	
Charm Of Life (Pictura)					
(.....)			G	15m. 3387	
Clear Iron (Maratahan Newsreel)					
(.....)			G	14m. 3448	
Eva Peron Story, The (Astor)					
(.....)			G	29m. 3387	
Images From Debussy (AF)					
(.....)			E	18m. 3402	
Images Medievales (AF)					
(.....)			E	18m. 3441	
Gallery Of Modern Sculptors (AF)					
(.....)			G	14m. 3417	
Glasgow Orpheus Choir (BIS)					
(.....)			G	14m. 3425	
Kabylia (AF)					
(.....)			F	9m. 3418	
Legend Of The Pallamid Mountains (Italian Tourist Bureau)					
(.....)			F	10m. 3435	
Lifelines Of Defense (Bondy)					
(.....)			F	14m. 3425	
Prisoners Of The Tower (Baker-Brill)					
(.....)			G	17m. 3410	
Queen Of The Border (Tech.) (BIS)					
(.....)			G	10m. 3426	

National Release Dates, Production Numbers On '51-'52, '52-'53 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1951-52 and 1952-53 product, accurate to time of publication—Ed.)

Allied Artists

(For 1951-52 listing, see page 3442)

5301	Battle Zone	Sept.
5302	Kansas Pacific	Feb.
5303	Fort Vengeance	Mar.
5308	Torpedo Alley	Jan.
5316	Tangler Incident	Feb.
5318	Jalopy	Mar.
5322	The Maverick	Dec.
5323	The Homesteaders	Feb.
5326	White Lightning	Mar.
4332	Star Of Texas	Jan.

(Monogram)

5201	Flat Top	Nov. 12
5202	Hlawatha	Dec. 28
5203	Wagons West	July 6
5204	The Rose Bowl Story	Aug. 24
5205	Wild Stallion	May 18
5207	African Treasure	May 25
5208	Jungle Girl	Dec. 9
5209	Desert Pursuit	May 6
5210	Arctic Flight	Oct. 19
5211	Hold That Line	Mar. 23
5212	Here Come The Marines	June 15
5213	Feudin' Fools	Sept. 21
5214	No Holds Barred	Nov. 23
5215	Jet Job	Apr. 13
5216	Army Bound	Oct. 5
5217	The Steel Fist	Jan. 6
5218	Sea Tiger	July 27
5220	Gold Fever	June 8
5221	Yukon Gold	Aug. 10
5222	Timber Wolf	Jan. 4
5223	The Longhorn	Nov. 25
5224	Waco	Feb. 24
5225	Kansas Territory	Apr. 20
5226	Fargo	Sept. 7
5241	Texas City	Jan. 13
5242	The Man From Black Hills	Mar. 2
5243	Dead Man's Trail	July 20
5244	Canyon Ambush	Oct. 12
5251	Night Raiders	Feb. 3
5252	The Gunman	Apr. 6
5253	Montana Incident	Aug. 17
5254	Wyoming Roundup	Nov. 9
5299	Aladdin And His Lamp	Jan. 20

Columbia

(For 1951-52 listing, see pages 3558, 3442)

501	Affair In Trinidad	Sept.
502	Captain Pirate	Aug.
503	Rainbow 'Round My Shoulder	Sept.
504	Last Train From Bombay	Aug.
505	Strange Fascination	Dec.
506	The Happy Time	Dec.
507	Assignment—Paris	Oct.
508	The Golden Hawk	Oct.
509	The Clouded Yellow	Aug.
510	The Mine With The Iron Door	Sept.
511	Last Of The Comanches	Feb.
512	Hangman's Knot	Nov.
513	Invasion, U. S. A.	Dec.
514	Ladies Of The Chorus	Nov.
515	Eight Iron Men	Dec.
516	The Pathfinder	Jan.
517	Target Hong Kong	Feb.
518	Voodoo Tiger	Nov.
	Wining Of The West	Jan.
	The Four Poster	Jan.

Lippert

(For 1951-52 listing, see page 3358)

5201	Tromba, The Tiger Man	Nov.
5202	Scotland Yard Inspector	Oct.
5203	Mr. Walkie Talkie	Nov.
5204	Gambler And The Lady	Dec.
5205	Johnny The Giant Killer	Feb.
5206	I'll Get You	Jan.
5207	The Tall Texan	Feb.

(Re-releases)

5209	Great White Hunter	Dec.
5210	Captain Kidd	Dec.

Metro-Goldwyn-Mayer

(For 1951-52 listing, see page 3358)

301	The Merry Widow	Sept.
302	The Devil Makes Three	Sept.
303	My Man And I	Sept.
304	Because You're Mine	Oct.
305	Apache War Smoke	Oct.
306	Everything I Have Is Yours	Oct.
307	Ivanhoe	Feb.
308	The Prisoner Of Zenda	Nov.
309	The Hour Of 13	Nov.
310	Plymouth Adventure	Nov.
311	Sky Full Of Moon	Dec.
312	Million Dollar Mermaid	Dec.
313	Above And Beyond	Jan.
314	Desperate Search	Feb.
315	The Bad And The Beautiful	Jan.
316	The Clown	Jan.
317	Jeopardy	Feb.
318	The Naked Spur	Feb.
319	The Hoaxters	Jan.
320	Rogue's March	Feb.
	Lili	Feb.

Paramount

(For 1951-52 listing, see page 3358)

5201	Just For You	Sept.
5202	Caribbean	Sept.
5203	Somebody Loves Me	Oct.
5204	Hurricane Smith	Oct.
5205	The Turning Point	Nov.
5206	The Savage	Nov.
5207	The Blazing Forest	Dec.
5209	Road To Bali	Jan.
5210	Thunder In The East	Jan.
5211	Tropic Zone	Jan.
5212	The Stooge	Feb.
5213	Come Back, Little Sheba	Feb.
5214	The Stars Are Singing	Mar.
5215	Pleasure Island	Mar.

(Reissue)

5208	Cleopatra	Dec.
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RKO

(For 1951-52 listing, see page 3358)

301	One Minute To Zero	Aug.
302	Beware My Lovely	Aug.
303	Faithful City	Aug.
304	The Lusty Men	Nov.
305	Under The Red Sea	Oct.
306	Captive Women	Dec.
307	Blackbeard, The Pirate	Dec.
308	Montana Belle	Nov.
309	Face To Face	Nov.
310	The Secret Sharer (Face To Face)	Nov.
311	Bride Comes To Yellow Sky (Face To Face)	Nov.
312	Angel Face	Feb.
313	No Time For Flowers	Feb.
361	The Big Sky	Aug.
362	Sudden Fear	Aug.
368	Androcles And The Lion	Oct.
371	Never Wave At A Wave	Jan.
391	Story Of Robin Hood	July
	Hans Christian Andersen	Dec.
	Blackbeard, The Pirate	Dec.
	Peter Pan	Feb.
	Beautiful But Dangerous	Feb.
	Sword Of Venus	Feb.

(Re-releases)

381	Look Who's Laughing	Aug.
382	Too Many Girls	Aug.
383	Annie Oakley	Sept.
384	Allegheny Uprising	Sept.
385	The Bachelor And The Bobby Soxer	Dec.
386	Bachelor Mother	Dec.

Republic

(1951-52)

5101	Adventures Of Captain Fabian	Oct.
5102	The Sea Hornet	Nov.
5103	The Wild Blue Yonder	Dec.
5104	Lady Possessed	Jan.
5105	Hoodlum Empire	Apr.
5106	I Dream Of Jeanie	June
5107	Woman Of The North Country	Aug.
5108	The Quiet Man	Sept.
5109	Toughest Man In Arizona	Oct.
5121	Honeychile	Oct.
5122	Oklahoma Annie	Apr.
5123	The Wac From Walla Walla	Oct.
5124	Havana Rose	Sept.
5125	The Fabulous Senorita	Apr.
5126	Tropical Heat Wave	Oct.
5127	This Is Korea!	Aug.
5128	Gobs And Gals	May
5129	Bal Tabarin	June

5130	Street Bandits	Nov.
5131	Woman In The Dark	Jan.
5141	Colorado Sundown	Feb.
5142	The Last Musketeer	Mar.
5143	Border Saddlemates	Apr.
5144	Old Oklahoma Plains	July
5145	South Pacific Trail	Oct.
5151	South Of Caliente	Oct.
5152	Pals Of The Golden West	Dec.
5171	Leadville Gunslinger	Mar.
5172	Black Hills Ambush	May
5173	Thundering Caravans	July
5174	Desperadoes' Outpost	Oct.

(1952-53)

5201	Thunderbirds	Jan.
5202	Ride The Man Down	Nov.
	Marshal Of Cedar Rock	Jan.
	The Lady Wants Mink	Feb.

20th Century-Fox

(For 1952 releases, see page 3427)

301	My Cousin Rachel	Jan.
302	The I Don't Care Girl	Jan.
303	Ruby Gentry	Jan.
304	The Thief Of Venice	Jan.
305	Taxi	Feb.
306	Niagara	Feb.
307	The Farmer Take A Wife	Feb.
308	Treasure Of The Golden Condor	Mar.
309	The Silver Whip	Mar.
	The President's Lady	Apr.
	Destination Gobi	Apr.
	The Desert Rats	Apr.
	Tonight We Sing	Apr.
	The Girl Next Door	May
	Man On A Tightrope	May
	Call Me Madam	June
	Down Among The Sheltering Pains	June
	Nearer My God To Thee	June
	White Witch Doctor	July
	Powder River	July
	Sailor Of The King	July
	Gentlemen Prefer Blondes	Aug.
	Pickup On South Street	Aug.
	Baptism Of Fire	Aug.
	The Robe	Sept.

(Re-releases)

348	The Gunfighter	Jan.
349	Yellow Sky	Jan.

United Artists

	High Noon (Kramer)	July
	Actors and Sin (Kuller)	July
	The Lady Vanishes (Hitchcock)	July
	Cry The Beloved Country (Lopert)	Aug.
	Island Of Desire (Rose)	Aug.
	Park Row (Fuller)	Aug.
	It's In The Bag (Skirball)	Sept.
	Guest Wife (Skirball)	Sept.
	Untamed Women (Jewell)	Sept.
	The Lady Vanishes (Hitchcock)	Sept.
	The Ring (King)	Sept.
	The Thief (Popkin)	Oct.
	Limelight (Chaplin)	Oct.
	Monsoon (Film Group)	Dec.
	Outpost In Malaya (Stafford)	Nov.
	Kansas City Confidential (Small)	Dec.
	Babes In Bagdad (Danziger)	Dec.
	Breaking The Sound Barrier (Lean)	Nov.
	Guerilla Girl (Chrotian)	Jan.
	Luxury Girls (Riviera)	Jan.

Universal-International

(For 1951-52 releases, see page 3427)

301	The Raiders	Nov.
302	Because Of You	Nov.
303	It Grows On Trees	Nov.
304	The Black Castle	Dec.
305	Against All Flags	Dec.
306	The Lawless Breed	Jan.
307	Meet Me At The Fair	Jan.
308	City Beneath The Sea	Feb.
309	The Redhead From Wyoming	Jan.
310	The Mississippi Gambler	Feb.
311	Girls In The Night	Feb.
380	Something Money Can't Buy	
	Seminole	Mar.
	A Man's Country	Mar.

Warners

(For 1951-52 listing, see page 3359)

201	Big Jim McLain	Sept.
202	The Crimson Pirate	Sept.
203	The Miracle Of Our Lady Of Fatima	Oct.
204	Springfield Rifle	Oct.
205	Operation Secret	Nov.
206	The Iron Mistress	Nov.
207	Cattle Town	Dec.
208	Abbott And Costello Meet Captain Kidd	Dec.
209	April In Paris	Jan.
210	Stop, You're Killing Me	Jan.
211	The Man Behind The Gun	Jan.
	The Jazz Singer	Feb.
	She's Back On Broadway	Feb.

ALPHABETICAL GUIDE To 221 Features Reviewed Since The Aug. 27 Issue

(This index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A	
ABBOTT AND COSTELLO MEET CAPTAIN KIDD—70m.—Warners	3423
ABOVE AND BEYOND—122m.—MGM	3413
AFFAIR IN TRINIDAD—98m.—Columbia	3365
AGAINST ALL FLAGS—84m.—U-I	3423
ALLEGHENY UPRISING—81m.—RKO	3369
AMAZING MONSIEUR FABRE, THE—89m.—Futur	3383
ANDROCLAS AND THE LION—98m.—RKO	3407
ANGEL FACE—91m.—RKO	3431
ANGEL STREET—80m.—Commercial	3416
ANGELO IN THE CROWD—82m.—Continental	3400
ANNA—100m.—IFE	3447
ANNIE OAKLEY—91m.—RKO	3370
APACHE WAR SMOKE—67m.—MGM	3381
APRIL IN PARIS—101m.—Warners	3416
ARMY BOUND—61m.—Monogram	3368
ASSIGNMENT—PARIS—85m.—Columbia	3365
B	
BABES IN BAGDAD—79m.—UA	3432
BACHELOR AND THE BOBBY SOXER, THE—94m.—RKO	3431
BACHELOR MOTHER—82m.—RKO	3431
BAD AND THE BEAUTIFUL, THE—118m.—MGM	3421
BATTLE ZONE—82m.—Allied Artists	3413
BATTLES OF CHIEF PONTIAC—72m.—Realert	3417
BEAUTY AND THE DEVIL—95m.—Davis	3373
BECAUSE OF YOU—95m.—U-I	3391
BECAUSE YOU'RE MINE—103m.—MGM	3367
BELA LUGOSI MEETS A BROOKLYN GORILLA—74m.—Realert	3386
BERLINER, THE—80m.—Burstyn	3409
BEWARE MY LOVELY—77m.—RKO	3370
BIG JIM McLAIN—90m.—Warners	3372
BIG SKY, THE—122m.—RKO	3370
BLACK CASTLE, THE—81m.—U-I	3399
BLACKBEARD, THE PIRATE—99m.—RKO	3422
BLAZING FOREST, THE—90m.—Paramount	3389
BLOODHOUNDS OF BROADWAY—91m.—20th-Fox	3408
BOMBA AND THE JUNGLE GIRL—70m.—Monogram	3430
BONZO GOES TO COLLEGE—79½m.—U-I	3372
BLUE CANADIAN ROCKIES—58m.—Columbia	3413
BRANDY FOR THE PARSON—75m.—Mayer-Kingsley	3383
BRAVE DON'T CRY, THE—90m.—Mayer-Kingsley	3423
BREAKING THE SOUND BARRIER—109m.—UA	3415
BWANA DEVIL—79m.—Natural Vision	3433
C	
CADETS OF GUASCOGNA, THE—103m.—Continental	3400
CANYON AMBUSH—53m.—Monogram	3398
CAPTAIN BLACK JACK—90m.—Classic	3373
CAPTAIN PIRATE—85m.—Columbia	3365
CAPTIVE WOMEN—65m.—RKO	3390
CARIBBEAN—97m.—Paramount	3369
CASQUE D'OR, THE STORY OF A BLONDE—95m.—Discina	3384
CASTLE IN THE AIR—90m.—Stratford	3433
CATTLE TOWN—71m.—Warners	3423
CLEOPATRA—104m.—Paramount	3445
CLIFF OF SIN, THE—94m.—Continental	3440
CLOUDED YELLOW, THE—89m.—Columbia	3366
CLOWN, THE—92m.—MGM	3438
COME BACK, LITTLE SHEBA—99m.—Paramount	3430
CRIMSON PIRATE, THE—104m.—Warners	3373
CURTAIN UP—93m.—Rank	3384
D	
DANCE HALL GIRLS—67m.—Bell	3384
DANGEROUS ASSIGNMENT—67m.—Famous	3374
DEATH OF AN ANGEL—65m.—Famous	3384
DERBY DAY—84m.—Wilcox-Neagle	3424
DESPERADOES' OUTPOST—84m.—Republic	3398
DESPERATE SEARCH—71m.—MGM	3421
DEVIL MAKES THREE, THE—90m.—MGM	3367
E	
EIGHT IRON MEN—80m.—Columbia	3397
EVERYTHING I HAVE IS YOURS—92m.—MGM	3389
F	
FACE TO FACE—89m.—RKO	3414

FAITHFUL CITY—86m.—RKO	3370
FARGO—69m.—Monogram	3381
FATHER'S DILEMMA—80m.—Davis	3409
FEUDIN' FOOLS—63m.—Monogram	3368
FLAT TOP—85m.—Monogram	3406
FLOWERS OF ST. FRANCIS—80m.—Burstyn	3401
FORCE OF DESTINY, THE—100m.—Screen Arts Sales	3409
FOUR POSTER, THE—103m.—Columbia	3397
FOUR STEPS, THE—110m.—Metaxas	3416
FRENCH WAY, THE—74m.—Manor	3384

G	
GAMBLER AND THE LADY—71m.—Lippert	3429
GIRLS IN THE NIGHT—82m.—U-I	3446
GODS OF BALI, THE—61m.—Classic	3409
GOLDEN HAWK, THE—83m.—Columbia	3366
GRAND CONCERT, THE—100m.—Artkino	3385
GUEST WIFE—87m.—UA	3372
GUNFIGHTER, THE—84m.—20th-Fox	3422

H	
HANGMAN'S KNOT—81m.—Columbia	3405
HANS CHRISTIAN ANDERSEN—111m.—RKO	3422
HAPPY TIME, THE—94m.—Columbia	3366
HIAWATHA—79m.—Monogram	3430
HITCHHIKER, THE—71m.—RKO	3445
HOAXTERS, THE—37m.—MGM	3429
HORIZONS WEST—81m.—U-I	3383
HOUR OF 13, THE—80m.—MGM	3389
HOUSE OF DARKNESS—66m.—Realert	3433
HURRICANE SMITH—90m.—Paramount	3381

I	
I BELIEVE IN YOU—96m.—Rank	3385
I DON'T CARE GIRL, THE—78m.—20th-Fox	3439
IMPORTANCE OF BEING EARNEST, THE—95m.—U-I	3440
INVASION, U. S. A.—74m.—Columbia	3429
IRON MISTRESS, THE—110m.—Warners	3400
IT GROWS ON TREES—84m.—U-I	3408
IT'S IN THE BAG—87m.—UA	3372

J	
JAZZ SINGER, THE—108m.—Warners	3446
JULIUS CAESAR—90m.—Brandon	3433
JUST FOR YOU—104m.—Paramount	3369

K	
KANSAS CITY CONFIDENTIAL—98m.—UA	3415

L	
LADIES OF THE CHORUS—61m.—Columbia	3397
LADY GODIVA RIDES AGAIN—98m.—London	3385
LADY VANISHES, THE—95m.—UA	3372
LAST MISSION, THE—81m.—Finos	3401
LAST OF THE COMANCHES, THE—85m.—Columbia	3437
LAST TRAIN FROM BOMBAY—72m.—Columbia	3366
LAWLESS BREED, THE—83m.—U-I	3432
LEONARDO DA VINCI—70m.—Pictura	3424
LIFE BEGINS TOMORROW—86m.—Mayer-Kingsley	3433
LIMELIGHT—141m.—United Artists	3399
LITTLE WORLD OF DON CAMILLO, THE—96m.—IFE	3447
LOOK WHO'S LAUGHING—79m.—RKO	3370
LUSTY MEN, THE—113m.—RKO	3390

M	
MAGIC BOX, THE—103m.—Mayer-Kingsley	3401
MAGIC SWORD, THE—90m.—Ellis	3401
MAN BEHIND THE GUN, THE—82m.—Warners	3440
MAVERICK, THE—71m.—Monogram	3438
Central Cinema	3402
MEET ME AT THE FAIR—87m.—U-I	3432
MEMBER OF THE WEDDING, THE—91m.—Columbia	3437
MERRY WIDOW, THE—105m.—MGM	3367
MERRY WIVES OF WINDSOR, THE—92m.—	
MILLION DOLLAR MERMAID—115m.—MGM	3414
MINE WITH THE IRON DOOR, THE—66m.—Columbia	3366
MIRACLE OF OUR LADY OF FATIMA, THE—102m.—W8	3373
MISSISSIPPI, GAMBLER, THE—98½m.—U-I	3446
MONKEY BUSINESS—97m.—20th-Fox	3371
MONTANA BELLE—81m.—RKO	3407
MONTANA INCIDENT—54m.—Monogram	3368
MOULIN ROUGE—117m.—UA	3439
MR. DENNING DRIVES NORTH—93m.—London	3385
MR. WALKIE TALKIE—65m.—Lippert	3437
MY COUSIN RACHEL—98m.—20th-Fox	3439
MY MAN AND I—99m.—MGM	3368
MY PAL GUS—83m.—20th-Fox	3408
MY WIFE'S BEST FRIEND—87m.—20th-Fox	3391

N	
NAKED SPUR, THE—91m.—MGM	3445
NEVER WAVE AT A WAC—87m.—RKO	3438
NEW CHINA, THE—103m.—Artkino	3402
NIGHT WITHOUT SLEEP—77m.—20th-Fox	3391
NIGHTMARE IN RED CHINA—63m.—Friedgen	3417
NO HOLDS BARRED—66m.—Monogram	3406
NO TIME FOR FLOWERS—82m.—RKO	3431

O	
ONE MINUTE TO ZERO—105m.—RKO	3371
OPERATION SECRET—108m.—Warners	3400
ORIENTAL EVIL—65m.—Classic	3386
OUTPOST IN MALAYA—86m.—UA	3416

P	
PATHFINDER, THE—78m.—Columbia	3437
PIRATE SUBMARINE—69m.—Lippert	3367
PLYMOUTH ADVENTURE—104m.—MGM	3406
PONY SOLDIER—83m.—20th-Fox	3408
PRISONER OF ZENDA, THE—100m.—MGM	3397
PROMOTER, THE—88m.—U-I	3385

R	
RAIDERS, THE—80m.—U-I	3399
RAINBOW 'ROUND MY SHOULDER—78m.—Columbia	3366
REDHEAD FROM WYOMING, THE—80m.—U-I	3440
RIDE THE MAN DOWN—90m.—Republic	3407
ROAD TO BALI—90m.—Paramount	3421
ROBINSON CRUSOE LAND—82m.—Franco-London	3386
ROGUE'S MARCH—84m.—MGM	3438
RUBY GENTRY—82m.—20th-Fox	3439

S	
SAVAGE, THE—95m.—Paramount	3382
SAVAGE TRIANGLE—112m.—Burstyn	3402
SCOTLAND YARD INSPECTOR—79m.—Lippert	3405
SEEDS OF DESTRUCTION—83m.—Astor	3374
SKIPPER NEXT TO GOD—83m.—Excelsior	3441
SKY FULL OF MOON—73m.—Metro	3406
SNOWS OF KILIMANJARO, THE—114m.—20th-Fox	3382
SOMEBODY LOVES ME—97m.—Paramount	3369
SOMETHING FOR THE BIRDS—82m.—20th-Fox	3399
SOUTH PACIFIC TRAIL—60m.—Republic	3414
SPRINGFIELD RIFLE—93m.—Warners	3392
STAR, THE—89m.—20th-Fox	3446
STARS AND STRIPES FOREVER—89m.—20th-Fox	3415
STEEL TRAP, THE—87m.—20th-Fox	3399
STOOGE, THE—100m.—Paramount	3398
STOP, YOU'RE KILLING ME—86m.—Warners	3432
STORY OF MANDY, THE—93m.—U-I	3423
STORY OF ROBIN HOOD, THE—83m.—RKO	3371
STRANGE FASCINATION—80m.—Columbia	3389
STRANGE ONES, THE—98m.—Kingsley-Mayer	3374
STREETS OF SORROW—75m.—Union	3424
SUDDEN FEAR—110m.—RKO	3371

T	
TARAS SHEVCHENKO—102m.—Artkino	3386
TARGET—HONG KONG—66m.—Columbia	3429
THIEF, THE—85m.—UA	3382
THIEF OF VENICE, THE—91m.—20th-Fox	3415
THIRST OF MEN, THE—83m.—Union	3417
THUNDER IN THE EAST—98m.—Paramount	3406
THUNDERBIRDS—99m.—Republic	3414
TOO MANY GIRLS—85m.—RKO	3371
TOPAZE—114m.—Discina	3417
TORPEDO ALLEY—84m.—Allied Artists	3413
TOUGHEST MAN IN ARIZONA—90m.—Republic	3398
TRIP TO AMERICA—75m.—Lewis	3409
TROMBA, THE TIGER MAN—63m.—Lippert	3405
TROPIC ZONE—94m.—Paramount	3431
TROPICAL HEAT WAVE—74m.—Republic	3390
TURNING POINT, THE—85m.—Paramount	3382
TWO CENTS WORTH OF HOPE—100m.—Times	3447

U	
UNDER THE RED SEA—67m.—RKO	3390

V	
VENETIAN BIRD—95m.—Rank	3424
VOODOO TIGER—67m.—Columbia	3405

W	
WAC FROM WALLA WALLA, THE—83m.—Republic	3407
WAGON TEAM—61m.—Columbia	3381
WAY OF A GAUCHO—91m.—20th-Fox	3391
WHALE HUNT, THE—55m.—Artkino	3434
WHEREVER SHE GOES—80m.—Mayer-Kingsley	3441
WHITE LINE, THE—74m.—Lux	3441
WILLIE AND JOE IN BACK AT THE FRONT—87m.—U-I	3383
WOMAN'S ANGLE, THE—85m.—Stratford	3434
WORLD FESTIVAL OF SONG AND DANCE—78m.—Artkino	3434
WYOMING ROUNDUP—53m.—Monogram	3421

Y	
YANKEE BUCCANEER—86m.—U-I	3383
YELLOW SKY—98m.—20th-Fox	3422
YOUNG CHOPIN—98m.—Artkino	3447
YUKON GOLD—62m.—Monogram	3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

title. Holidays and special events will be found at the bottom of this page.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
DECEMBER Hiawatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Bomba And The Jungle Girl J. Sheffield, K. Sharpe The Maverick W. Elliott, P. Coates, M. Healey	DECEMBER Eight Iron Men M. Castle, D. McMahon, B. Calleano Strange Fascination C. Moore, H. Haas M. Barrie The Happy Time C. Boyer, L. Jourdan, M. Hunt, B. Driscoll Invasion, U.S.A. P. Castle, G. Mohr, E. Blythe	DECEMBER Gambler and The Lady D. Clark, N. Chance (English-made) Sky Full Of Moon J. Sterling, C. Carpenter, K. Wynn	DECEMBER Million Dollar Maid E. Williams, V. Mature, W. Pidgeon (Technicolor) The Blazing Forest J. Payne, A. Moorehead, S. Morrow (Technicolor) Cleopatra C. Colbert, W. William, H. Wilcox (Reissue)	DECEMBER Blackbeard R. Newton, L. Darnell, K. Andes, W. Bendix (Technicolor) Mans Christian Anderson D. Kaye, Jeanmarie, F. Granger (Technicolor) (Goldwyn) aptive Women R. Clarke, M. Fieda G. Saunders The Bachelor And The Bobby Soxer Bachelor Mother (Re-releases)	DECEMBER Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Toffler Stars And Stripes Forever C. Webb, R. Hussey, D. Paget, R. Wagner (Technicolor)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) Monsoon U. Thiess, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Babes In Bagdad P. Goddard, G. R. Lee, R. Ney (Danziger) (Made in Spain)	DECEMBER The Black Castle S. McNally, P. Corday, R. Green B. Karloff, L. Chaney Against All Flags E. Flynn, M. O'Hara, A. Quinn (Technicolor)	DECEMBER April In Paris D. Day, R. Bolger, C. Daughlin (Technicolor) Stop, You're Killing Me B. Crawford, C. Trevor (WarnerColor) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicolor)	DECEMBER The Jazz Singer D. Thomas, P. Lee (Technicolor) She's Back On Broadway V. Mayo, G. Nelson, F. Lovejoy, P. Wymore (WarnerColor)	
JANUARY Torpedo Alley M. Stevens, D. Malone, B. Williams Timber Wolf K. Grant, I. Borg, Chinook The Star Of Texas W. Morris, R. L. Brice, S. Jolley	JANUARY The Four Poster R. Harrison, L. Palmer The Pathfinder G. Montgomery, H. Carter, E. Verdugo (Technicolor) Winning Of The West G. Autry, S. Burnette, G. Davis	JANUARY I'll Get You G. Raft, S. Gray (Made in Europe) Above And Beyond R. Taylor, E. Parker, J. Whitmore The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan The Clown R. Skelton, J. Greer The Hoaxters Documentary	JANUARY Road To Bali B. Crosby, B. Hope, D. Lamour (Technicolor) Thunder In The East A. Ladd, D. Kerr, C. Boyer, C. Calvet Tropic Zone R. Reagan, R. Fleming, Estelita (Technicolor)	JANUARY Androcles And The Lion J. Simmons, A. Young, V. Mature, R. Newton Never Wave At A WAC R. Russell, M. Willson, P. Douglas No Time For Flowers V. Lindfors, P. Christian (Made in Austria)	JANUARY Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Trucolor) My Cousin Rachel O. DeHavilland, R. Burton The I Don't Care Girl M. Gaynor, D. Wayne, O. Levant (Technicolor) Ruby Gentry J. Jones, C. Heston, K. Malden The Gunfighter Yellow Sky (Re-releases)	JANUARY Guerilla Girl H. Danline, Marianna (Foreign-made) (Christian) Luxury Girls S. Stephen, A. M. Ferrero, R. Podesta (Italian-made) (Riviera) Meet Me At The Fair D. Dailey, D. Lynn, C. Allen (Technicolor)	JANUARY The Lawless Breed R. Hudson, J. Adams, M. Castle (Technicolor) The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicolor) The Mississippi Gambler T. Power, P. Laurie, J. Adams (Technicolor) City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technicolor) Girls In The Night P. Hardy, J. Holden, L. Freeman	JANUARY Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) Monsoon U. Thiess, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Babes In Bagdad P. Goddard, G. R. Lee, R. Ney (Danziger) (Made in Spain)	JANUARY The Black Castle S. McNally, P. Corday, R. Green B. Karloff, L. Chaney Against All Flags E. Flynn, M. O'Hara, A. Quinn (Technicolor)	JANUARY April In Paris D. Day, R. Bolger, C. Daughlin (Technicolor) Stop, You're Killing Me B. Crawford, C. Trevor (WarnerColor) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicolor)
FEBRUARY Kansas Pacific S. Hayden, E. Miller, B. McLene (Cinecolor) Tangier Incident G. Brent, M. Aldon The Homesteaders B. Elliott, B. Allen, R. Lowry	FEBRUARY Last Of The Comanches B. Crawford, B. Hale, (Technicolor) Target Hong Kong R. Denning, N. Gates, R. Loo	FEBRUARY Desperate Search H. Keel, J. Greer Jeopardy B. Stanwyck, B. Sullivan Rogue's March P. Lawford, J. Rule The Naked Spur J. Stewart, J. Leigh, R. Ryan (Technicolor) Lili L. Caron, M. Ferrer (Special) (Technicolor) Ivanhoe R. Taylor, E. Taylor, J. Fontaine (Technicolor)	FEBRUARY The Stogie D. Martin, J. Lewis, P. Bergen, E. Mayehoff Come Back, Little Sheba B. Lancaster, S. Booth, T. Moore	FEBRUARY Peter Pan Disney cartoon feature (Technicolor) Angel Face R. Mitchum, J. Simmons, M. Freeman Sword Of Venus R. Clarke, C. McLeod, R. DeMarco	FEBRUARY The Lady Wants Mink R. Hussey, E. Arden, D. O'Keefe The Flying Squadron M. Serato, D. Sassoli, U. Spadaro (Italian-made) Taxi D. Dailey, C. Smith, B. Yurka	FEBRUARY The Farmer Takes A Wife B. Grable, D. Robertson, T. Ritter (Technicolor) Niagara M. Monroe, J. Cotten, J. Peters (Technicolor) The Gunfighter Yellow Sky (Re-releases)	FEBRUARY A Tale Of Five Women B. Colleano, G. Lollobrigida (European-made) (PAAC)	FEBRUARY The Jazz Singer D. Thomas, P. Lee (Technicolor) She's Back On Broadway V. Mayo, G. Nelson, F. Lovejoy, P. Wymore (WarnerColor)	FEBRUARY The Mississippi Gambler T. Power, P. Laurie, J. Adams (Technicolor) City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technicolor) Girls In The Night P. Hardy, J. Holden, L. Freeman	FEBRUARY The Jazz Singer D. Thomas, P. Lee (Technicolor) She's Back On Broadway V. Mayo, G. Nelson, F. Lovejoy, P. Wymore (WarnerColor)

OBSERVANCES

Feb. 12—Lincoln's Birthday
Feb. 18—Ash Wednesday
Feb. 22—Washington's Birthday

REALART

January—The Vanishing Body—N. Karloff, B. Lugosi (Reissue)
Calling Dr. Death—L. Chaney (Reissue)
The Missing Head—L. Chaney (Reissue)

February

February—Mr. Pip—W. Hull, P. Holmes (English-made) (Reissue)
The House Of The Seven Gables—G. Sanders, V. Price
(Reissue)
Johnny Comes Marching Home—D. O'Connor, A. Jones
(Reissue)
Private Buckaroo—H. James (Reissue)

LET'S FACE IT!

{ A STRAIGHT-FROM-THE-SHOULDER statement from Paul J. Greenhalgh, V.P. and }
{ Gen'l Mgr. of EXHIBITOR. "Best of all Weeklies in NEWS, REVIEWS and SERVICES" }

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Everybody's Holding Ruby!!



JENNIFER JONES
CHARLTON HESTON
KARL MALDEN in

Ruby Gentry

Produced by JOSEPH BERNHARD and KING VIDOR • Directed by KING VIDOR
Screenplay by SILVIA RICHARDS • Story by ARTHUR FITZ-RICHARD
A Bernhard-Vidor Presentation • Released by 20th Century-Fox

HOLDOVERS:
NEW YORK CITY • CHICAGO
BOSTON • SALT LAKE CITY
DENVER • DETROIT •
Everywhere!

(BACK BROTHERHOOD WEEK'S SILVER ANNIVERSARY Feb. 15-22 1953)

Number 12
Sections: Section One

JANUARY 21, 1953

ED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

aturing STUDIO SURVEY

SEEING IS BELIEVING

YOU MUST SEE THESE 2 M-G-M TRADE SHOWS



Humphrey Bogart and June Allyson win new fame in screen history!

JAN. 23rd

"BATTLE CIRCUS"

It's in the cards! Yes, the audience-response cards from advance Previews are sensational. It is not too soon to predict a sock entertainment with "Battleground" thrills and with even *more* humor and romance than that famed production. Humphrey Bogart and June Allyson are simply terrific. The producer who gave his showmanship talents to the Bigness of "Ivanhoe" has come through with another winner in "BATTLE CIRCUS."



M-G-M presents Humphrey Bogart • June Allyson in "BATTLE CIRCUS" • with Keenan Wynn • Robert Keith • Screen Play by Richard Brooks • Based on a Story by Allen Rivkin and Laura Kerr • Directed by Richard Brooks
Produced by Pandro S. Berman



Donald O'Connor, Debbie Reynolds, those "Singin' in the Rain" Kids are great!

FEB. 2nd

"I LOVE MELVIN"

(Technicolor)

Everybody loves those big M-G-M Technicolor musicals and it's great news for box-offices that the gayest tune-film of them all comes to greet America at Springtime. Donald O'Connor and Debbie Reynolds fulfill the rich promise of their "Singin' in the Rain" popularity in a wonderful story of how an amateur photographer gets his girl's picture on the cover of Look Magazine. (*We've made a big publicity tie-up for you, too.*) You'll love "I LOVE MELVIN."



M-G-M presents "I LOVE MELVIN" starring Donald O'Connor • Debbie Reynolds • with Una Merkel • Richard Anderson • Allyn Joslyn Color by Technicolor • Screen Play by George Wells • Additional Dialogue by Ruth Brooks Flippen • Story by Laslo Vadnay • Directed by Don Weis • Produced by George Wells



WHEN FREEZING RAIN caused trouble in some New England communities, and electricity wasn't available to homes, one theatremen offered his theatre for use by mothers to keep their babies warm and to make their formulas. Another exhibitor was asked to keep on his marquee lights to furnish street lighting, as the municipal system was knocked out.



SOME CHILDREN who stole some tickets from the cashier's booth in a western theatre will discover, when they try to use them, that the numbers are known.



A THEATREMAN in the southwest is becoming well known as a painter. His offering was selected as one of 90 to go on tour.



AN EASTERN psychology professor has devised a method whereby the intensity of thrills experienced by an audience at a film showing can be measured. The unit is a mho, and the device could run on storage batteries. Dime-size electrodes are held by the cash customers, and an exact report can be made available for exploitation men. A mho is ohm in reverse. In our book, "stupendous," "colossal," and "terrific" will still mean more in an advertisement than "500,000 mhos."



ARE YOU doing your bit for "The March of Dimes"?

—H. M. M.

I N D E X

VOL. 49, No. 12 JANUARY 21, 1953

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"SMOOTH SAILING ON A SEA OF PROMOTION".....	5, 6
NEW YORK NEWS LETTER	16
THIS WAS THE WEEK WHEN	20
THE SCORE BOARD	21
PEOPLE	21
IN THE NEWSREELS	24
STUDIO SURVEY	SS-1—SS-4

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
--------------------------	-----------

THE COVER PHOTO

Loew Poli executive Harry Shaw, Helen Deutsch, script writer, and Dan Terrell, MGM publicity manager, attend the special New England world premiere of MGM's "Plymouth Adventure," which took place at the Old Colony, Plymouth, Mass.

EXHIBITOR

Vol. 49, No. 12



JANUARY 21, 1953

1953 May Bring A Test

AMONG the problems carried over into the new year, none is more serious than that of the advanced price, so-called pre-release, feature. These dotted the landscape in 1952, and there is reason to believe that they will be present again in 1953.

MANY resolutions have been passed by exhibitor organizations against the practice which is generally so handled by the distributors that a theatre man finds himself forced to increase his admission price at the boxoffice. Many exhibitors claim also that they have been deprived of playing such pre-releases because they feel that they cannot justify an increase at their boxoffices and also because the public is opposed to advances in admissions.

THERE has never been a legal test on the subject, but it would not be surprising if one resulted. Members of Allied, for example, long ago were asked to send any cases falling into the category of "forced higher admissions" to the national office for action.

IN THE SAME vein, the annual report prepared by National Allied general counsel and board chairman Abram F. Myers asked for prompt determination of the legal status of the "so-called pre-release run of roadshows, with attendant fixing of admission prices." Perhaps in that way it may be determined whether there is "safety" for the distributor in an unfair bidding practice where one exhibitor, in order to get pictures, "offers" to raise admissions, thereby starting a vicious circle.

THERE MAY BE a few cases, in the larger cities, where audiences don't resent paying a higher admission, but even in the biggest metropolitan centers there is proof that public resentment against the practice grows, and the industry suffers. Furthermore, not only do patrons resent higher tariffs but they begin to feel that pictures offered at regular prices are of less merit. In either case, the business loses.

IT IS TO BE hoped that the distributors come to the realization of what might result before any court litigation begins.

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THE Babes

MEANT BUSINESS

AND HOW!!!

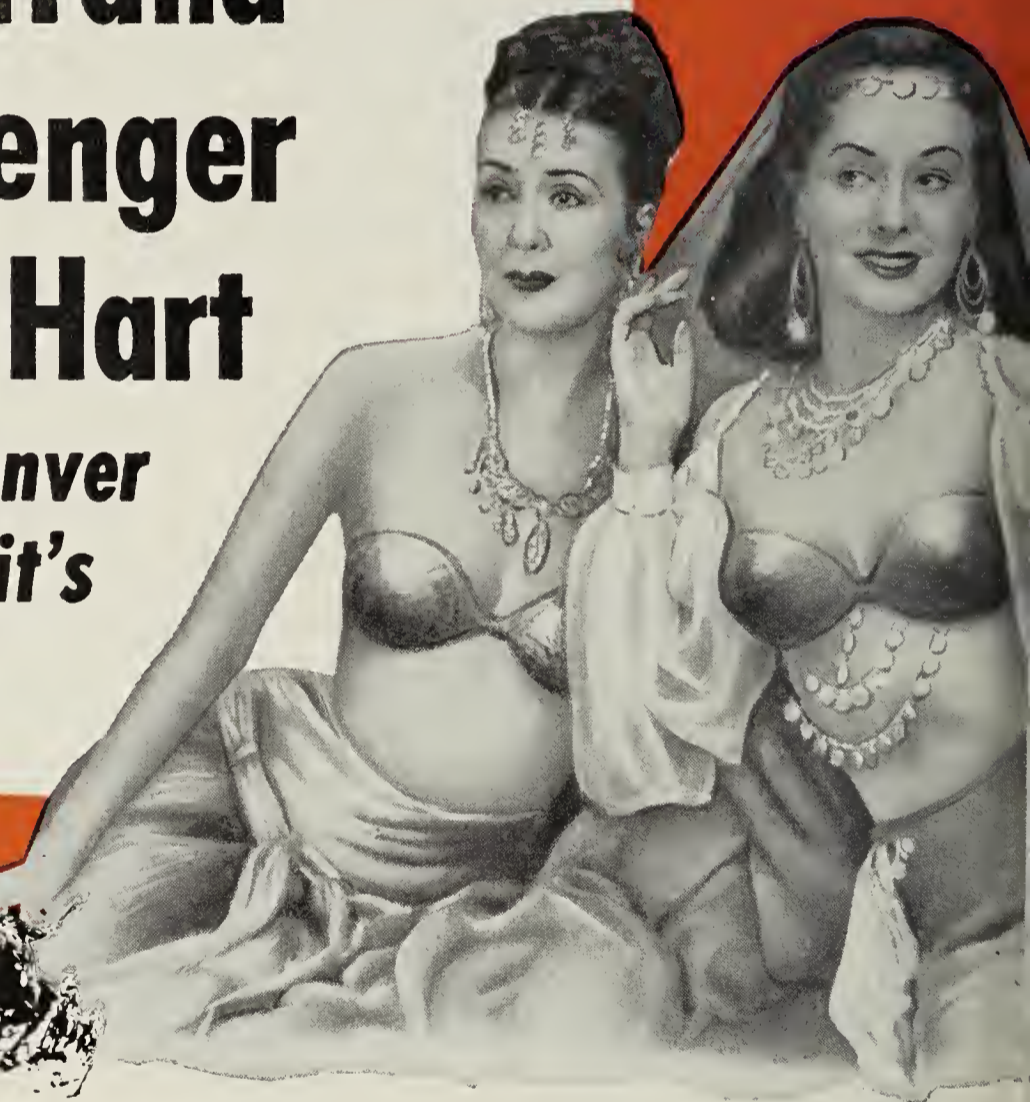
First 3 engagements... **SOCKO!**

SHREVEPORT - Strand

PENSACOLA - Saenger

BATON ROUGE - Hart

Watch San Francisco and Denver
dates coming up... and it's
only the beginning!



PAULETTE GODDARD · GYPSY ROSE LEE in

Babes in Bagdad

starring **RICHARD NEY · JOHN BOLES**

Screenplay by FELIX FEIST and JOE ANSEN · Directed by EDGAR G. ULMER
Produced by THE DANZIGERS, EDWARD J. DANZIGER and HARRY LEE DANZIGER

All Its Spectacle Captured In
EXOTIC COLOR

Date the
Babes
thru **UA**





THE PRESS, "MAYFLOWER" DESCENDANTS, AND OTHERS ATTEND A BANQUET IN PLYMOUTH, MASS., BEFORE SEEING MGM'S "PLYMOUTH ADVENTURE."

Smooth Sailing On A Sea Of Promotion

MGM's "Plymouth Adventure" Was Preceded By A Replica, Star, Writer, And Plenty Of Other Helpful Ideas



John Dee, Loew Poli Theatres, Worcester, Mass., chats with Helen Deutsch, the screen play author.

IT isn't too often that a feature is released at a time when it can be tied up directly with an anniversary or historical date but such was the case when MGM's "Plymouth Adventure", produced by Dore Schary, became available for day-and-date showing on Thanksgiving Day.

As a result, the premieres of the film were preceded by long range promotion, centered about the travels of Helen Deutsch, who wrote the screen play; Dawn Addams, one of the stars of the show; visits of the replica of the "Mayflower" to various cities, and the world premiere which was held at the Old Colony, Plymouth, Mass.

MGM scheduled "Plymouth Adventure" for approximately 400 Thanksgiving Week openings, and Howard Dietz, vice-president and director of advertising, publicity, and exploitation, and his staff scheduled a comprehensive campaign.

Sparking the promotion was the tour of the "Mayflower" replica used in the film version. Elliott Foreman, of Dan Terrell's New York exploitation staff, acted as advance man, and preceded the tour in all cities, while Captain Volney Phifer, who participated in many of MGM's road touring stunts, was in charge of the boat on its trip.

Previously, Miss Addams toured eight eastern and southern cities, where she was interviewed by the press, radio, and TV editors. She also visited Plymouth.

The invitational screening was held at the Old Colony, and the invitational list included guests of the Mayflower Society who are direct descendants of the Pilgrims, members and guests of the Plymouth Chamber of Commerce, and other notables from the area.

On these pages may be seen some of the photographic highlights of the various promotions.



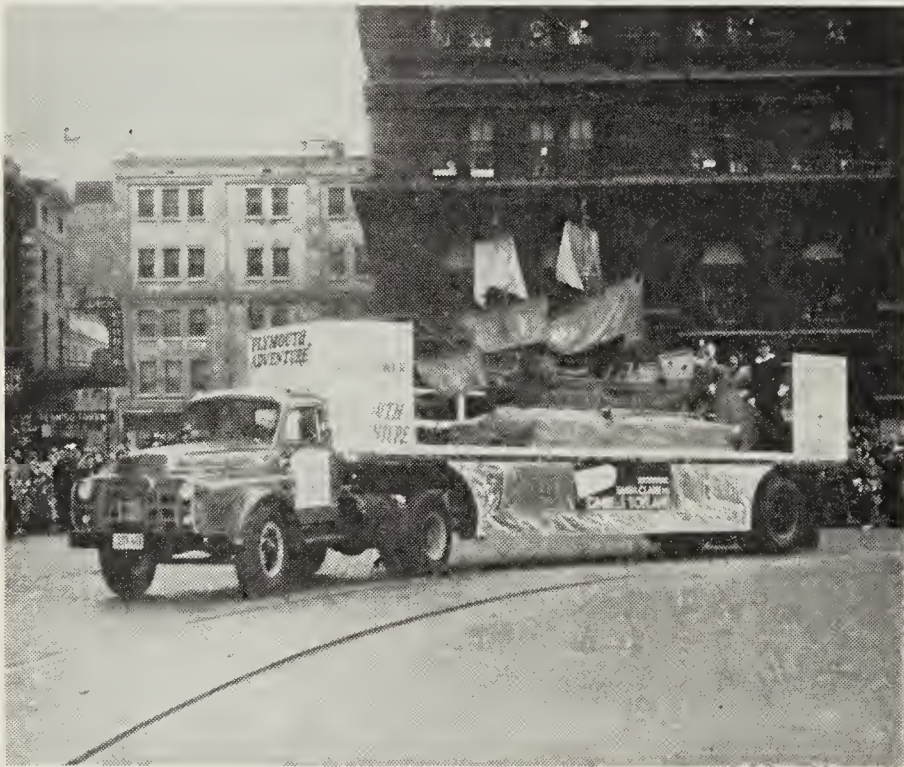
Dan S. Terrell, MGM promotion chief, poses with Dawn Addams, holding a "Mayflower" miniature.



Miss Addams, making the historical circuit, visits the landing place of the Pilgrims, Plymouth Rock.



Still on the historical tour, Miss Addams, in costume, inspects the Liberty Bell in Philadelphia.



The "Plymouth Adventure" "Mayflower" replica joins the Thanksgiving parade in Philadelphia as part of the ballyhoo tying in with Toyland.



Miss Deutsch, making the publicity circuit, discusses the "Plymouth Adventure" script with some interested coeds at Hunter College, New York.



Children in Syracuse, N. Y., line up early to scrutinize the replica of the "Mayflower" while "Plymouth Adventure" was playing at Loew's State.



Disc jockey Art Murrelwright, WVET, Rochester, N. Y., interviews the "Brewster family of Pilgrims," who made the rounds for Loew's Rochester.

20th Century-Fox
has invested
\$100,000,000
in your
immediate
future!



because we look forward to the future with the optimism, faith and confidence which has made our industry great-

because you must be fortified with the kind of attractions which will meet the challenge of today's market-

because our plans are based on a roster of properties encompassing the magnitude, scope and variety to meet that challenge-

because Technicolor productions will constitute fully 50% of our releases during the first six months of 1953-

because we are bringing you big-league Technicolor musicals like CALL ME MADAM, GENTLEMEN PREFER BLONDES, FARMER TAKES A WIFE, TONIGHT WE SING and STARS AND STRIPES FOREVER.



SEE INSIDE PAGES FOR THE GREATEST

Sensation Of The Industry!

Ernest Hemingway's
"THE SNOWS OF KILIMANJARO"

Technicolor
starring

Gregory Peck
Susan Hayward · Ava Gardner

Produced by Darryl F. Zanuck
Directed by Henry King



Super-Tension!

"THE STEEL TRAP"

starring

Joseph Cotten and Teresa Wright

Written & Directed by Andrew Stane

A Bert E. Friedlab Production
Released by 20th Century-Fox



The Fabulous Guys And Their Gals!

Damon Runyon's
"BLOODHOUNDS OF BROADWAY"

Technicolor
starring

Mitzi Gaynor · Scott Brady

Produced by George Jessel
Directed by Harmon Jones



The High-Water Mark In Suspense!

"NIAGARA"

Technicolor
starring

Marilyn Monroe · Joseph Cotten

Jean Peters

Produced by Charles Brackett
Directed by Henry Hathaway



*The Big Musical About
The Bad Girl Of Show Business!*

"THE I DON'T CARE GIRL"

Technicolor

starring Mitzi Gaynor
David Wayne
Oscar Levant

Produced by George Jessel
Directed by Lloyd Bacon



*3 Years In The Making!
Tens Of Thousands In The Cast!*

"THE THIEF OF VENICE"

starring

Maria Montez
Paul Christian

A Robert Haggia Production
Released by 20th Century-Fox



*The Box-Office
Lift Of Your Life!*

"TAXI"

starring

Dan Dailey

Constance Smith

Produced by Samuel G. Engel
Directed by Gregory Ratoff



*The Last Flaming Days Of
The Cree Rebellion!*

"PONY SOLDIER"

Technicolor
starring

Tyrone Power

with Cameron Mitchell and Thoms Gomez
Produced by Samuel G. Engel
Directed by Joseph M. Newman



SUSAN HAYWARD
CHARLTON HESTON

in IRVING STONE'S Best-Seller

"THE PRESIDENT'S LADY"

with FAY BANTER

Produced by SOL C. SIEGEL

Directed by HENRY LEVIN

From the Novel by Irving Stone



*The Celebrated
Collier Magazine Story!*

"DESTINATION GOBI"

Technicolor
starring

RICHARD WIDMARK
DON TAYLOR

Produced by Stanley Rubin

Directed by Robert Wise



RICHARD BURTON in

"THE DESERT RATS"

co-starring JAMES MASON As Rommel

ROBERT NEWTON

Produced by Robert Jacks · Directed by Robert Wise



You'll Be Delighted To meet...

"THE GIRL NEXT DOOR"

Technicolor

starring Dan Dailey · June Haver

Dennis Day

Produced by Robert Bassler
Directed by Richard Sale



The Greatest Musical Show On Earth!

John Philip Sousa's
"STARS AND STRIPES FOREVER"

Technicolor
starring
CLIFTON WEBB · DEBRA PAGET · ROBERT WAGNER
Ruth Hussey
Produced by Lamar Tratti
Directed by Henry Koster



The All-Time, All-Star Musical Smash!

Irving Berlin's
"CALL ME MADAM"

Technicolor
starring Ethel Merman · Donald O'Connor
Vera-Ellen · George Sanders
Music and Lyrics by Irving Berlin
Produced by Sal C. Siegel
Directed by Walter Lang



Over 31,000,000 Readers
Are Waiting To See

OLIVIA de HAVILLAND
in Daphne du Maurier's
"MY COUSIN RACHEL"

with
RICHARD BURTON
Produced by Nunnally Johnson
Directed by Henry Koster



World Premiere Soon...
Radio City Music Hall

"TONIGHT WE SING"

Technicolor
starring EZIO PINZA · ROBERTA PETERS
TAMARA TOUMANOVA
ANNE BANCROFT · ISAAC STERN
BYRON PALMER · The Voice of JAN PEERCE
DAVID WAYNE
Produced by George Jessel
Directed by Mitchell Leisen



The Musical That's
Bustin' Out All Over!

"THE FARMER TAKES A WIFE"

Technicolor
starring
BETTY GRABLE · DALE ROBERTSON
Thelma Ritter · John Carroll
Produced by Frank P. Rosenberg
Directed by Henry Levin

From the Stage Play by Frank B. Elser and Marc Connelly
Based on the Novel "Rome-Houl" by Walter D. Edmonds



The Strangest Adventure
The Screen Has Ever Seen!

"TREASURE OF THE GOLDEN CONDOR"

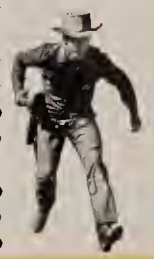
Technicolor
starring Cornel Wilde
Constance Smith
Produced by Jules Buck
Directed by Delmer Daves
Based on a Novel by Edison Marshall



The Glory And The Fury
Of The West!

"THE SILVER WHIP"

starring
Dale Robertson
Rory Calhoun
Robert Wagner
Produced by
Robert Bassler and Michael Abel
Directed by Harman Janes



Her Greatest Smash Since
"Duel In The Sun"!

JENNIFER JONES
CHARLTON HESTON
KARL MALDEN

in
"RUBY GENTRY"
Directed by King Vidor
A Bernhard-Vidor Presentation
Released by 20th Century-Fox



BETTE DAVIS
Brings A Woman's Heart And Soul To

"THE STAR"

co-starring
STERLING HAYDEN
Produced by Bert E. Friedlab
Directed by Stuart Heisler
A Bert E. Friedlob Production
Released through 20th Century-Fox



Tiutely...Taut...
And Packed With TNT!

"MAN ON A TIGHTROPE"

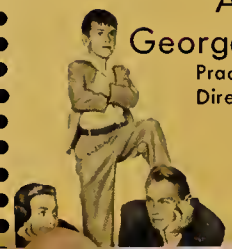
starring
Fredric March · Gloria Grahame
Terry Moore · Cameron Mitchell
Adolphe Menjou
Produced by Robert Jacks
Directed by Elio Kozon



It Will Steal Your Heart!

"MY PAL GUS"

starring
Richard Widmark
Joanne Dru
Audrey Totter
George (Foghorn) Winslow
Produced by Stanley Rubin
Directed by Robert Parrish



The Screen's Big Tropical Musical!

"DOWN AMONG THE SHELTERING PALMS"

Technicolor
starring William Lundigan · Jane Greer · Mitzi Gaynor · David Wayne · Gloria De Haven
Produced by Fred Kohlmar
Directed by Edmund Goulding

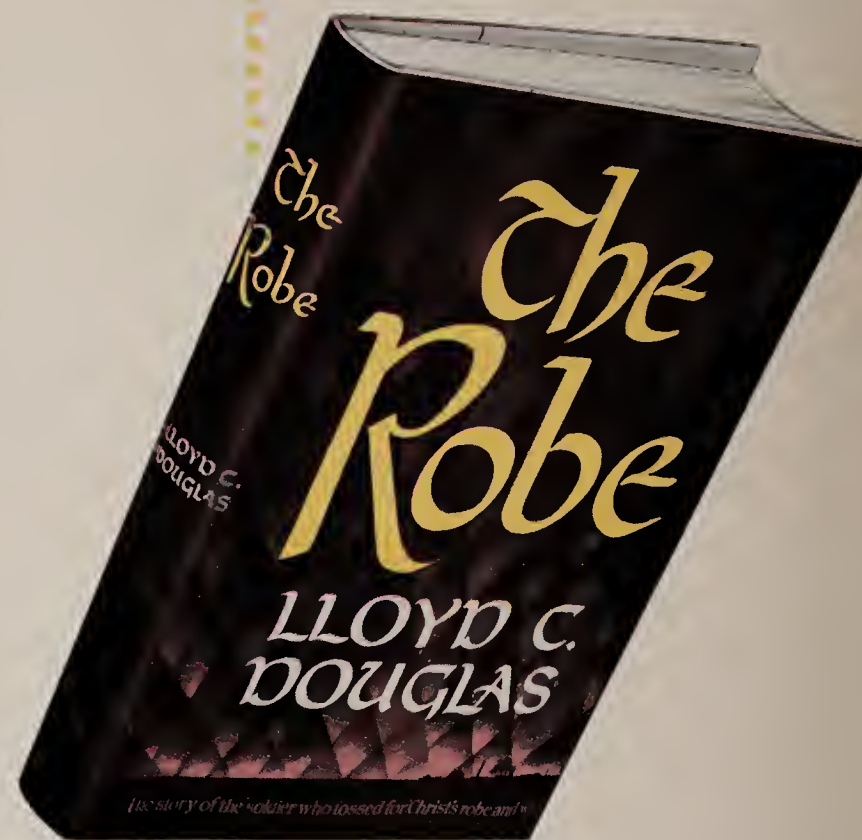


because world acclaimed best-sellers like MY COUSIN RACHEL, THE PRESIDENT'S LADY, THE SNOWS OF KILIMANJARO, WHITE WITCH DOCTOR, THE EGYPTIAN, and C.S. Forester's SAILOR OF THE KING have a pre-sold audience waiting.

because we have the resources, the will to win, the established technique and know-how based on showmanship experience learned in exhibitor ranks, and a distribution organization dedicated to the prosperity of our customers.

because as always, 20th will back you with the strongest, most extensive advertising, publicity and exploitation campaigns -- with the superior brand of ingenuity which has always characterized our promotional efforts.

...and watch for...



Produced by
FRANK ROSS
Directed by
HENRY KOSTER
Screenplay by
PHILIP DUNNE

*now in production
color by Technicolor*

**IT WILL BE
THE GREATEST
BOXOFFICE
ATTRACTION
OF ALL TIME!**



HIT ATTRACTIONS IN



HISTORY!

EXHIBITOR JAN. 21, 1953



There's No Business Like 20th Century-Fox Business!

Allied Withdraws From Arb. Discussions

Broadway Grosses Holding Up Well

NEW YORK—Led by Radio City Music Hall, the Paramount and Victoria, most Broadway first-runs were holding up satisfactorily last weekend.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE JAZZ SINGER" (WB). Paramount, with stage show, was heading toward a sure \$75,000 on the opening week.

"STARS AND STRIPES FOREVER" (20th-Fox). Roxy, with "Ice-colorama" on stage, reported \$74,000 for the last eight days of the fourth week.

"THE BAD AND THE BEAUTIFUL" (MGM). Radio City Music Hall, with stage show, garnered \$91,000 from Thursday through Sunday, with the first week bound to hit \$145,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$28,500 for the eighth week.

"MY COUSIN RACHEL" (20th-Fox). Rivoli was looking toward a \$28,000 fourth week.

"EIGHT IRON MEN" (Col.). Globe expected the third week to hit \$8,000.

"RUBY GENTRY" (20th-Fox). Mayfair estimated the fourth week would go over \$13,000.

"LIMELIGHT" (UA). Astor expected the 13th week to hit \$10,000.

"GIRLS IN THE NIGHT" (U-I). Loew's State was sure to do over \$25,000 on the opening session.

"ANDROCLES AND THE LION" (RKO). Capitol expected the opening week to tally \$35,000.

"COME BACK, LITTLE SHEBA" (Para.). Victoria claimed that the fourth week would reach \$29,000.

Washington Exhibitors Sue

NEW YORK—A \$1,248,000 treble damage anti-trust suit was filed in federal court last week by Samuel, Max, and Faith Cummins, Celia B. Cohen, and Rose Chatkin, doing business as Pix Theatres, Inc., Washington, against Loew's, Warners, Columbia, Paramount, 20th-Fox, Universal, United Artists, and the District Theatres Corporation, Washington.

Involved in the action is the Plymouth, Negro house in Washington, operated by Pix. The defendants are accused of monopolizing first and subsequent runs in Washington and of aiming ultimately to eliminate the plaintiffs as competitors in film exhibition.

According to the complaint, the defendants discriminated against the plaintiffs by granting first and subsequent runs to the Langston, a District house erected several years after the Plymouth. It is alleged that defendants were able to get pictures only after their drawing power had been exhausted.

Lippert Sets 12 Films

CHICAGO—Robert L. Lippert told a meeting of franchise holders last fortnight that he will supply them with 12 features for release during the first five months of 1953.



"Bill Gehring Week," marking the 35th anniversary of the association of William C. Gehring with 20th-Fox, was recently celebrated with personal tribute to the sales executive from company leaders around the country and a dinner in New York with Charles Einfeld, director of distribution, as toastmaster and Spyros Skouras, president, as principal speaker at the festivities.

Feb. 28 Seen As Date For WB Separation

NEW YORK—Harry M. Warner, president of Warners, declared last week in a financial statement to stockholders that the company is aiming for Feb. 28 as the effective date of its change into separate production-distribution and theatre companies. Warner also reported that the Department of Justice has withheld consent of changes in the consent judgment required to bring the reorganization within the provisions of the Internal Revenue Act permitting the company to remain in existence, and, therefore, the present Warner Brothers Pictures must be dissolved, and a new picture company established. The assets and liabilities have been changed by the sale of theatres and other properties as well as the company's acquisition of some of its common stock. This, he said, as well as the sale of the new theatre stock to Fabian Enterprises, has made it desirable to incorporate certain new features in an amended plan of reorganization.

Stockholders will vote upon the following changes at their annual meeting on Feb. 17: Allocating the entire bank loan, instead of three-fourths, to the new picture company, making more definite provisions regarding the assets and liabilities of the new companies, providing that an adjustment will be had between the new companies after an auditing determining whether the new company received more or less than it was entitled to at the effective date of reorganization, and making more definite the provision regarding the right of the new companies to use the Warner Brothers names.

Pinanski Bond Work Praised

NEW YORK—Sam Pinanski, co-chairman, Council of Motion Picture Organizations, made public last week a letter from Secretary of the Treasury John W. Snyder warmly praising Pinanski's work in behalf of the savings bonds program.

National Board, At Meeting In New Orleans, Takes Action; Snaper Flays Tactics Of Distributors

NEW ORLEANS—Efforts to formulate a satisfactory industry arbitration system received a setback last week when Wilbur Snaper, president, Allied States, told the mid-winter meeting of the board that nothing in arbitration or any other proposal would bring exhibitors relief from the conditions they face.

The assertion was made in a discussion of a letter from Eric Johnston, MPA president, concerning arbitration. The board later reaffirmed the Chicago decision vetoing the arbitration plan, and voted to withdraw Allied officers from any further discussions.

Snaper also charged that the distributors continue "to press for more money for pictures" in New Jersey despite a box-office decline in that territory.

Snaper declared that "the inability of distribution to properly allocate pictures on their release is causing tremendous friction and difficulty in booking," and contended that "the rash that distribution has broken out in, relative to increased admission boxoffice pictures, has put the exhibitors in a terrible predicament."

The official board affirmation on arbitration was:

"The board of directors, having heard and fully considered the report of President Snaper in reference to arbitration and the letter from Eric Johnston on the subject, is forced to the conclusion that these communications contain no proposals within the scope of arbitration or otherwise which would afford the exhibitors any relief from the distributor's pricing policies and practices which constitute the exhibitor's principal grievance, and stand as a bar to the economic recovery and future welfare of the motion picture business.

"The condition is aggravated by the fact that during the negotiations looking to the establishment of an arbitration system, the participating distributors not only continued to exact higher film rentals from the exhibitors on all classes of product, but designated for special treatment as roadshows or pre-releases during that period more pictures that had been marketed by that method in five preceding years, and this in spite of the fact that in the beginning and throughout the negotiations the exhibitor representatives of their organization affiliations cited that method as the chief source of complaint and strove for effective measures for curbing it.

"The Allied board at this critical juncture in the industry affairs objects to the film companies insisting upon retaining and increasing a practice which in its practical effect violates two of the injunctions entered against eight of them in the antitrust suit brought against them by the United States, and has the further effect of withholding choice films from exhibitions in thousands of theatres at a time when mass attendance is so badly needed not only as an immediate source of revenue but in order that the people

(Continued on page 23)

New York News Letter

— By Mel Konecuff —

ARTHUR KRIM, United Artists president and numerous and various associates, last week made another one of his periodic reports to the trade press on the progress of the company and the outlook for the future. Company officials were gratified by results during the past year and the trend of the progress in the right direction, but there is still much for the company and industry as a whole to do.



KONECOFF

Krim reported that the gross volume has increased 50 per cent over 1951 while the world gross has grown from 20 millions to 30 millions over the previous year. The profit breakdown will, naturally, be less than the gross, and, while costs have gone up everywhere the company still intends to service its films properly as part of its responsibility to its customers and itself. The net profit cannot be determined for a number of weeks as reports are still being tabulated, but it will be considerably improved over 1951.

The chief executive opined that the need for an independent outlet such as United Artists is continuing, as evidenced by the growing list of important and talented industryites who are, and who will become, an important part of the overall operation; the numerous awards garnered by UA product in all the "10 Best" lists thus far compiled, plus the other honors awarded to company releases, and by the company being able to service the exhibitors of the world with such top grossers as "The African Queen" and "High Noon."

Krim reported that the company was starting the new year ahead of 1952, and hopes were high for such films as follow: "Moulin Rouge" (already forging ahead of "The African Queen"), "Melba", "Return To Paradise", "Via Flamina", "Gilbert And Sullivan", "Raiders Of The Seven Seas", "The Moon Is Blue", "Crossed Swords", etc.

The company is finding its operations growing abroad; bank terms for production loans are easier, and 1953 will see the promised 36 films already announced being delivered. Plans for 1954 are already in the works, and an announcement should be forthcoming in the near future.

Other items revealed were that UA is to handle the distribution of the three dimensional "Bwana Devil", with color processing at the plants to be hastened so that delivery of prints can be speeded. . . . Seven cities will get "Moulin Rouge" on a pre-release basis early in February, New York City, Los Angeles, Boston,

Grainger In Line For RKO Presidency

HOLLYWOOD—It was reported last week that if James R. Grainger, executive vice-president and general sales manager, Republic, can obtain a release from his contract from Herbert J. Yates, president, he will become president of RKO. Grainger's Republic contract runs until 1956.

Philadelphia, Chicago, Miami, Fla., and San Francisco. . . . UA may distribute some Italian-made films here in addition to its regular list of releases. . . . "High Noon" has brought in \$2,200,000 in 18 weeks, making it the fastest liquidating feature in the history of the company.

CAMPAIGN: Sol Schwartz, chairman, amusement division, National Conference of Christians and Jews, last week called a meeting of industry representatives to discuss and announce plans for "Brotherhood Week", Feb. 15-22. He urged greater support on the part of exhibitors this year, and hoped that a fairly representative section of exhibition would come in on the campaign. One facet of the campaign this year in all media will be the announcement that the theatre is to be the focal point in all areas, and the public will be urged to go to their theatres to join the movement, and make contributions at the same time.

Schwartz is urging his managers in the RKO Circuit to display the one-sheet, try and assign an attendant to accept pledges and contributions, answer inquiries, urge signing children at a 25-cent fee, contact neighbors and friends, and sign up theatre employees.

Dr. Everett Clinchy recently completed a 14-city tour, and reported good spirit in the field toward the campaign, with theatres standing by ready to do their share, and he hoped that at least 10,000 theatres would be joining the drive this year.

Max Youngstein, public relations head for the drive, expressed amazement at the industry not having a permanent liaison between it and other allied industries such as radio, magazine publishing, newspapers, etc. Brotherhood permits progress in this area which should be explored even



Jerome Pickman, Paramount vice-president in charge of advertising, publicity, and exploitation, poses happily in the lobby of the Academy Award Theatre, Hollywood, with members of Paramount's west coast publicity staff at the recent invitational press preview of "The Stooge." Noted, left to right, are: Jimmy Sarno, Jerry Jerow, Martin Lewis, Walter Seltzer, Bud Fraker, Pickman, Bob Goodfried, Bill Cunningham, Art Sarno, and Art Wilde, all in a happy mood.

further, and the industry should be in a position to get and give help as needed from these allied fields.

Schwartz announced that a Brotherhood dinner was scheduled for the evening of Feb. 19, with leaders of the communications field as guests of honor along with three top performers, including Danny Kaye, and Ray Bolger. He promised a bright, entertaining evening with no speeches. Harry Brandt also addressed the gathering at the Hotel Warwick, and announced that Mort Sunshine had been named to head the entertainment committee for the affair.

THE METROPOLITAN SCENE: Sneak preview reaction to the exploitation thriller by U-I's "Girls In The Night" was in the better class. (Aside to Charlie Simonelli: That Cliff Cane is indeed a good man.) . . . The Paramount glittered with glamour, gayety, and goodness of intent as the premiere of "The Jazz Singer" got under way, with all the proceeds going to the National Foundation for Infantile Paralysis. Bob Weitman, UPT vice-prexy, handed over a check for approximately \$50,000 to Earl Wilson, entertainment committee chairman for the affair. The proceedings were televised, with Dennis James and Maggi McNellis doing the interviewing, and Danny Thomas and Peggy Lee making appearances. Everybody seemed to have a wonderful time with all the publicity boys on the beam along with the theatre staff. . . . All blondes in the area urged to enter a photo contest if they look at all like Marilyn Monroe in connection with "Niagara." For this, no one asks us to be a judge. Wonder what they're saving us for. . . . The Rivoli is holding an exhibition of camera studies by E. A. Heiniger. . . . An okeh pressbook is out on "Cleopatra."

IATSE's T. J. Shea Mourned

NEW YORK—Thomas J. Shea, 53, assistant president, International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of the United States and Canada, AFL, died last week at the Will Rogers Memorial Hospital, Saranac Lake, N. Y. He had been a patient there for several months.

A native of Middletown, Conn., Shea began his career as a stage employe there and joined the IATSE in 1918. He was appointed an International representative by President Richard F. Walsh in 1943, and was advanced to the office of assistant president in 1945.

Rhoden Increases Holdings

WASHINGTON—The Securities and Exchange Commission reported last week that Elber C. Rhoden, vice-president, National Theatres, had increased his direct holdings to 16,900 shares in December when he bought 8,000 shares of common. Rhoden also has indirect holdings in 2,025 shares.

Geraghty, Zimbalist In Deal

HOLLYWOOD—Maurice Geraghty and Al Zimbalist announced last fortnight that they had organized Shamrock Productions, which will headquarter at the Goldwyn studios. Their first production will be "Miss Robin Hood". Production will be in Pathecolor.



ANOTHER WARNER SHOWMANSHIP THRILL!

Again a record opening barrage for 'THE JAZZ SINGER'!...Telecast! Broadcast! Pages of newspaper coverage and Broadway traffic tied in a knot at Paramount, N. Y.! Next... Mastbaum, Philly, Jan. 28!

TECHNICOLOR STARRING **DANNY THOMAS · PEGGY LEE** WITH MILDRED DUNNOCK · EDUARD FRANZ · TOM TULLY · ALEX GERRY · ALLYN JOSLYN · HAROLD GORDON · SCREEN PLAY BY FRANK DAVIS & LEONARD STERN AND LEWIS MELTZER
 BASED ON THE PLAY BY SAMSON RAPHAELSON · MUSICAL NUMBERS STAGED AND DIRECTED BY LE ROY PRINZ · MUSICAL DIRECTION BY RAY HEINDORF · PRODUCED BY LOUIS F. EDELMAN · DIRECTED BY **MICHAEL CURTIZ**

The International Scene

Canada

A survey conducted by the Gallup Poll organization, the Canadian Institute of Public Opinion, reveals that 23 per cent of Canadians don't go to the movies. The survey was conducted in some 200 areas in Canada. In response to the question, "What would you say was the best movie you have seen in the last 12 months?" Cecil B. DeMille's "The Greatest Show On Earth" was chosen. Others on the movie list included "Quo Vadis", "The Great Caruso", "With A Song In My Heart", and "The Quiet Man." The Institute said this was the first time that the average movie-goer has had an opportunity to express himself about his choice of movies, though critics and commentators had made choices previously.

Figures from the Dominion Bureau of Statistics indicate that 16mm. rentals, box-office grosses, and paid admissions set new highs in Canada in 1951. Theatres and Itinerants totalled 812, and they had 5,393,671 admissions with gross receipts of \$1,672,786 as against 796 exhibitors, 4,914,764 admissions, and \$1,473,569 in receipts in 1950. Rentals from 16mm. went up to \$1,889,461. from \$1,713,813, a gain of \$175,648. Breaking down the exhibitors and the itinerants, it shows that 646 theatres had a gross of \$1,186,543 from 3,782,045 paid admissions, showing a gain of 21 situations, \$169,246, and 413,833 admissions over 1950. The 646 figure for theatres includes 482 community operations. Receipts and admissions from these were shown by percentage instead of actual figures, and have been broken down. Itinerant operators, of which there were five fewer than 1950's 171, took in \$486,243, an increase of \$29,971 over the previous year, from 1,611,626 admissions, a gain of 65,044. Rentals increased from \$1,713,813 to \$1,889,461, a gain of \$175,648.

Two drive-ins will be in operation near Westlock, Alta. One, owned by L. Serenas, partner in the Roxy, is expected to be ready in the spring. The other will have room for 300 cars, and will cost \$50,000. Owners are M. LeFebvre and E. Prince. The 482-seat La Barbara, Peace River, Alta., has been opened by S. E. Konopski.

Ninety per cent of the 53 productions, put forth by Crawley Films, Ottawa, in 1952, were in color, reported F. R. Crawley, president. The production schedule represented a 17 per cent increase in gross.

The entertainment world is mourning the death of a charter member of Local 173, IATSE, Toronto, and business agent of the stagehands, William Dineen. He was a member of the staff of the Tivoli, Toronto, and enjoyed many friendships in the film community. He is survived by his wife, Alberta May Dineen, three children and one stepchild. Another death in the industry was C. Vital Cousineau, for 32 years operator of the Victoria, Montreal,



Forrest Tucker, starring in Republic's "Laughing Ann," being made in England, was recently the guest at the official reopening of the Standard Cinema, Shoreditch, London, which presented a check for the first day's earnings to the Queen Elizabeth Hospital for Children. On the stage with Tucker are the mayor and mayoress of Shoreditch and two nurses from the hospital.

prior to his retirement some years ago. He was 79. His theatre was one of the first in Montreal, and he was a charter member of the Quebec district of the Canadian Picture Pioneers.

The average price per ticket in theatres in Canada, 38 cents, was raised by five cents to 43 cents, with the inclusion of amusement taxes. Some \$11,373,629 in amusement taxes was paid to provincial and municipal governments by the public which spent \$90,986,110 on entertainment in 1951 to attend the country's 1,808 regular theatres. The drive-ins collected \$406,611 in amusement taxes while community enterprises added \$72,675 to their take and itinerant operators picked up \$34,311 for the tax departments. The average admission price for 1951 without taxes, 38 cents, compares with 36 cents in 1950. The Province with the biggest average admission price was Quebec, with 41 cents, and Alberta came next with 40



Alfred E. Daff, U-I executive vice-president, currently on a four-week trip around the world, recently visited the J. Arthur Rank Organization Ealing Studios in London to see the first rough cut of Nicholas Monsarratt's "The Cruel Sea," which U-I will release in the United States. Noted, left to right, are: Reginald Baker, Ealing Studios chairman; Daff; Sir Michael Balcon, executive producer, and Air Commodore F. M. F. West, managing director, J. Arthur Rank Overseas Film Distributors, Limited, and trade veteran.

cents. Ontario, which takes in about 40 per cent of the national gross, did that in 1951 with a 38-cent average. The per capita expenditure, which is based on the receipts of 2,689 exhibition locations of all types, rose from \$5.01 in 1942 to \$7.72 in 1951, and probably went higher in 1952. It is said that Canada has the lowest theatre prices in the world.

CANADIAN CLIPS: Canada's first RCA Synchro-Screen will be installed by Perkins Electric and RCA engineers in the Odeon, Toronto. . . . Raoul Auerbach, vice-president, Twentieth Century Theatres, was touring Western Canada as a prelude to further expansion by that company in Canada. At present, 20th has assumed the operation of three theatres. . . . Announcement has been made of the personnel serving on 19 different committees of the Variety Club, Tent 28, Toronto. . . . "Foto Nite" has been charged with being a lottery in Calgary, Alta., where the manager of the Variety has been charged. Meanwhile in Toronto, a woman-winner picked up a jackpot of \$2,450. . . . Gerald Sanderson, Odeon, Toronto, tied the Dunlop Rubber Company in with free phone calls from the lobby to Canadian soldiers in Germany by their relatives during the engagement of "Outpost In Malaya." . . . Verdun Palace, Montreal, collected toys for the children of the Buissonets orphanage, and these were presented by Andre Farley, manager. . . . Net proceeds of an evening performance of the Paramount and Majestic, New Waterford, N. S., were donated by the management to the relief fund of a labor union. . . . "Bingo" in Ontario has had several important reverses in connection with the recent ruling against it. Member of a church council was fined \$300 for operating a 5,000 player, \$5,000 "Bingo." . . . Closing date for entries in the Fifth Annual Canadian Film Awards is Feb. 1, and, for the remaining class, amateur, it is Feb. 15, it has been announced by E. R. McEwen, manager. . . . It's a second boy and third child for the Dawson Exleys. He's a booker at Odeon's head office. . . . Bob Cockburn, formerly Gerry Collins' assistant at Loew's Uptown, Toronto, is now at Loew's Yonge Street, while H. L. Taylor, of the latter house, took his place. Jack Clarke, manager, Yonge Street Palace, made the switch. . . . Howard Binns was moved to Montreal by Ralph Dale, National, as house manager, Saville, where Archie Laurie is managing director. . . . Irving Siegel, UA salesman in Toronto, is the proud father of a second child. . . . Famous Players' Toronto managers gathered after midnight to do honor to Fred Trebilcock, who resigned the helm of the Imperial, Toronto, to go to California. Russ McKibbin takes over. . . . Head office executives of Famous Players held a special dinner for Jack Arthur, theatre supervisor, who resigned his post to take a special post as producer, CNE Grandstand Show. . . . House records were broken at the Valour, Winnipeg, with "My Wife's Lodger," an English import distributed in Canada by Cardinal. The picture is being held a second week, according to Albert Cohen, one of the house's owners. . . . Jim Hardiman, assistant director, publicity and advertising, Odeon Theatres, who went to England for

(Continued on page 24)

'Book It!...Play It!...Can't Miss!'

—FILM DAILY

"Sure-fire comedy! Every promise of being heavy money maker!"
FILM DAILY

"Looks like one of the company's top grossers! Sure-fire entertainment!"
M. P. DAILY

"Fine escapist entertainment! Loaded with laughs!"
VARIETY

"High overall entertainment quotient! Overflows with entertainment suggestions!"
BOXOFFICE

"Entertainment the public wants... for generous box-office take!"
SHOWMEN'S TRADE REVIEW

"Worthy of fine promotion and fine grosses! Real hilarity!"
M. P. HERALD

"Rollicking fun for any type of audience!"
HOLLYWOOD REPORTER



in
**"NEVER
WAVE AT
A WAC"**

Back
BROTHERHOOD
WEEK,
Feb. 15-22

FREDERICK BRISSON presents

**Rosalind Russell
Paul Douglas
Marie Wilson**



with WILLIAM CHING • ARLEEN WHELAN • LEIF ERICKSON • HILLARY BROOKE
Produced by FREDERICK BRISSON • Directed by NORMAN Z. McLEOD • Screenplay by KEN ENGLUND



Lesser Organizes Stereocinema— To Make 3rd Dimensional Shows

HOLLYWOOD—Sol Lesser and a group of his associates are organizing a California corporation called Stereocinema to produce 12 programs of three-dimensional features and shorts per year, the producer disclosed last week. The new corporation will franchise approximately 600 theatres throughout the world for exhibition of the films through its distribution.

Lesser stated that Stereocinema will seek stars, producers, writers, and directors for its product, which will be distributed through three principal offices: New York, headed by Irving Lesser and Seymour Poe; Chicago, headed by Max Roth, and Los Angeles, headed by Jack Thomas.

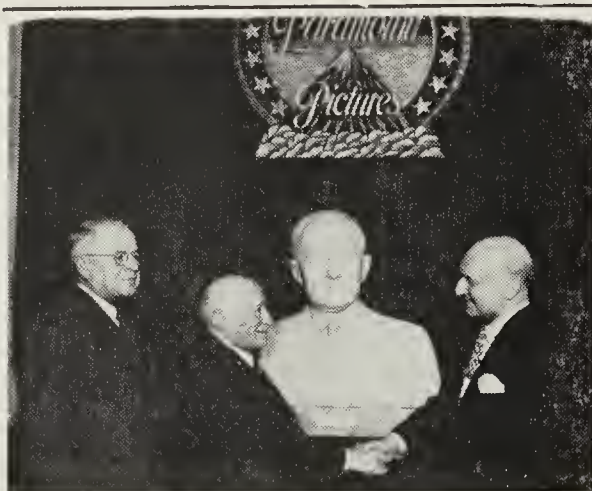
The corporation will produce its films under a contract with Stereo-Cine studios for use of Lesser's three-dimensional photographic equipment developed by Raphael Wolff, Hollywood industrial and advertising-film executive. Stereo-Cine Company, in which Lesser has a half-interest, will establish a research laboratory to further development of three-dimensional techniques, including auto-stereoscopy, which would permit viewing three-dimensional films without the use of glasses.

Stereocinema's first distribution was launched Christmas Day with an opening at the Telenews, Chicago. The next delivery is scheduled for March 15, with subsequent programs to follow at the rate of one a month. Each will consist of a feature and shorts.

Para. Stock Restrict. Lessened

WASHINGTON—It was learned last fortnight that the Justice Department had agreed to amend the Paramount Pictures consent decree to make it easier for owners of trusted United Paramount Theatres stock to get their stock out of trust. An owner of trusted UPT stock now can get his stock out if he submits an affidavit that he owns no Paramount Pictures stock or that he owns less than 500 shares of UPT stock, regardless of his holdings of pictures stock.

The proposed amendment would raise this 500 limit to 2,000. It would also permit anyone with more than 2,000 shares of UPT stock to come to the Justice Department, on an individual basis, and make



Barney Balaban, Paramount Pictures president, congratulates board chairman Adolph Zukor on the coast at a recent luncheon celebrating the latter's 80th birthday after unveiling the Zukor bust which reposed for a quarter of a century at the New York Paramount, and which will now remain at the studio. Looking on at left is Y. Frank Freeman, Paramount production executive.

Disney Profit Increases

LOS ANGELES—Consolidated net profit of Walt Disney Productions in the fiscal year ended on Sept. 27, 1952, was \$451,809, equal to 69 cents a share on the 652,840 common shares outstanding, President Roy O. Disney said last week in his annual report to shareholders. This compared with a profit of \$429,840, equal after preferred dividends to 65 cents a common share in the preceding year. The preferred stock was redeemed on Jan. 1, 1951.

Gross income for the 1952 fiscal year amounted to \$7,722,819, compared with \$6,287,539 the year before. The 1952 gross only slightly reflects returns from "Robin Hood", which was released in June, since returns were initially received in the last month of the fiscal year.

Outstanding debentures were reduced by \$391,580 during 1952, and, at the fiscal year end, there remained outstanding \$268,630 from the original 15-year obligation of \$1,364,200 incurred in 1945. The \$57,085 balance of the \$1,000,000 long-term serial loan obtained in 1948 was entirely paid off in December, 1951.

a showing that his holdings of picture stock do not give him any control over the picture company's management. If he makes such a showing, he would be allowed to take his UPT stock out of trust.

Colosseum Offers Support To President

DALLAS—Raymond W. Wild, Sr., national president, Colosseum of Motion Picture Salesmen, in a letter sent last week to President Dwight D. Eisenhower, congratulated the chief executive, and pledged the organization's wholehearted support and active participation in "any endeavor you may undertake."

The letter cited the work done by motion picture salesmen in such government projects as the selling of bonds, the promotion of blood donations, and the distribution of government films, and emphasized the fact that all national and local officers had signed loyalty pledges with the unqualified support of the membership as a whole.

Loew's Salaries Revealed By SEC

WASHINGTON—The Securities and Exchange Commission was informed last week that Dore Schary, vice-president, Loew's, Inc., in charge of production, had earned \$200,000 for the fiscal year ended on Aug. 31, 1952. Nicholas M. Schenck, president, received \$130,714 during the fiscal year as salary and \$45,185 in bonuses, or gross earnings of \$175,899. Edgar J. Mannix, vice-president, earned a salary of \$159,471, bonuses of \$25,304, or gross earnings of \$184,775.

Other salaries listed include: J. Robert Rubin, vice-president and counsel, \$104,571, plus bonuses and profit sharing of \$22,426; William F. Rodgers, vice-president, \$110,271; Charles C. Moskowitz, vice-president and treasurer, \$156,857; Joseph R. Vogel, vice-president, \$156,857; Leopold Freeman, vice-president, secretary and counsel, \$130,714, and Eugene W. Leake, director and chairman of the company's audit and finance committee, \$25,600. Total earnings of all officers and directors were \$1,852,507.

Pursuant to Rodgers' previous employment contract, Loew's deposited \$70,500 in an escrow fund during the fiscal year. Under contract terms, Rodgers has been receiving from the fund \$1,738 monthly during the year, and, beginning on July 27, 1952, he has been receiving an additional \$2,175 monthly. No further payments will be added to the escrow fund.

The following common stock options were listed with the price per share fixed at 16 7/16: Schary, 100,000 shares; Arthur M. Loew, president, Loew's International Corporation, 40,000; Benjamin Thau, vice-president, 27,500; Vogel, 27,500; Moskowitz, 27,500, and Louis K. Sidney, vice-president, 27,500.

The SEC was also informed that the following amounts were paid for the executives pursuant to the retirement plan: Schenck, \$52,996; Rubin, \$40,015; Mannix, \$49,961; Rodgers, \$39,061; Moskowitz, \$32,752; Vogel, \$22,017, and Friedman, \$38,981.

TOA Board Meeting Jan. 25

NEW YORK—The board of directors and executive committee of the Theatre Owners of America will hold their mid-winter meetings on Jan. 25-27 at the Hotel Pierre.

This Was The Week When

20th-Fox revealed that 634 theatres set to play "The Thief Of Venice" before March 1 are receiving national playdate credits in double-page spreads in Look and Collier's magazines. . . . "Monsoon", UA release, received its world bow at the United Artists, San Francisco. . . . MGM and Quality Bakers of America were revealed as continuing their tieup for the third consecutive year, starting in April. . . . Columbia sounded the opening gun in four key metropolitan centers, Los Angeles, Dallas, Philadelphia, and San Francisco, for "Salome."

20th-Fox's "Niagara" had its world premiere at the Roxy, New York City. . . . Gene Autry began a 49-city tour throughout the country, opening in Wichita, Kans. . . . Father James Keller, founder and director of The Christophers, presented special merit award medals in New York to 20th-Fox's "Stars And Stripes Forever", its producer, director, and author of the screen play, with 20th-Fox President Spyros P. Skouras accepting.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

RKO

"Peter Pan"—One of the better Disneys.
"The Sea Around Us"—High rating documentary.

MGM

"Jeopardy"—Taut melodrama has the names to help.

"Confidentially Connie"—Pleasing program.

PARAMOUNT

"The Stars Are Singing"—Pleasing musical.

COLUMBIA

"Winning Of The West"—Routine Autry.

"Savage Mutiny"—Okeh for the duallers.

"Prince Of Pirates"—Satisfactory for the action trade.

Col. Sets Million To Sell "Salome"

CHICAGO—A million dollar national advertising campaign for national and fan magazines, newspapers, and Sunday supplements, designed to pre-sell "Salome" to more than 176 million readers in the two months before the Technicolor production's release, was revealed last week at the second session of Columbia's international "Salome" sales meeting.

Speaking at the Drake Hotel to the more than 60 delegates, Paul N. Lazarus, Jr., home office executive, outlined a program that will be highlighted by the appearance of full page, full color ads in five top circulation national magazines, 15 film fan magazines, and three Sunday magazine supplements that are delivered with 57 Sunday newspapers in key cities coast to coast.

The assembled delegates also were given a picture of the publicity and promotion campaigns already in force. Promotion-wise, Lazarus announced that Columbia will sponsor a nation-wide bathing beauty contest, with the winner getting two weeks in Hollywood, a screen test and a one year modeling contract with Flexees Bathing Suit Company.

In honor of Columbia's "Salome" convention, The Herald-American delivered a special edition with a front page devoted entirely to the Columbia meeting.

Overseas delegates were feted by their domestic hosts at a cocktail party.

General sales manager A. Montague outlined thoroughly for the delegates sales and liquidation policy which will be followed in the handling of the production, a policy finalized in New York at a special meeting of home office sales executives and the company's nine division managers.

Isaac Joins Cinerama

NEW YORK—Lester B. Isaac will become assistant general manager of theatre operations in charge of technical services for Cinerama Production Corporation, working with general manager Joseph Kaufman on plans to extend the new medium to at least 25 key cities during the coming year, it was revealed last week.

Bergman To Study Speakers' Bureau Idea

NEW YORK—U-I's Maurice Bergman was last week appointed by the three co-chairmen of the Council of Motion Picture Organizations to serve as chairman of a committee to study the feasibility of organizing an industry speakers bureau. Announcement of the appointment was made by Robert W. Coyne, COMPO special counsel, who said the organization's executive triumvirate, Trueman T. Rembusch, Sam Pinanski and Al Lichtman, wanted authentic information placed before business and civic groups as part of the industry's general fight against oppressive taxation.

Bergman, in charge of public relations for U-I, made a two-week speaking tour of Ohio under COMPO's sponsorship. It proved so effective, Coyne said, that the COMPO leaders decided to ask Bergman to see what could be done to establish a bureau to utilize the industry's speaking talent on a national scale.

TV Test Watched On Coast

LOS ANGELES—Judge Frank C. Swain, Los Angeles Superior Court, in a precedent setting decision, last fortnight granted a preliminary injunction to the producers of "Shed No Tears," restraining the distributors from using it as a television film. Adele I. Springer, attorney for producer plaintiffs, Frost Films, Inc., and Jack Schwartz's Equity Pictures, Inc., asked for the injunction to prevent further showings of the film on television on the grounds that it had not become commercial practice to televise recent films made for theatrical exhibition.

The \$500,000 damage suit charges that current TV showings will destroy further theatrical revenue by preventing complete distribution and reissue of the picture, and the injunction restrains distributors, Chesapeake Industries, Inc., formerly known as Pathe Industries, Inc., to whom Pathe assigned television rights, and the television channels on which the movie was being shown.



Republic's western regional product plans sales meeting at the coast studio was recently attended by Republic exchange managers and studio executives, seated, left to right, are: Paul McElhinney, Seattle; Thomas McMahon, Salt Lake City; Gene Gerbase, Denver; James F. Grainger, vice-president in charge of sales and distribution, and Jack D. Partin, Portland, and, standing, left to right, George Mitchell, San Francisco; Francis A. Bateman, western district sales manager, and Jack Dowd, Los Angeles. Co-chairmen were Grainger and Herbert J. Yates, president.

PEOPLE

NEW YORK—Robert L. Bendick, vice-president, Cinerama Productions, who with Merian C. Cooper, co-produced "This Is Cinerama," last week signed a contract with the company which permits the use of his services in any production capacity but principally as a producer and director. Announcement of the signing of the pact was made by Louis B. Mayer, chairman of the board, Cinerama Productions, and Cooper, vice-president and general manager in charge of production.

"D. of J. Too Late"—Walker

WASHINGTON—Paul Walker, Federal Communications Commission chairman, told U. S. Attorney General James P. McGranery last week that the Department of Justice has waited too long to enter the United Paramount Theatres-American Broadcasting Company merger case, and the contentions advanced by non-participants could not be entertained by the FCC at this time.

McGranery had, in effect, recommended that the commission turn down the proposed merger on the grounds that the integrated company might accrue advantages with respect to purchasing and bidding for attractions that would not be available to non-integrated companies. He further objected that other companies might seek to merge in a similar way, forcing the television industry to subordinate itself to motion picture exhibition as movie industries used restraining devices to protect their investment against the competition of television.

Walker, in his answer, stated that the Department of Justice had been kept fully informed of the progress of the merger hearings, and had informed the Commission that it would not participate.

Cinerama Set In Detroit

DETROIT—It was learned this week that Detroit will get its first view of Cinerama early in April. Joseph Kaufman, director of exhibition for the company, has expedited his agreement with M. G. Gaskin, president, Music Hall, to take "This Is Cinerama" to the automobile capital as soon as the theatre's changeover can be completed. It will be one of the first of the 25 theatres in which Cinerama is expected to open in 1953.

Work will begin at once to convert the \$3,000,000, 1800-seat theatre into a Cinerama showcase, Kaufman announced. Zeb Epstein, formerly managing director, Warners' Broadway theatres, will manage the engagement of Cinerama under the direction of Kaufman.

MGM Cont. Grosses Grow

HOLLYWOOD—For the first time, Continental Europe has surpassed any other areas abroad as a market for MGM films, it was revealed over the weekend by Arthur Loew, president, Loew's International, at a luncheon attended by studio executives and producers. Honored guests were Loew, David Lewis, regional director, Loew's International for Continental Europe, and Joe Vogel, vice-president, Loew's Theatres. They were introduced by Dore Schary, MGM vice-president in charge of production.

Col. Stockholders To Vote On Board

NEW YORK—Abraham M. Sonnabend, president, Sonnabend Associated Properties, Brookline, Mass., and other corporations operating hotels, has been nominated to the board of Columbia to succeed Colonel Henry Crown, according to the proxy statement issued last week in connection with the stockholders' meeting at the home office on Feb. 9.

The meeting also will be asked to approve employment contracts between the company and Jack Cohn, vice-president; and A. Montague, vice-president, as well as the issuance of options to Montague and Gerald Rackett, laboratory head.

Other board nominations include Harry Cohn, president; Jack Cohn; A. Schneider, vice-president-treasurer; N. B. Spingold, vice-president in charge of advertising and publicity; Montague; Donald S. Stralem, Leo M. Blancke, and Alfred Hart. The latter was named to the board on Nov. 3 to succeed Arnold Grant.

The proxy statement divulges that remuneration paid the company's directors and officers as a group aggregated \$1,148,003 in the fiscal year ended on June 30, including expense allowances of \$59,950. Individual amounts were: Harry Cohn, \$197,600, including \$15,600 expense allowances; Jack Cohn, \$145,600, including \$15,600 expenses; Schneider, \$130,000; Spingold \$94,600, including \$8,600 expenses; Montague, \$130,000; Blancke, \$6,000; Stralem, \$6,000, and Grant, \$6,000. Crown did not receive any remuneration during the year.

The stockholders will be asked to okeh a new employment contract for Jack Cohn running four years from Jan. 1, 1953, and also providing for a weekly salary of \$2,500, plus general expense allowance of \$300. This contract contains options under which Columbia could terminate Cohn's employment in the event that he should be prevented from rendering any services for a period of six consecutive months, and also that Cohn, with the approval of the company, or the company itself, may change the nature of services rendered to reduce the amount of time to be devoted to Columbia at any time on or after Dec. 31, 1954. In such event, the contract would be extended and the remuneration re-extended by one-half. If the contract fails of stockholder approval, Columbia has the right to cancel.

Montague's new contract is dated Oct. 30, 1952, and runs for five years from June 10, 1953, at a weekly salary of \$2,500. In consideration of his entering into the new contract, he was granted an option to purchase 10,000 (now 10,250) shares of Columbia common at \$12 (now reduced to \$11.71) per share from time to time between Nov. 3, 1952 and Sept. 9, 1958. Columbia has the right to cancel the contract and option if it fails of stockholder ratification.

Baltimore Decision Upheld

CHARLOTTE—The U. S. Circuit Court of Appeals last fortnight confirmed the decision of the U. S. District Court at Baltimore, Md., to dismiss the anti-trust action filed by the Crest, Baltimore.

Skouras Reveals Progress In New 20th-Fox Techniques

NEW YORK—Spyros P. Skouras, president, 20th-Fox, stated last fortnight that the company is currently investing large sums to develop new techniques to stimulate the boxoffice, and that a third-dimensional picture utilizing its own process will be released this year.

20th-Fox is developing "Anamorphis," the large-screen French process which offers a third-dimensional effect, he said. This features a screen two or three times the size of the ordinary screen, requires only one projector, and utilizes regular 35mm. film, it was said. The only change necessary, it was explained, is the attachment of a special lens to the regular projector. The process is said to give the illusion of a three-dimensional effect, and it features stereophonic sound.

The 20th-Fox third-dimensional process, it was said, requires the use of special glasses.

New York Exhibitor Sues

NEW YORK—An anti-trust action was filed in U. S. District Court last week by the Tribune Theatre Corporation, operator, Tribune, Manhattan, naming Warners, 20th-Fox, Universal, and the Skouras Theatres Corporation as defendants.

Treble damages of \$7,050,000 are sought, \$6,000,000 from the majors for alleged failure to abide by the consent decree in granting what is termed unreasonable clearance to Skouras, and the remainder from all four defendants on the charge they deprived the Tribune of an opportunity to acquire new films on the Skouras split with RKO.

Delman Loses Dallas Holdings

DALLAS—A federal district court jury was instructed last week by Judge William Hatwell to rule against the plaintiff, Tivoli Realty Company, and I. B. Adelman, owners, Delman, in its action, filed five years ago in Delaware and over the plaintiff's opposition transferred to Dallas, against Interstate Theatres, Texas Consolidated Theatres, and the major distributing companies.



When Sol Hurok, whose career is the subject of 20th-Fox's forthcoming Technicolor musical, "Tonight We Sing," was recently honored at a dinner concert in New York by the American Fund for Israel Institutions, Spyros Skouras, right, presented Hurok with a silver Bible and a copper plate mounted with the shields of Israel tribes.

Beverly Sets Distributors

NEW YORK—Herbert Bregstein and Oliver A. Unger, heads, Beverly Pictures, Inc., consummated deals last week with 11 territorial companies and franchise holders who will represent them in the distribution of 16 re-release features formerly held by Film Classics. They are: New England, Regal; New York and New Jersey, Union; Pennsylvania, Leonard Mintz; Pittsburgh and Ohio, Crown, Cleveland, Imperial; Washington, D. C., Samuel Wheeler; Atlanta, Charlotte, Memphis, and New Orleans, Kay; Dallas and Oklahohma City, Tower; Detroit, Chicago, Milwaukee, and Indianapolis, Albert Dezel, Inc.; Cincinnati, Edward Salzberg, and the far west, Western Releasing Corporation.

Milton Gettinger, of the law firm of Gettinger and Gettinger, is associated with Bregstein and Unger.

Para. Buys Tele. Holdings

HOLLYWOOD—International Telemeter Corporation, 50 per cent owned by Paramount, last week purchased the stock holdings in the corporation of David Loew. Other Telemeter stock holders are Carl Lesserman, president, and Lehman Brothers, New York.

Albert A. Hovell Passes

NEW YORK—Albert A. Hovell, 75, New York attorney and real estate and circuit operator, died last week at University Hospital. He was senior partner in the law firm of Hovell, Clarkson, and Klupt, and was president, Century Circuit, Inc.

Goldman Wins Tax Decision

PHILADELPHIA—Federal Judge Johnson last fortnight upheld William Goldman in his suit against the Department of Internal Revenue over the right of the government to collect taxes on two-thirds of the treble damages of \$375,000 awarded him in his anti-trust suit against the majors and Warner Theatres.

Reade Sees Need For New Faces

NEW YORK—Speaking at the AMPA luncheon last week, Walter Reade, Jr., emphasized the necessity of encouraging new blood in the motion picture industry.

He praised the AMPA Showmanship School, which recently ended its first round of lectures and courses.

"People with many years of experience in the motion picture business," Reade said, "are leaving to go into other fields where opportunity for advancement is more readily available. It is the duty of the industry to create opportunities for the people who bring with them new ideas and enthusiasm, and to encourage them to progress with the industry."

AMPA President Harry McWilliams distributed honorary certificates to the school lecturers, thanking them for their support of the new project, and the newly graduated students received their diplomas.

Allied

(Continued from page 15)

may see and enjoy those films and recreate and reestablish the movie going habit.

"In order that there may be no mistaking our meaning when we say that the pre-release or roadshow method now being used by the distributors violates court orders, we point out the effect upon the regular clearance to which subsequent-run theatres are subjected and additional and much longer clearance in favor of the prior run theatres which play the pictures first as a roadshow and then on regular release, and has the further effect to create clearances over theatres and towns which have not heretofore been subjected to any clearance. This extended clearance is not designed reasonably to protect the licensed theatre on the run granted it, but is designed solely to increase the distributors revenue, a yardstick which the courts have said they may not use.

"In addition, this method of marketing pictures presumes that the exhibitor shall increase his admission prices to an amount designated by the distributor, and this usually almost invariably follows, and constitutes the fixing of admission prices by agreement between the distributor and the exhibitor.

"In the circumstances, the board has no alternative but to reaffirm the program agreed to in Chicago, which was to reject the distributor draft of arbitration plan, and withdraw the officers from further participation in the negotiations."

The board concentrated on film rentals and trade practices. Among subjects discussed were the scope of the survey to be made pursuant to the board's declaration of policy and the resolution of John Vlachos, Michigan Allied president; the formal authority of convention resolutions; the formal authority to present problems to Senate and House Small Business Committees; pricing policies, trade practices, and suggestions for amending or strengthening the programs adopted at the Chicago convention, and the danger of extended clearance of top films.

The board adopted the Vlachos resolution calling upon Allied to make an intensive survey to gather evidence of law violation in connection with film pricing policies and practices for presentation to the courts and appropriate government agencies in order to protect "exhibitor rights now flouted by distributors."

Abe Berenson, president, Gulf States Allied, gave the welcoming address, calling for greater unity of all independent exhibitors.

Abram F. Myers, chairman and general counsel, read his report, and Jack Kirsch, president, Illinois Allied, reported on the 1952 Chicago convention.

Colonel H. A. Cole, co-chairman, COMPO tax repeal committee, said that the 20 per cent federal admission tax is responsible for most of the decline in theatre grosses, and is robbing theatres of the important "glamour" factor. He conceded that television and the general economic condition have their effect on the attendance decline, but said, "any student of business economy could readily testify that a tax of 20 per cent on gross receipts would result in the collapse or near collapse of any industry."

He pointed out that while operating costs have soared, the tax creates an arti-

ficial price ceiling whereby exhibitors cannot raise prices without decreasing attendance in a still greater proportion. As a result, theatres have been without funds to maintain the "glamour" necessary to operation and the industry has lost capital necessary for growth.

Cole declared that the "Movietime, U.S.A." streamliner train being planned by Texas COMPO was the industry's best step forward in pre-selling motion pictures and improving public relations.

Television developments since the Chicago convention were also discussed. Republic's sale of films to TV was hit, and called a "malicious act."

Snaper and all other officers were re-elected, as were all committee heads. The next meeting of the board was set for March 27-28 at the Schroeder Hotel, Milwaukee.

Following the board meeting, Allied Theatre Owners of the Gulf States opened its convention with a luncheon.

President Berenson welcomed members of the national board, a film clinic was held, and Leon Bamberger, RKO, was guest speaker.

A general discussion was held, including as speakers Kirsch, Irving Dolinger, and Sidney Samuelson.

H. M. Richey, MGM exhibitor relations head, told the convention that arbitration would be worthwhile if it can solve just a few of the problems of small exhibitors.

Allied Theatres of the Gulf States re-elected Berenson president at the concluding meeting of the convention.

Also reelected were E. G. Pratt, Jr., vice-president; Harold Bailey, secretary; Teddy Solomon, treasurer, and L. C. Montgomery, chairman of the board and alternate national director. Newly elected board members were J. V. O'Quinn, M. W. Butterfield, and Frank Degraw.

Max Youngstein, United Artists vice-president, and Burton Robbins, National Screen Service, addressed the gathering.

RKO Sets Anniversary Drive

NEW YORK—RKO's sales drive will be launched by the company on March 6, and will continue to June 25, it was announced last week by Charles Boasberg, general sales manager. Titled "RKO's 25th Anniversary Drive," it will be aimed at booking RKO product, including shorts and features, in every theatre in every territory during each of its 16-week duration.



Robert Taylor, starring in MGM's "Above and Beyond," appeared on a recent "Toast of the Town" television show in New York with Colonel Paul Tibbets, whose life he portrays in the film, and seen here are, left to right, Taylor, Colonel Tibbets and Dan S. Terrell, MGM executive.

Dinner Highlights Gehring Testimonial

NEW YORK—"Bill Gehring Week," marking the 35th anniversary of the association of William C. Gehring with 20th-Fox was celebrated last week by the 1239 employees of the company's 32 domestic exchanges, six in Canada, and the 16,000 theatres situated in both countries.

Week-long activities honoring the executive assistant general sales manager were planned, climaxed by a testimonial dinner here.

More than 200 leading film executives, co-workers, and friends paid tribute to Gehring at a dinner.

Charles Einfeld was toastmaster of the event, pinch-hitting for director of distribution Al Lichtman, who was ill. A warm tribute was paid to Gehring by 20th-Fox President Spyros P. Skouras, in addition to many other encomiums lauding the honored guest.

Lipton Gets U-I Contract

NEW YORK—The SEC received a report last week stating that David Lipton, U-I vice-president in charge of advertising and publicity, has been signed to a three-year contract, the first pact in the company's history other than those of the current president, executive vice-president, and chairman of the board that runs for longer than a year.

Lipton will receive a weekly salary of \$1,000 the first year and \$1,100 the second and third years. Should Lipton be unable to discharge his duties for six consecutive months, the company has the right to terminate the contract at any time thereafter.

Westrex Announced Changes

NEW YORK—H. B. Allinsmith, formerly managing director, Western Electric Company, Limited, London, was last week elected a director and vice-president of Westrex Corporation, New York, effective on March 1. He will take over the duties of D. C. Collins, vice-president, who will retire on Feb. 28.

R. E. Warn, manager, Westrex Corporation's Hollywood division, has been elected a vice-president of Westrex Corporation effective on March 1. Warn is also president, Sound Services, Inc., Hollywood.

Austin Upped By MGM

NEW YORK—Emery Austin, with MGM since 1941 and for the past 10 years in Atlanta, has been appointed as assistant to Dan S. Terrell, publicity manager, by Howard Dietz, vice-president and director of advertising, publicity, and exploitation. He will be in charge of exploitation under the new appointment.

Austin originally started as an exploiter for the company in New Orleans, and, after 11 months, was transferred to Atlanta in a similar capacity.

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Miscellaneous

In the Newsreels

IN ALL FIVE:

New York City: Eisenhower holds meeting with his new Cabinet. New York: Heart Fund drive. Korea: Reds hit by rocket guns.

IN ADDITION TO THE ABOVE:

MOVIE-TONE NEWS (Vol. 36, No. 6) Jamaica: Churchill vacations. New England: Sleet storm. India: Clement Attlee welcomed by Pandit Nehru. Travis Field, Fairfield, Cal.: Major Jabara, top war ace, goes back to Korea. Bavarian Alps: Ski-bobbing. Grossinger's, N. Y.: Ice skate jumping.

NEWS OF THE DAY (Vol. XXIV, No. 240) Utah: Guided missiles. New York: Aussie net stars in first pro appearance. Bavarian Alps: Ski-bobbing (except Jacksonville). Miami, Fla.: Yacht classic (Jacksonville only). Grossinger's, N. Y.: Ice skate jumping.

PARAMOUNT NEWS (No. 43) New York: Eisenhower's son home for inaugural. Washington: President Truman gifted by outgoing Cabinet. Miami, Fla.: Yacht classic. New York: Aussie net stars in first pro appearance. New York: Youngsters are amateur sluggers.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 430) Washington: President Truman gifted by outgoing Cabinet. Utah: Guided missiles. New York: Aussie net stars in first pro appearance. Grossinger's, N. Y.: Ice skate jumping.

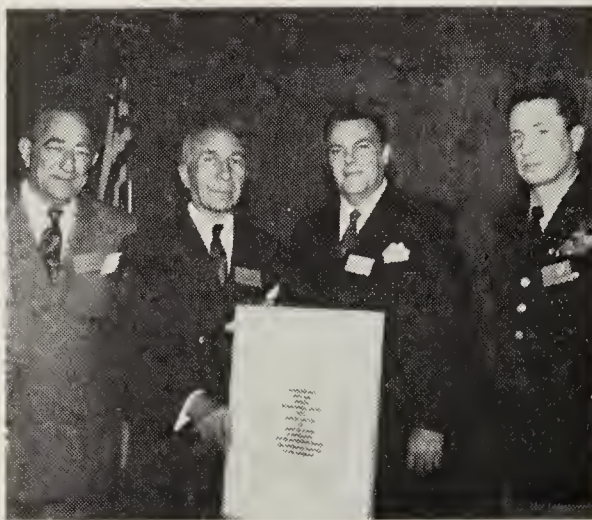
WARNER PATHE NEWS (Vol. 24, No. 45) Utah: Guided missiles. Washington: President Truman gifted by outgoing Cabinet. New York: Eisenhower's son home for inaugural. Jamaica, B. W. I.: Churchill vacations. Grossinger's, N. Y.: Ice skate jumping. New York: Aussie net stars in first pro appearance.

TELENEWS DIGEST (Vol. 7, No. 3-A) Korea: Reds hit by rocket guns. France: Korean vets decorated. India: Dr. Bunche attends Gandhi seminar. Scotland: Royalty attends wedding of Earl of Dalkeith. Italy: Cops receive gifts on "Day Of Befana". New York: Eisenhower's son home for inaugural. New England: Sleet storm. Grossinger's, N. Y.: Ice skate jumping.

MOVIE-TONE NEWS (Vol. 36, No. 5) New York: Churchill holds conference with Eisenhower. Washington: Eisenhower's election official. Indo-China: French advance. England: Sherlock Holmes back again. Australia: Aussies win Davis Cup. Los Angeles: Mangrum wins open golf tourney. Long Island: Golden Gloves.

NEWS OF THE DAY (Vol. XXIV, No. 239) New York and Washington: Churchill sees Eisenhower and Truman. Washington: Eisenhower's election official. Germany: Portable iron lung. Ireland: Belfast air crash. Java: Monkeys enter coconut business. French-Italian border: United Europe rally (except Jacksonville). Tallahassee, Fla.: Governor McCarthy takes office (Jacksonville only). Tyrolean Alps: Motorcycle-skiing. Long Island: Golden Gloves.

PARAMOUNT NEWS (No. 42). New York and Washington: Churchill sees Eisenhower and Truman. Hollywood: Adolph Zukor honored. Tyrolean Alps: Motorcycle-skiing. Canada: Human



Harry M. Warner, president, Warners, was recently named "Man of the Year" by the Woodland Hills, Cal., Men's Club before 300 persons at a banquet in his honor. Among those attending were, left to right, L. K. Shapiro, Warner, Harry Martin, club president, Major Raymond Harvey, Congressional Medal of Honor winner.

polar bears. New York City: Notre Dame defeats NYU in basketball thriller.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 429) Indo-China: French advance. French-Italian Border: United Europe rally. Japan: Defenses bolstered. France: Floods along the Marne; blizzard at Marseille. Washington: Polio poster kids. Long Island: Golden Gloves.

WARNER-PATHE NEWS (Vol. 24, No. 44) New York and Washington: Churchill sees Eisenhower and Truman. Switzerland: Fight to conquer Mount Everest. Washington: Polio poster kids. Spain: Fashions for evening from Madrid. Honolulu: Gorgeous George goes Hawaiian. Beverly Hills, Cal.: "The Jazz Singer" premiere. Long Island: "Golden Gloves."

TELENEWS DIGEST (Vol. 7, No. 2-B) Camp Irwin, Cal.: Army maneuvers. France: Rene Mayer named French premier. Denmark: Queen Mother Alexandrine buried in State. Indo-China: French advance. France: Blizzard at Marseille. Tyrolean Alps: Motorcycle skiing. New York City: Duchess of Windsor charity ball.

NATIONAL LEGION OF DECENCY

Jan. 15, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Battle Zone" (AA); "Leonardo da Vinci" (Pictura); "Taxi" (20th-Fox); "Torpedo Alley" (AA); UNOBJECTIONABLE FOR ADULTS: "Jack McCall, Desperado" (Col.); "No Holds Barred" (AA); OBJECTIONABLE IN PART: "All Ashore" (Col.); "Anna" (Italian) (Lux); "The Man With The Grey Glove" (Italian) (Lux); "Monsoon" (UA).

NATIONAL BOARD OF REVIEW

Jan. 3, 1953

SELECTED FEATURES: "Member Of The Wedding" (Col.); "No Time For Flowers" (RKO).

AF Short Up For Oscar

NEW YORK—AF Films announced last week that its two-reel subject, "Images Medievales", has been accepted by the selecting committee of the Motion Picture Arts and Sciences to vie for documentary honors at the annual competition in March. The occasion marks the fourth time the company has had a short subject competing for an Academy Award.

Rodner Contributions Aiding WRMH Research

NEW YORK—Abe Montague, president, Will Rogers Memorial Hospital, last week acknowledged the receipt of a check for \$27,500.00 representing over 400 individual donations for the Harold Rodner Research Section to be established at the Will Rogers Memorial Hospital, Saranac Lake, N. Y.

Harold Rodner, a former Warner executive, dedicated his life to help the sick and the needy. The project nearest his heart was the Will Rogers Memorial Hospital, and his dream was to establish a modern laboratory, where better methods could be developed to cure tubercular patients.

Montague expressed his gratitude on behalf of the hospital to all those who had participated in the raising of the fund, and pledged himself to use the money for carrying out the desires and the intent of the contributors. He felt that such a laboratory would make a definite contribution to the fight against tuberculosis.

International News

(Continued from page 18)

the Christmas and New Year's holidays, was expected back. . . . A special show was held at the Odeon, Toronto, in aid of the Women's College Hospital. Leonard W. Brockington, president, Odeon, was special speaker. . . . Arthur Manson, MGM advertising-publicity chief in Canada, is due to aisle it on Jan. 26 with a Pittsburgh girl. . . . Arch Jolley, executive secretary, Motion Picture Theatres Association of Ontario, was in Ottawa as an interested observer in the hearings of the Copyright Appeal Board listening to the claims of CAPAC as to fees for use of its music repertoire. . . . Harry Allen and Leslie Allen, Cardinal Films, were in Chicago for the Lippert meetings. . . . Lazarus Phillips is a new member of the board of directors of Consolidated Theatres, Montreal, the Montreal Trust Company, and Empire-Universal Films, Ltd. . . . Communion breakfasts for the entertainment industry in Hamilton and Toronto have been changed to Feb. 1.

Sidney Kramer, short subjects sales manager, RKO, was in for a visit to the company's Toronto exchange.

—HARRY ALLEN, JR.

Cuba

Arnold M. Picker, vice-president, United Artists, in charge of foreign distribution, named Jose Del Amo manager in Cuba. The appointment climaxes Del Amo's 25 years of service with the company. At the same time, Picker announced the appointment of Ernesto Santana, formerly branch manager in Cali, Colombia, as assistant manager, with headquarters in Bogota, where he will serve as aide to Armando Bernal, manager.

TV Summaries Filed

WASHINGTON—Eric A. Johnston, president, MPAA, and Spyros P. Skouras, 20th-Fox president, filed summaries of testimony last week with the Federal Communications Commission for the forthcoming theatre television hearings.

The Editor Speaks

THERE are times when certain events speak more eloquently, and with far greater emphasis, than the words of your editor. Such a monumental event was the



PAUL MANNING

magnificent all-in-dustry tribute tendered to Adolph Zukor on the occasion of his 80th birthday. The glittering and nostalgic evening, sponsored by Variety Clubs International, was held in Hollywood on Jan. 7, and the guest list of 1000 included the real "Who's Who" of production, distribution, and exhibition, many of whom gathered here from far flung outposts to do Zukor honor.

I BELIEVE that Paramount Pictures President Barney Balaban sounded the keynote when he said, in part:

"The distinguishing characteristic of Adolph Zukor is that his mind is always on the future. There isn't anybody in our organization who is younger in his ideas, more ready to accept new concepts, and more attuned to the future than Mr. Zukor. As far as he is concerned, the past is merely a guide to the future. He is the youngest 80 years that I have ever encountered. This, therefore, is much more than a salute to the past. It is a tribute to a spirit that never ages, to the eternal youth of Adolph Zukor.

"His spirit has sparked our daily activities, inspiring all around him. At 80, his dynamic energy shames the younger men, and spurs on the older. Whenever we are troubled or discouraged, his buoyant optimism is a never-ending source of spiritual refreshment. His spirit is enshrined in the hearts of all who know him."

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 8113 1/2 West Fourth, Los Angeles 48, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 6, No. 1

January 21, 1953

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

UNITED ARTISTS'

"MOULIN ROUGE"

Starring

JOSE FERRER

with

ZSA ZSA GABOR, SUZANNE FLON, COLETTE MARCHAND

Produced by Romulus Films, Limited. Directed by John Huston.

Screen play by John Huston and Anthony Veiller, from the novel by Pierre La Mure.

Color by Technicolor.

WARNERS'

"THE JAZZ SINGER"

Starring

DANNY THOMAS, PEGGY LEE

with

MILDRED DUNNOCK, EDUARD FRANZ

Produced by Louis F. Edelman. Directed by Michael Curtiz.

Screen play by Frank Davis, Leonard Stern, and Lewis Meltzer.

Based on the play by Samuel Raphaelson. Color by Technicolor.

20th CENTURY-FOX'S

"THE STAR"

Starring

BETTE DAVIS, STERLING HAYDEN

with

NATALIE WOOD, WARNER ANDERSON, MINOR WATSON, JUNE TRAVIS

Produced by Bert E. Friedlob. Directed by Stuart Heisler.

Original story and screen play by Katherine Albert and Dale Eunson.



Rosemary Clooney, starring in Paramount's "The Stars Are Singing," and Norman Taurog, director, are seen with Taurog's EXHIBITOR LAUREL AWARDS plaque as one of the top 10 film directors during 1951-52.

"Let's Follow Our Hearts And The Public Will Buy What We Make For Them"—

So Says Norman Taurog,
Who Believes That Entertainment
Counts Most Of All

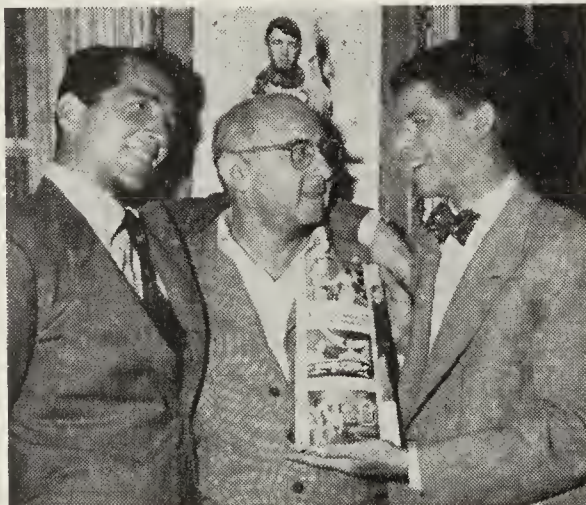
NORMAN TAUROG has been an upbeat part of the entertainment world ever since, in 1912, he appeared in his first play, David Belasco's "The Good Little Devil," starring Mary Pickford. That's because Taurog, or "Uncle Norman," as he's known on the sets of the pictures he directs, is well-stocked in enthusiasm, the greatest ingredient any entertainer, or those working in entertainment, can possess.

NORMAN TAUROG, perpetually cheerful, likes people; people like him, and the kind of pictures he directs are happy pictures. Exhibitors like to see them come their way. They know if Norman Taurog directs a picture, that picture will be entertaining; that it will be a happy, upbeat kind of picture that will send clients from the theatre with smiles on their faces and a good feeling in their hearts.

"THE ARTIEST picture in the world doesn't mean a thing to me," says Taurog, "if it doesn't draw crowds. I revere critics, but I revere the public more. I'm of the old-fashioned notion that the public be served, that fans be given what they want. And I think now of all time we in the motion picture business should make sure that we give them what they want, if we want to stay in business." Taurog, who started acting as a boy, was born in Chicago, the son of Arthur and Anita Goldsmith Taurog. After his Belasco bit, he joined a stock company at Bridgeport, Conn., and then went to Broadway for a 72-week run of "Potash And Perlmutter." When

only 16, he made his film debut at the old IMP Studios, New York City, with King Baggot and Florence Turner. Soon after, he headed for Hollywood under contract, where he appeared in a film starring Francis Ford and Grace Cunard. But acting, he decided, wasn't for him. Determined to work from the back of the camera, he became a property man, and, finally, got a chance to direct two-reel comedies with Lloyd Hamilton and Lupino Lane. Then he started working with children, and, in this phase of motion pictures, he achieved unprecedented success.

HIS "SKIPPY" not only won an Academy Award, but rocketed his tiny nephew, Jackie Cooper, to stardom. He directed the Dionne quintuplets in "Reunion", and made cinematic history with "Boys' Town" and "Men of Boys' Town." These were



Dean Martin, Taurog, and Jerry Lewis have a conference about something of vast importance.

followed by a string of highly successful comedies. Hal Wallis chose Taurog to direct Dean Martin and Jerry Lewis in "The Stooge", for Paramount release. It turned out to be one of their warmest comedies, rated by many as their best. He also directed Dean and Jerry in "Jumping Jacks", and is currently directing their new comedy for Paramount, tentatively titled "The Caddy."

"GIVE the public comedies and musicals," says Taurog, "and you're pretty sure of giving them what they want, but keep them warm and happy and fresh. Give thought to your story, your cast, and your main premise, entertainment." Taurog knows his way around in musical films, too. He has some of the brightest tunefilms to his credit.

AFFABLE, down to earth, a showman's showman, Taurog stands for 100 per cent entertainment. He understands players, and he understands scripts. His success with the Martin and Lewis comedies stems from the respect they have for him and he for them. He likes to see them kid around on the set, but, when it's time for work, he expects that of them, too. They understand he means business, and they respect him for it. Norman Taurog believes in motion pictures, and he's optimistic of their future. "It's up to us," he says simply. "If we follow our hearts, we'll give the public what it wants, and what it will gladly pay to see. As long as we make pictures for the public, instead of some little hot-house group of dilettantes, we'll be all right."—P. M.

"I Like To Make Pictures That Make Money For Everyone" —

Releasing Through 20th Century-Fox, Bert Friedlob
Now Has "The Star" Up For Academy Awards Consideration

BERT E. FRIEDLOB's production for 20th Century-Fox release, Bette Davis' "The Star", has broken records at the Four Star, Hollywood, and the May release date previously set by 20th-Fox is now in the process of being moved up earlier. Meanwhile, Friedlob's "The Steel Trap", starring Joseph Cotten and Teresa Wright, continues to do top business in all dates.

"I LIKE to make pictures that make money for everyone," said producer Friedlob. "If exhibitors make money, then 20th-Fox makes money, I make money, and everyone is happy. Then I keep on turning out boxoffice product. Sure, I work with artists, and I'm married to a great artist (Mrs. Friedlob is Eleanor Parker), but always paramount in my mind is 'how will it stand at the boxoffice?' That question answered as well as I can, then I'm ready to proceed."

FRIEDLOB gives real meaning to the words "independent producer". Though he has released all of his pictures through 20th-Fox, and plans on continuing to do so, his financing is independent of that company. He maintains a staff of readers constantly on the search for material. "The Star," for instance, had already been submitted to some major studios. They didn't see the commercial possibilities. It came to Friedlob's alert eye and, with the added value of Bette Davis' name, he grabbed the deal. Friedlob is already planning an-

other picture with Miss Davis. With the Academy Awards nomination talk now going the rounds of Hollywood for the actresses' really magnificent performance in "The Star", this is another example of looking ahead to the future.

"I BELIEVE in taking all the time needed in preparation for a film. Then we can establish a schedule that will allow us to make a major production on a proper budget. If four weeks of preparation will save me \$100,000, then I'll spend the four weeks. At the same time, this planning on script, sets, cast, and production gives the exhibitor a better picture for his patrons. On "The Star", director Stuart Heisler and writers Katherine Albert and Dale Eunsen worked with Miss Davis, co-star Sterling Hayden, and myself for two months before we started a camera rolling. We all loved the story and the opportunity to show Hollywood as an industry of people who had life and blood. I think the results show on the screen, critics and patrons certainly seem to agree."

FRIEDLOB maintains a constant correspondence with 20th-Fox exchange managers and distribution personnel. With, and through, them, he keeps up the same kind of correspondence with exhibitors from one end of the country to the other. He keeps them apprised of progress on production, promotion, and exploitation plans and critical notice of his pictures. The May Company, Los Angeles, broke all precedent when they devoted an entire page to plugging "The Star" when it opened at the Four Star. Friedlob didn't let it rest at that tremendous plus value. He ordered 1000 extra sets of tear sheets. They are on their way around the country, so exhibitors will have another exploitation peg to help sell tickets.

AMONG INDEPENDENT producers, Friedlob is one of the first since Screen Plays and Selznick to maintain a year-round publicity department, and it is under orders to do no personal publicity on him. "Sell the picture, sell the stars," are his orders, and these are carried out religiously.

"THE GOOD old-fashioned virtues still sell tickets," says Friedlob. "Stars in stories that are entertaining, backed up by a production that shows quality, make the only formula for good boxoffice. Sure this



Bette Davis, now starring in "The Star," 20th-Fox production, is seen in a pensive acting mood.

is corny, but so are people, and so is money at the ticket window. I'll stick to it." Friedlob, a one-time professional football player, is a strong, energetic man who transmits his energy to all those around him.

HE THINKS there is no sales organization in the world like the one headed by Al Lichtman at 20th-Fox, and says that Charles Einfeld is a true genius among advertising and exploitation leaders. "I don't want to go into television or commercial movies. I don't want to take my profits, and retire," concludes Friedlob. "I just want to make more movies, and keep on making them as long as I'm capable of getting out and helping to sell them."

HOW MANY is he going to make a year? "As many as I can personally supervise in production and personally participate in the selling." In other words, Bert Friedlob is an independent producer who is going to be around for a long time making movies for just one reason, to make money for everyone in the industry. He says he's going to be around, I think he's going to be around, and exhibitors I have talked to take a look at the product he has turned out, and they say they hope he'll be with us and producing as long as there's a theatre in which to show good pictures. —P. M.



Producer Bert Friedlob and wife, Eleanor Parker, are seen on the set of 20th-Fox's "The Star."



Sterling Hayden and Miss Davis are noted in a scene from "The Star," current 20th-Fox release.

Meet Jose Ferrer



JOSE FERRER

JOSE FERRER, Academy Award winner two years ago for his performance in Stanley Kramer's "Cyrano de Bergerac," is again in contention this coming Oscar derby for his portrayal of the famous French artist, Henri Toulouse-Lautrec, in John Huston's production, "Moulin Rouge," released by United Artists in Los Angeles in time to qualify for Academy consideration.

WINNING AWARDS is nothing new for Ferrer, one of the most versatile personalities in show business. As actor, producer, or director, this man is at home in whatever medium he tackles. Last season, on Broadway, for example, showman Ferrer at one point had four productions on the boards at the same time. "The Shrike," in which he starred as well as produced and directed, and which won a Pulitzer Prize for its author, Joseph Kramm, and ("best director" and "best actor" awards for Ferrer); "The Fourposter," which he directed, and "Stalag 17," which he produced and directed, were the attractions in question. Donaldson Awards, New York Critics' Awards, and various and sundry others down the line came pouring in to Ferrer.

IN THE AWARDS DEPARTMENT, Ferrer received an Academy Award nomination in the first picture in which he ever appeared, "Joan Of Arc."

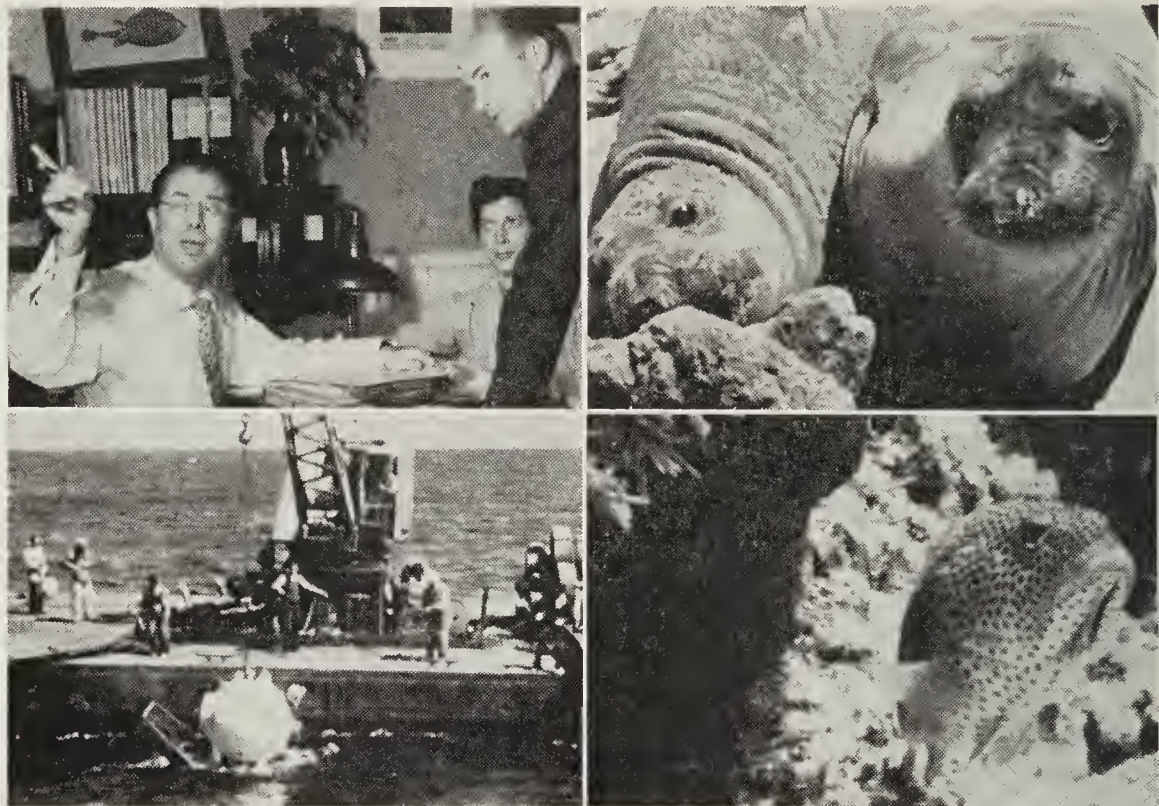
FERRER, a perfectionist, is determined to excel in everything he undertakes. He is a fencer, a dancer, a cook, a singer, a linguist, and also one of show business' best tennis players.

BORN IN PUERTO RICO, Ferrer was educated at Princeton University, where he had as classmates James Stewart, Josh Logan, Bretnaine Windust, and Myron McCormick, to name just a few. Giving up a teaching career, Ferrer started his theatrical career in Logan's stock company at Suffern, N. Y., as assistant stage manager, and a walk-on role as the second detective in "A Slight Case Of Murder." He moved quickly from this point. "Charley's Aunt," "Othello," and "Cyrano de Bergerac" established the busy actor-director as one of the theatre's foremost personalities. He has never slackened the pace. Through a number of pictures, Ferrer has brought fine characterizations to each.—P. M.

GOOD THINGS TO COME FROM HOLLYWOOD...

RKO's "The Sea Around Us"

Irwin Allen's feature length scientific documentary in exciting Technicolor, which portrays brilliantly the creation of the earth and the ocean, and probes the salty depths with brilliant undersea camera at a depth of 17,000 feet, should bring new prestige to the screen as a medium of education combined with entertainment values. This RKO release becomes an almost unbelievable adventure as it covers with magnificent photography by Linwood Dunn, ASC, the immense span from microscopic studies of minute sea life to the supreme majesty of the largest creature alive, the whale. No one with any intelligence can fail to be visibly impressed with the filming, editing, and production. The accompanying music by Paul Sawtell, as directed by C. Bakaleinikoff, enhances the film, which is based on the book by Rachel L. Carson. Allen also wrote the commentary, which is spoken by Don Forbes and Theodor Von Eltz. The supervising film editor, Frederic Knudtson, ACE, and editor, Dean Harrison, and, in fact, all connected with the venture, deserve kudos for their outstanding work. The writer, viewing the picture in Hollywood, holds this film to be an important contribution to the service of the public by the industry.—P. M.



Seen are scenes and people connected with "The Sea Around Us," RKO color documentary produced and adapted by Irwin Allen from Rachel Carson's best seller, in the usual left to right, top to bottom, order: producer Allen, Peggy Harrison, his secretary, and George Swink, executive assistant to the producer; a pair of contented seals; a diving scene, and spotted fish.

Lantz Aids Blood Drive

HOLLYWOOD—When Walter Lantz saw the Los Angeles Blood Center operating below capacity recently, he determined to lend his talents to telling the American people of the need for their blood. As a result, the American Red Cross soon will distribute nationally to theatres and television outlets a one-and-one-half minute cartoon film which appeals for blood donors. Lantz went to the blood center along with 32 people from his studio to reciprocate for one of his own assistants who was receiving quite large quantities of blood. Disturbed because there were not more donors in the center, Lantz returned home, and talked with his wife, Grace, who since 1944 has been a Red Cross volunteer Gray Lady, and who now is Gray Lady chairman, Los Angeles chapter. She suggested that the animated cartoon personality, "Woody Woodpecker," might be employed to do a blood donor recruitment job.



E. Roland Harriman, right, American Red Cross president, in Washington was recently treated to a special preview of a new "Woody Woodpecker" cartoon, "Blood Bank," produced as a gift to the Red Cross and the national blood program as an appeal for new donors. Walter Lantz, left, producer and originator of "Woody Woodpecker," is seen giving details to Harriman and Ramone S. Eaton, veteran ARC executive.

NEWS OF THE

Territory

BRANCHES

Atlanta

On the Row were: Ralph Hook, Hook's Theatres, Alabama; John Rodney, Bama, Alexander City, Ala.; E. F. Ingram, Ashland, Ashland, Ala.; R. W. Kennedy, Alabama; Paul Engler, Famous, Birmingham, Ala.; D. L. Buzbee, Ritz, Dadeville, Ala.; W. W. Hammond, Drive-In, Fort Payne, Ala.; L. J. Duncan, Al Dunn Amusement, Shawmut, Ala., and Marguerite Smith, booking agency.

Owner Bob Moscow, Rialto, did big things with "Androcles and the Lion," bringing from the King Brothers' Circus, Macon, Ga., a large cage bearing a lion for lobby display.

Esther Williams will make a personal appearance here to inaugurate a fashion show, and then head for Miami, Fla., where she will report to MGM director Charles Walters on the "Easy To Love" location set.

Charley Webb, Scottsboro, Ala., leased the Bocanita, Scottsboro, Ala., from the World Theatre Circuit. Webb plans to close the theatre for remodeling.

In booking was Mrs. M. M. Osman, Porterdale and Covington, Ga. . . . In for a visit with Arthur C. Bromberg, was Herman King, King Brothers, Hollywood. . . . Carson Pope, formerly with Martin Theatres, Roanoke, Ala., has taken over the Star, that city. It will be redecorated throughout. Pope was with Martin Theatres for 17 years.

Charlotte

H. H. Everett, Stewart and Everett Theatres, Inc., selected as Charlotte's "Man of the Year," is being mentioned as a candidate for mayor. . . . Mr. B. B. Anderson, Anderson Theatre Company, Mullins, S. C., is convalescing at home after several weeks in St. Francis Hospital, Charleston, S. C. . . . Stewart and Everett Theatres, Inc., has taken over operation of the Sylvan, Rutherfordton, N. C., formerly owned and operated by Morris Littman. . . . A. L. Stout, salesman, Monogram, returned after attending the Sugar Bowl game in New Orleans. . . . Zack Culler, Culler Theatres, North, S. C., was a visitor. . . . J. D. Geddie has taken over operation of the Carolina, McColl, S. C., formerly operated by J. B. Jones. . . . Jim Slaughter, booker, Theatre Booking Service, resigned.

Kay moved to 225 South Church Street. . . . Arthur Pittman, former

Republic shipper, now located at Columbus Air Base, Miss., was in an automobile accident after spending holidays here. He is convalescing at Base Hospital, Barkdale Air Force Base, Shreveport, La.

Stewart and Everett Theatres, Inc., has taken over operation of the State and Carolina, Shelby, N. C., formerly operated by J. R. Renolds. . . . Seen on the Row were: Jimmy Highsmith, Robertsonville, N. C.; Woodrow Fussell, Bladenboro, N. C.; Howard Anderson, Mullins, S. C.; J. B. Jones, Carolina, McColl, S. C.; Bill Suther, Pastime, Concord N. C.; Wade McManus, Spartanburg, S. C.; S. G. Rogers, Pittsboro, N. C.; Margaret Smith, Benson, N. C., and Mrs. J. F. Dobson Williston, S. C.

Memphis

Climaxing one of the most comprehensive territorial promotional campaigns in the company's history, U-I's "The Mississippi Gambler" had its world premiere at the Fox, St. Louis; Malco, here and at the Joy, New Orleans, launching 350 pre-release dates in the Mississippi River Valley. The local premiere at the Malco was a benefit for the proposed Home for Convalescent Children sponsored by the Variety Club, Tent 20, and the Children's Heart Association. The Fred Goldsmith Store tied in with the Variety Club's premiere. Various civic organizations participated in the sale of tickets and as sponsors with the Variety Club in the premiere. The visiting stars featured in a series of promotional events on the day of the premiere, and made appearances at the theatre.

Mrs. Annie Lester, widow of the former owner, Park, died. She is the mother of Ruben Lester, present operator of the theatre.

20TH-FOX — Miss Margaret Wood, assistant cashier, and Gordon Keifer, at present in the marine service, were married. The bride will continue at her post. . . . Visiting exhibitors included Mrs. J. C. Noble, Leland, Miss.; Lloyd Hutchins, Kensit, Ark.; Jesse Moore, Crenshaw, Miss.; Leon Rountree, Holly Springs, Miss.; L. W. Green, Jonestown, Miss.; Douglas Pierce, Pocahontas, Ark.; J. C. Jones, Cotton Plant, Miss.; G. H. Goff, Parsons, Tenn., and Miss Louise Mask, Bolivar, Tenn.

MONOGRAM — Billy South, shipping clerk, was ill with flu. . . . Norman Fair was in visiting.

COLONIAL — Mrs. Ione Roesch has taken over the duties vacated by Bonner Lew Burns, who moved to California. . . . Visiting exhibitors were: Onie Ellis, Mason, Tenn.; C. W. Eudy, Houston, Miss.; T. E. Williams, Clarksdale, Miss.;

W. E. Ringer, Lake City, Ark.; Gene Higginbotham, Leachville, Ark., and E. R. Tutt, Hollandale, Miss.

The Star, El Dorado, Ark., owned by Charles Morrell, was burned. . . . The Lake Drive-In, Waverly, Tenn., closed for the winter.

O. W. McCutchen, Blytheville, Ark., returned from a stay at Battle Creek, Mich. He owns the Ritz, Roxy, Gem, and Starview in northwest Arkansas towns.

New Orleans

U-I developed an innovation in territorial saturation newspaper advertising in connection with the Mississippi River Valley pre-release openings of "The Mississippi Gambler," which had its three-city world premiere in St. Louis, Memphis, and here, followed by more than 350 openings in the territory. In addition to territorial saturation ads with theatre listings which ran in the three world premiere cities listing the playdate of up to 100 theatres each of which played the picture, U-I also ran territorial saturation ads in Little Rock, Ark.; Jackson, Miss., and Springfield, Ill., which also listed the theatres and playdates.

Exhibitors seen about were: Robert DeGrauw, F and R Enterprises, Abbeville, La.; Robert Long, Rebel Drive-In, Baton Rouge, La.; Lefty Cheramie, Rebstock, Golden Meadows, La.; B. K. Phillips, Broadway Drive-In, and H. Hargroder, Beverly Drive-In, both from Hattiesburg, Miss., and T. G. "Teddy" Solomon, McComb, Miss.

The Avenue, Tylertown, Miss., dark for many months, had a fire. . . . F. G. Prat, Jr., and Harold Dacey, Prat's Theatres, were among the callers.

It was a birthday for Alberta Schindler, cashier, Masterpiece, a score and five. . . . City and suburban exhibitors in were: S. E. Mortimore and Lyle Shiell, Skyvue Drive-In; David Richarme, Happy Hour; L. J. Dupepe, Aeoron; William Shiell, Marrero Drive-In; Bertrand Kiern, Happy Hour; E. M. Jones, St. Bernard Drive-In; Paul Brunet, Dixie; Rene Brunet, Imperial; S. J. Gulino, Kenner, Kenner, La., and William Sedy, Patio.

Manager Ward, Strand, was reported resting comfortably at his home after the flu. . . . H. P. Paul, formerly with Dixie, is now with Don Kay Enterprises.

**"FUZZY" St. John, the Funny Man
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PRODUCE MORE LIGHT — THAT IS WHITER,
BRIGHTER, STEADIER AND PROVED
MORE ECONOMICAL.

CARBONS, INC., BOONTON, N. J.

Buford Strang and family, Victory and Mansfield, Mansfield, La., were among the early arrivals for the Allied convention. . . . Walter Martin Christianson, for the past decade in the driver's seat of William Lighter's Center, Franklin, La., blossomed out on his own by purchase of that theatre, and the Town, Baldwin, La., also a Lighter theatre. Associated in the ownership-operation with Christianson is his wife, the former Wilma Graham, Republic. Lighter accompanied Christianson on his initial tour.

H. C. Culpepper, Citronelle Drive-In, Citronelle, Ala., visited with his buying and booking representative, J. G. Broggi. . . . Ernest Drake, Ponchatoula, La., visited, as did Pops Molzon, Norco, La., and daughter Ann, Labadieville, La.

Herman King, King Productions, Hollywood, visited. . . . Milton White, office manager, Exhibitors Poster Exchange, had the time of his life with his grandson on his visit with his son and daughter-in-law in San Antonio. . . . Mr. and Mrs. Harold "Babe" Cohen attended the Lippert conclave in Chicago. . . . J. P. Guitreau and Irving Zeller, after calling on Russell Callen, Associated, stopped by. . . . Joel Bluestone added the Delta and Allen, Oakdale, La., to his buying and booking list. They are owned by Joe Guillory.

M. H. Graham, Jr., Broadman Enterprises, Inc., co-owner, King's Drive-In, Shreveport, La., and Thomas E. McElroy, president, McElroy Theatres, Shreveport and Monroe, La., made the rounds.

W. A. Tucker, Wisner, La., spent a short time with John Schaffer, Sr., Schaffer Film Delivery Service. . . . S. C. Breaux, manager, Joy, LaRose, La.; Paul Brunet, Dixie; S. J. Gulino, Kenner, Kenner, La., and John Waterall, Prichard, Ala. were among the callers.

One of Piper Laurie's many social and civic activities was a brief talk in behalf of "The March of Dimes" at the luncheon-meeting of the Young Men's Business Club. She was in to assist in the polio campaign and for the opening of "The Mississippi Gambler," Joy.

E. F. Richards, Jr., joined the caravan of industry leaders which converged on Hollywood for the tribute to Adolph Zukor.

Business and social events which crowded the official program of the Allied Theatre Owners of Gulf States annual convention at the Jung Hotel included a luncheon, compliments of Dan Brandon, Transway, Inc.; a film clinic for exhibitors, and a smorgasbord and supper party at the Palms Restaurant, compliments of the Ballantyne Company, Omaha, with President J. Robert Hoff hosting in person. A cocktail party held sway, courtesy of Motion Picture Advertising Service, with President C. H. Mabry and vice-president A. E. Chadick dishing out the honors, and bringing the convention to a close was the usual banquet.

The asphaltting now in operation on the Crescent Drive-In's lot on Airline Highway is slated for an early February completion. Barkef Osigian, manager, said that the special one inch layer of asphalt will not only be a convenience and eliminate places for mosquito breeding, but will also do away with having to reramp the aisles in layers for easier visibility of the screen.

Ed Jenner and Otto Tombs, a member of his operating staff at the drive-in, Laurel, Miss., were in. . . . Milton Guidry and E. R. Sellers, Yam Drive-In, Opelousas, La., joined the gang in a whirl of yarn telling. . . . B. W. Stevens, Theatre Display Service, stopped to chat before his call at Joy Theatres headquarters.

Frank Francois' present position is right up his alley. He is in charge of advertising, publicity, and public relations for Claiborne Towers.

L. C. Montgomery, Delta Theatres, Inc., and William Cobb, president, Exhibitors Poster Exchange, made a plane jaunt to Atlanta in the interest of their poster exchange there.

Arkansas Little Rock

Fire damaged the Star, El Dorado, Ark. Origin of the blaze was not immediately determined.

Florida Miami

Yiddish vaudeville continues at the Cameo, Miami Beach, Fla. . . . "Bwana Devil" came to the Sheridan. . . . New starting date for the shooting of "Easy To Love" is Jan. 29. Star Esther Williams will attend the Presidential inauguration before coming down to Cypress Gardens. . . . Members of the Dancers of Bali troupe, who appeared at the Dade County auditorium, attended "Road to Bali" at the Florida.

Local interest was stirred in "Above and Beyond," Embassy, with these lines in the ad: "Did you know . . . That Paul Tibbetts dropped the first atomic bomb? That he grew up in Miami? That his father is retired from the Miami police force? That this is the true story of Paul and his wife?"

Personnel shifts made necessary when Wometco took over the Skydrome Drive-In, Lake Worth, Fla., included promotion of Eli Arkin from manager, Grand, West Palm Beach, Fla., to West Palm Beach city manager. Margaret Hamm is acting manager Grand, and Edward Cutler was transferred from concession manager, 27th Avenue Drive-In, to be Arkin's assistant. Dick Gersley was promoted to manager, 27th Avenue, assisted by Chet Dillie. Elmer Hecht is Skydrome district manager.

North Carolina Fayetteville

Earl Rodger, manager of the Flamingo Drive-In, Fayetteville, N. C., was fined \$100 in Cumberland County Recorder's Court Jan. 8 on a charge of showing

New Orleans House Files Anti-Trust Suit

NEW ORLEANS — A \$1,450,000 suit charging practices in violation of the federal anti-trust laws was filed in federal district court by Delta Theatres, Inc., operator, Joy, against Paramount Pictures, Inc., Paramount Film Distributing Corporation, Paramount Gulf Theatres, Inc., Loew's, Inc., MGM Distributing Corporation of Texas, Radio-Keith-Orpheum, Inc., RKO Theatres, Inc., Warner Brothers Pictures, Inc., Warner Brothers Distributing Corporation, 20th-Fox, 20th Century-Fox Distributing Corporation, Columbia Pictures Corporation, Columbia Pictures of Louisiana, Inc., and UA.

The action of the first-run house, brought under the Sherman and Clayton anti-trust acts, seeks to recover damages for injury to business and property allegedly growing out of violations of the statutes. It is claimed that the defendants acted in combination to prevent the plaintiff from obtaining "a reasonable proportion of first-run class A and AA pictures." The petition further avers "that the defendants have committed such acts as entering into agreements giving priority on first-run product to the theatres affiliated with defendants, using bids on pictures by the plaintiff for purpose of negotiating with theatres affiliated with defendants; permitting theatres of defendants to purchase product to be used long after purchase date, notwithstanding the plaintiff's immediate need for it, and acting individually and in combination through the integration of distribution and exhibition facilities of the industry to effectively control the most valuable market for both distribution and exhibition of motion pictures, a control incompatible with the free competition sought to be protected and preserved by the Sherman anti-trust act, as amended."

The action of the defendants has served, the petition declares, to discriminate in New Orleans in favor of Loew's State, the Saenger, and Orpheum against the plaintiff.

As a result, it continues, "in the last five-and-one-half years, the Joy has obtained from the defendants only 19 class 'A' and two class 'AA' pictures, as compared with Loew's State 132 class 'A' and 43 class 'AA'; Orpheum's 156 class 'A' and 13 class 'AA', and Saenger's 197 class 'A' and 22 class 'AA' pictures.

"No exhibitor," it continues, "can successfully operate a first class theatre unless he can secure an adequate supply of high quality films from distributor defendants."

The plaintiff is represented by the firm of Hennican, James, and Cleveland.

obscene and immoral pictures, and two of his assistants, Don Gillis and Charles Rex Schamback, were convicted of aiding and abetting in the showing of the films, and each was taxed with the court costs. Rodger also drew a 60-day suspended sentence in addition to the fine. The defendants were arrested after sheriff's officers had attended a midnight show at the theatre.

NEWS OF THE

Territory

Chicago

Charles Simonelli, U-I eastern advertising and publicity department manager, was in for meetings with Ben Katz, U-I midwest promotional representative, on plans for the launching of "The Mississippi Gambler" in the midwest following the world premiere and pre-release territorial openings of the picture in the Mississippi River Valley. Simonelli also held meetings with Mannie M. Gottlieb, U-I district sales manager, on the promotional support being developed for the pictures being released during the company's current "Charles J. Feldman Silver Anniversary Drive." From Chicago, Simonelli went to St. Louis, Memphis, and New Orleans to participate in the three-city world premiere of "The Mississippi Gambler."

Bernice McElligott was named a Palace aide.

An extended downtown run for "The Jazz Singer," beyond the two weeks set by the Jackson Park decree, was asked of Federal Judge Igoe by Vincent O'Brien, attorney for Warners. . . . Nate Platt, stage producer, Chicago, received plaudits from the management for bringing in an ice show.

The Marbro had a close call from a \$100,000 fire which completely destroyed a store and office building next door. Manager Leslie Gleason arrived just after the fire broke out, and opened all doors of the theatre to keep it cleared of smoke through a created draft. The theatre was opened for business as usual.

A radio program exploiting the Nor-town, on which B and K spent \$60,000 in improvements, calls attention to the fact that moviegoers are not disturbed by telephone calls or ringing of the doorbell, as contrasted with television.

Recurrent difficulties with the projectionists' union may stymie the efforts of Otto K. Eitel to install Cinerama in his Palace. The union is asking the theatre to employ 18 projectionists, at \$200 each a week, to staff the three camera booths necessary for the process. This is said to be more than the New York local asked.

Louis Davis general manager, Vernon, Mount Vernon, Ind., appointed Gilbert Skelton and John Yaggi to be joint resident managers. . . . Charles Lansky, Astor night manager, was ill.

The Jackson Park, through attorney Thomas McConnell, petitioned for a stay of mandate from the Court of Appeals ruling that the theatre must bid for films instead of having first pick on a flat rental basis. This will give the Jackson Park an opportunity to take the case to the Supreme Court. McConnell also asked the District Court of Appeals for a rehearing in the Towne anti-trust decision.

Dallas

Arthur J. Hammer has been appointed manager, RCA Southwestern region, with headquarters here, it was announced by C. M. Odorizzi, operating vice-president of the division. Hammer succeeds James W. Cocke, veteran executive, who is retiring. In his new post, Hammer will represent the company in field operations, with responsibility for administration, distribution, and sales of RCA and RCA Victor products in the Southwestern region. The region covers Texas, Arizona, New Mexico, Oklahoma, and portions of Mississippi, Arkansas, and Louisiana.

Ray Griffin, manager, Pasadena Drive-In, Houston, Tex., held a benefit show for "The March of Dimes." . . . Ozro Mills, 36, manager, Fain, Beaumont, Tex., died after a brief illness. He had managed the theatre for seven years. He is survived by his wife, his parents, three brothers, and three sisters.

The board of directors of Theatre Enterprises, Inc., elected J. Harold Harris, vice-president, to head the company, replacing the president and founder of the circuit, H. J. Griffith, who resigned to devote more time to other personal business interests. Harris assumes the top post after a lifelong personal and business association with Griffith, which began 30 years ago in one of the first Griffith theatres, Griff's Queen, Mart, Tex. Griffith, who will continue activity with the theatre company as chairman of the board, emphasized that no radical changes in the company's policy or personnel were anticipated. R. I. Payne continues as vice-president and general manager; R. A. Higdon as head, film purchasing department; Lawrence J. Linck, as controller, and Vernon Watkins, as head, booking department.

Denver

Bob Walker, Uintah, Fruita, Colo., succeeded in rounding up 28 exhibitors interested in the repeal of the federal admissions tax, and held a meeting at the La Court Hotel to discuss further procedure. Following the meeting, MGM's "The Hoaxters" and "The Clown" were screened at the Uintah for those in attendance.

Two theatres here are being made ready to show three-dimension films. The Tabor is being modernized for the Tri-Opticon setup, and the first program opens today (Jan. 21.) The Tabor will show "Bwana Devil" in February. The program at the Tabor will include the Saddler Wells Ballet Company, travel shorts, and cartoons, some in Technicolor and some in black and white. The Tabor will make a charge of 75 cents for the polarized glasses, to be refunded on return, with the glasses then being thoroughly sterilized. The Tabor thinks that with more of the third-dimension films becoming available, some people will like to own their own special glasses, hence the charge. The third-dimension films at the Tabor will run about an hour, with regular films completing the program.


The Variety Club, Tent 37, installed new officers at a dinner-dance at the

Albany Hotel. Randolph Scott was here to present the "Humanitarian Award." The new officers include Alex Murphree, The Denver Post drama editor, Chief Barker; Don Hammer, First Assistant; William Hastings, Second Assistant; Victor Love, Property Master, and Bernie Hynes, Dough Guy. The crew is made up of the above, the past Chief Barkers, and Fred Brown, George Allan, Henry Friedel, James Micheletti, and Joe Stone.



Mrs. Abel Davis placed the Roxy on the market in order to close the estate of her late husband. . . . Foster Blake, U-I western division sales manager, and Lester Zooker, district manager, were here to hold a sales meeting attended by the managers and salesmen of Zooker's district. Branch managers present included Mayer Monsky, Denver; C. R. Wade, Salt Lake City; Lou Levy, Des

Next Show...

For Your



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for small theatres, hotels, night clubs, schools and colleges. Projects 6½ times brighter headspots. Utilizes all the light through most of the spot sizes as contrasted to spotlights which vary spot size solely by iris, thus losing substantial light. ◊

P E M B R E X
THEATRE SUPPLY CORP.
1969 So. Vermont Ave.
Los Angeles 7, Calif.

Moines; I. M. Weiner, Omaha, and Jack Langan, Kansas City.

Three boys tripped the ticket register just after closing time at the Santa Fe, and grabbed 150 tickets, and ran. But, since the numbers are known, they are not expected to do the boys much good.

Tom Bailey, Lippert and Mutual franchise owner, went to Chicago to attend a sales meeting. . . . Gene Gerbase, Republic branch manager, went to Los Angeles to attend a sales meeting of the division. . . . Jim Ricketts, Paramount branch manager, went to New York the latter part of this month to attend a sales meeting. . . . Earl Jameson, Jr., owner, Realart exchanges here and in Salt Lake City, was here conferring with Bernie McCarthy, branch manager.

Seen on Film Row were: Mr. and Mrs. Leo Farrell, Sidney, Neb.; Richard Bennett, Sheridan, Wyo.; Mrs. H. G. Wells, Hardin, Mont.; C. E. McLaughlin, Las Animas, Colo.; Herbert Gumper, Center, Colo.; Glen Wittstruck, Meeker, Colo.; Mike Joseph, San Luis, Colo.; John Roberts, Ft. Morgan, Colo.; Mrs. Bert Lewis, Holyoke, Colo.; C. L. Canda, Westcliffe, Colo.; Neil Beezley, Burlington, Colo.; Cliff Butler, Albuquerque, N. M.; Fred Anderson, Eaton, Colo., and C. E. Bradshaw, Martin, S. D.

Des Moines

Several members of the Variety Club were on hand for the presentation of oxygen tent equipment donated by the club to Mercy Hospital. The gifts were made possible through a fund-raising campaign in November. . . . Eddie Gruenberg resigned as a salesman for Columbia, with Paul Leatherby, U-I, taking his place.

Los Angeles

Gus A. Metzger, who started in show business in 1906 and has been a leading exhibitor in Southern California since 1926, has a diamond-studded engraved gold pass, good for admittance to any National Theatre, Inc., house. Occasion for the honor was Metzger's 75th birthday celebrated at a dinner party with 25 friends and associates. Charles P. Skouras, president, National Theatres, Inc., 450-theatre circuit, presented the gold pass to Metzger. Metzger is president, Metzger-Srere Theatres, Southern California, and also chairman of the board, Southern California Theatre Owners Association.

Judge Pawley sold his Desert and Alladin to the Valley Theatres, Inc., a syndicate, which with F and E Theatres, San Francisco, also acquired the Coachella Valley Drive-In. Pawley plans to retain control of his Paramount, Coachella, Cal. . . . Mary Biecert, 20th-Fox bookkeeper, announced her engagement to Joe Setka. . . . Robert Kroenberg, Manhattan, sustained an injury, and was recuperating in the Queen of Angels Hospital. . . . Irv Levin and Charlie Kranz winged to Chicago to attend a convention of Realart franchise holders. . . . Joe Hartman, National Screen salesman, is back after suffer-

ing a heart attack. . . . Alex Cooperman was off to San Francisco for Lux to set up the campaign for "Anna," St. Francis. . . . After planing to Cleveland, Bill Wasserman, UA salesman, was back at his desk. . . . Leland Allen, Pacific Drive-In Corporation, returned after a long absence due to illness. . . . The Ritz, Fox Beverly, Grauman's Chinese Fine Arts, and Fox Wilshire have been equipped with the Polorama screen. R. H. McCullough, FWC director of engineering, announced that FWC plans to install these screens in 110 of the theatres. . . . Seen on the Row from out-of-town were Ben Bronstein, Bill Alford, Mrs. Phil Kassen, and Joe Markowitz.

Cardinal-elect James Francis McIntyre, will make one of his first public appearances in America as principal speaker at the second communion breakfast of the Hollywood industry on Feb. 1.

Milwaukee

Edwin W. Aaron, western sales manager, 20th-Fox, held meetings with his midwest division, headed by M. A. Levy. Sitting in on the discussions were branch managers R. L. Conn, Des Moines; J. R. Neger, Kansas City; J. H. Lorentz, Milwaukee; S. Malisow, Minneapolis; J. E. Scott, Omaha, and Gordon F. Halloran, St. Louis.

Peter Stathis, Sparta Theatres, Sparta, Wis., was in booking. So was Bill Exton, Roosevelt, Kenosha, Wis. . . . Don Schwartz, Lippert and Realart, Minneapolis, was in conferring with Benny Benjamin, Realart, before departing with him for the Lippert national sales convention.

Don Schwartz is opening a new exchange of Realart in Des Moines. This will give him exchanges in Minneapolis, Milwaukee, and Des Moines. . . . Unity Theatres took over the operation of two Oconomowoc, Wis., theatres, the La Belle, operated by William Ainsworth, and the Strand, run by H. Huebner. The La Belle, which is closed, will reopen just as soon as the remodeling is completed.

Robert Gross, Blue Mound Drive-In, Elm Grove, Wis., was hospitalized for surgery. . . . John Black, one of the pioneer projectionists was at St. Michaels Hospital, and Eddie Owens, another projectionist, was home from St. Joseph's Hospital.

Eddie Weisfeldt, well known manager, is now managing one of the largest dance halls, the Wisconsin Roof Ball Home, located on the top floor of the Wisconsin building.

Minneapolis

Two more drive-in projects were announced. Frank Hahn and Frank Hahn, Jr., Bay, Ashland, Wis., will build a 400-car outdoor stand at Ashland. Louis Deutsch, Owner, Granada, Virginia, Minn., is having plans drawn up for a 350-400-car ozoner at Virginia. . . . R. A. Drummond is the new owner, Forest, Forest Lake, Minn. . . . Percy Olson, projectionist, 20th-Fox screening room, was honeymooning at Galveston, Tex.

Recent out-of-town exhibitors on Film Row were: George LeTourneau, Windom, Minn.; Lawrence Wiesner, Cannon Falls, Minn.; Frank Kinas, Thorp, Wis., and Bill Cammeron, Waterville, Minn. . . . Jack Kelley, MGM short subjects sales representative, was in from New York. . . . Ethel Curtis has been promoted to contract clerk, Columbia, and Shirley Mattson is the new Columbia receptionist.

Mrs. George Granstrom, wife of the owner, Highland and Grandview, died. . . . Ben Marcus, Columbia midwest district manager, was in. . . . Marge and Jeri Jenson, clerk and biller respectively, Warners, spent the holidays at their home in Grand Forks, N. D. . . . Saul Malisow, branch manager, 20th-Fox, attended a wedding in Sioux City, Ia. . . . Pat Boles, contract clerk, 20th-Fox, is engaged. . . . Art Anderson, Warner district manager, was in.

An out-of-court settlement was reached in the \$1,500,000 conspiracy suit brought by William Crouse, Regent and State, Eveleth, Minn., against Minnesota Amusement Company and the major distributors. Crouse had charged that theatres in nearby Virginia, Minn., operated by Minnesota Amusement were given preferred runs over his houses in Eveleth.

Don Halloran, former RKO salesman, joined 20th-Fox, while Bill Donald left the staff. . . . The lobby of the Paramount, Mitchell, S. D., has been redecorated, and new seats have been installed, according to Karlton Hemleben, manager. . . . The Lake, Echo, Minn., gave three free shows as a Christmas gift. . . . Irving Braverman, salesman, Columbia, vacationed in Florida. . . . Arvid Olsen, exhibitor, Metro, Pine Island, Minn., and his family vacationed at Pine Island, Minn.

Louis Deutsch has been assigned as new service engineer in the Minneapolis film zone by RCA. A native of Scranton, Pa., Deutsch was transferred from the Panama Canal Zone district. . . . Inability of the manufacturer to deliver special glasses on the scheduled date and a delay in installation of special booth equipment and screen made necessary a postponement in the showing of "Bwana Devil," State.

Burt Johnson has acquired property at Rapid City, S. D., for a new drive-in, and Harold Field, circuit operator, is rebuilding his drive-in at Carroll, Ia., in a new location in that town. . . . Jess McBride, Paramount branch manager, has been appointed area chairman for all motion picture drives, formerly handled by LeRoy Miller, U-I branch manager. . . . W. H. Workman, MGM branch manager, is at his desk half days following treatment.

The Princess, operated by Robert Hazelton and Marvin Mann, closed. Mann's Metro, which closed previously, has been converted into a seatcover factory. . . . Clyde Cutter, on the staff of Theatre Associates, will take over operation of the Alhambra, neighborhood house, which has been closed for several months. It was operated by Charles Rubenstein and Abe Kaplan.

Oklahoma City

A resume of the tax situation was given by President Morris Lowenstein to the board of the Oklahoma Theatre Owners Association, and both the efforts of the local tax commission to enforce the two per cent sales tax on film and trailers and the 20 per cent repeal of admission taxes were discussed. Nineteen state theatre owners attended. They were "Red" Slocum, El Reno; O. L. Smith, Marlow; D. V. Terry, Woodward; C. L. and Frank Nordean, Konowa; John C. Trisko, Yukon; Rhoda Cates, Seiling; Elizabeth Tucker, Guthrie; Phil Hays, Bartlesville; Ralph Drewry, Tulsa; A. R. Walker, Broken Arrow; J. E. Holt, Coalgate; Charles H. Proctor, Mugkogee; H. D. Cox, Binger; Mrs. Avene Waldron, Lindsay; Paul Stonum, Anadarko; L. H. Goercke, Canton; Ray Hughes, Heavener, and H. L. McMurry, Dumas, Tex. Another meeting was held later in the Oklahoma Club. Theatre men presented arguments to Senator Bob Kerr on the unfairness of the admission tax. Senator Mike Monroney was also invited to the meeting, under the auspices of COMPO, and approved by the TOO and the Allied group.

The Royal, Tulsa, Okla., was robbed of almost \$400, according to manager E. F. McKenna. . . . Chester V. Fleming, owner, Luxor and Rainbo, Nowata, Okla., offered a \$100 reward for information leading to the arrest and conviction of burglars who cracked one of his theatre safes, and escaped with \$1,500.

Omaha

A meeting of exhibitors in Nebraska, South Dakota, and Iowa was scheduled at the Paxton Hotel on Jan. 26 preceding the inaugural ball of the Variety Club, Tent 16, at the Blackstone Hotel. Arrangements were made by the Allied Theatre Owners Association of Iowa-Nebraska.

The Circle A, Ashland, Neb., was opened with a fanfare in which all the merchants joined. Officially proclaimed "Circle A Day" by Mayor K. B. Harris, the grand opening in the evening was the climax of a big bargain day entered into by all the merchants, including free pancakes and coffee and attractive bargains. Speeches were made by the mayor, Chamber of Commerce president, school officials, and exchange leaders.

Exhibitors, distributors, supply companies, and other branches of the industry were well-represented at the dinner put on by those in the business for the state legislature at the Cornhusker Hotel, Lincoln, Neb., under direction of Robert Livingston, state TOA chairman and an official of the Cooper Foundation. . . . Josephine Maguire, Warner bookkeeper, resigned, replaced by Ruth Fingerlos. . . . Columbia publicist Jules Serkovich was in for "Invasion U.S.A.," the Admiral and Chief, now in the first-run field.

Jimmy Pickett, manager, Rivoli, Hastings, Neb., took second in the Tri-States contest for managers during the Thanksgiving-Christmas period. First went to Art Stolte, Waterloo, Ia., and

third to Carl Hoffman, Omaha. . . . Alice Neal, Warner office manager who spent several weeks in the hospital and at home, returned to work. . . . Irene Frederickson has been shifted to cashier at Paramount, and Beverly Lawrence has been added as receptionist.

Portland

Bud Anderson resigned as Roxy head.

Jones Enterprises announced construction of a 1,000-seat house at North Bend, Ore., with Roy Bechtel as manager. . . . Simmons Amusement Company, Wallace, Idaho, announced improvement and remodeling of the Silver Star Drive-In. Mrs. Wilma Sharp is president. The company operates theatres in northern Idaho and western Montana. Conrad Shelhamer is general supervisor. . . . Harry Wall, Liberty Theatre Company, Lewiston, Idaho, renewed the land lease on his drive-in.

Joseph Walsh, head, Paramount's branch operations, was in following his visit to the Seattle exchange.

St. Louis

Officers and directors of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, met to discuss the views of exhibitors on various industry problems for presentation at the meeting of the TOA directors in New York City on Jan. 25-27.

The parish bulletin for the Our Lady of Sorrows Catholic parish, one of the largest in the St. Louis archdiocese of the Catholic Church, announced that the parish would have Sunday afternoon motion picture shows, with the admission rates to be 15 cents for children and 25 cents for adults.

In Winona, Mo., Everett E. Maxfield, Summersville, Mo., head, Shanco Theatres, Inc., operating the Winona, announced plans for a new 200-seat theatre to serve this community.

In DeSoto, Mo., work on the Collins Drive-In, located two miles north of the city, has been continuing despite some handicaps of an unexpected nature, including heavy rock.

In Rantoul, Ill., approximately eight acres of land, was purchased by Kerasotes Theatres, Springfield, Ill., as the site for a 400-car drive-in.

Rani Pedruccio, feature booker, Frisina Amusement Company, was in St. John's Hospital, Springfield, Ill., for the correction of a nasal obstruction.

Leo Keiler, head, Columbia Amusement Company, Paducah, Ky., is on the west coast visiting with his mother. . . . Out-of-town exhibitors seen included: Dean Davis, West Plains, Mo.; Bill Williams, Union, Mo.; Loren Cluster, Salem, Ill.; Judge Frank X. Reller, Wentzville, Mo.; John Rees, Wellsville, Mo.; Tom Bloomer, Belleville, Ill.; Eddie Clark, Metropolis, Ill.; Charles Beninati, Caryle, Ill.; Bernard Temborius, Breese, Ill.; Joe Goldfarb, Alton, Ill.; Forrest Pirtle, Jerseyville, Ill., and Dale Moody, booker, George Barker Circuit, Tuscola, Ill.

Joe Lyman, Whitehall, Ill., exhibitor, is still a patient at a hospital in Jerseyville, Ill. . . . If the boys or girls along Film Row are planning basketball teams in the near future, a competent coach within the industry is available. Everette J. Pierce, booker, United Artists, turned out some classy Illinois high school basketball quintets before joining the UA organization.

Funeral services for Mrs. Irene French-Thomas-McDonald, wife of W. C. McDonald, head, Elmer McDonald III Entertainment Agency, and a member of the ladies auxiliary, Local 143, and of the Cosmo Pals, were conducted at the Wacker-Helderle Chapel.

The Avalon, Lawrenceville, Ill., was filled to capacity for the annual free show for the children of the city. H. E. Stevens, manager, Avalon and State, Frisina Amusement Company Circuit, arranged a special program that included a good feature and several lively cartoons.

The latest word from Malden, Mo., is that Herman Ferguson is making a nice recovery from the serious injuries he suffered in an automobile accident. . . . C. D. Hill, Columbia manager, was home all week because of an attack of the flu, while Nick O'Brien, Flo-Mar Productions, also had to stay at home.

Patrick Barrett Lewis, six pounds, two ounces, checked in at St. John's Hospital on Jan. 5 to delight his parents, Mr. and Mrs. Patrick Kenny Lewis. The mother is a daughter of David F. Barrett, film trade reporter, giving him nine grandchildren.

Warren V. Snider, owner, Dixon and New Dixon, Dixon, Mo., started by automobile for the west coast to spend about a month at Los Angeles.

San Antonio

Sylvan K. Barry, owner, Fiesta Drive-In, reported that three juveniles took a total of 12 speakers valued at \$108. . . . A snack bar has been added to the Alameda which serves hot dogs and chili-burgers. . . . Ruben Ayala, chief shipper, Azteca, returned from a hunting trip. . . . Extensive improvements have been completed at the Fredericksburg Road Drive-In, owned by the Claude E. Ezell and Associates group.

Among the out-of-town exhibitors to book were Benito Silva, Mexico, Carizzo Springs, Tex., and Gene Burris, Ross, Sabinal, Tex.

Gustavo Levevant, owner, Haydee, Dilley, Tex., is on the mend following illness. . . . More than 50 drive-in operators attended the first regional meeting of the Texas Drive-In Theatre Owners Association at Lubbock, Tex. Preston Smith was chairman.

Stars of the silent movies will again be seen in a new film series, "Movie Masterpieces," to be telecast on WOAI-TV each Monday evening for a half hour. Comedy hits of the early days will be revived for children and adults.

San Francisco

KRON-TV last week acquired the exclusive TV rights to 156 Republic features from Hollywood Television Service, wholly owned Republic subsidiary. Previously, HTS had concluded deals with WCBS-TV, New York, for 104 features, and with KLAC-TV, Los Angeles, for 119.

Murray Lafayette, United Artists publicist, was in working on "Babes in Bagdad," United Artists. Among highlights were a New York-San Francisco telephone interview between The Examiner's drama editor, Hortense Morton, and Paulette Goddard; and a television contest. . . . New telephone operator at United Artists is Greta Yaconi. . . . The 1385-seat Midtown, closed by Fox West Coast, is being dismantled. . . . March 17 is the date for the appreciation dinner and show to be given the exchanges by the warden and convicts of the State Prison, San Quentin, Cal. The show is a yearly event to reciprocate for the many free films given the prison by distributors. . . . James Mooney, U-I booker, was upped to salesman in Northern California, replacing Ed Penn, resigned. Mooney's former post has been taken over by former assistant booker John Rickert.

Unicorn Theatres closed the San Francisco office, and all business is being handled through Los Angeles. Robert Clark Theatre Agency is doing Unicorn booking.

Local F-17, bookers and exchange office personnel, elected new officers: Robert Hazzard, head booker, United Artists, president; Jesse Wright, booker, Warners, secretary; Joseph Cannon, cashier, Warners, financial secretary; Walter Lang, Paramount booker, business agent, and George Carmone, Paramount head booker, sergeant-at-arms. It was voted the local would hold a meeting the first Monday of each month in Musician's Union Hall. . . . Max Bercutt, Warner field man, returned from Los Angeles. . . . Republic auditor Joseph Scully was in from New York.

Berne Paddock was in booking for his drive-in at Armona, Cal. . . . Mary Severi, assistant, booking department, General Theatrical, married Daniel Morris, of the Navy, and left the industry. She has been replaced by Nancy Simpson.

The Variety Club's dinner-dance upon the occasion of installation of officers at the clubroom promises to be a gala affair. Heading the committee of the \$7.50 per plate affair are chairman John Parsons, Jack Blumenfeld, and Ralph Clark. . . . David Bolton started construction of Trans-California's 480-car drive-in at Los Banos, Cal. The screen tower has already been constructed by California Construction Company, and the theatre will be ready by July 15. City manager Amelia Silva will supervise the new drive-in designed by Bolton.

Westland Theatres made the following promotions: John Reidt, transferred as manager from the East, Stockton, Cal., to the Piedmont, Oakland, Cal.; Roland

Stephens, upped from assistant, Towne, San Jose, Cal., to manager, East, Stockton, and A. R. Epperson, former manager, now-closed Fulton, Fresno, Cal., assigned to the Stockton, Stockton.

John Ash, home office representative, MGM, attended an auditor's meeting in Chicago.

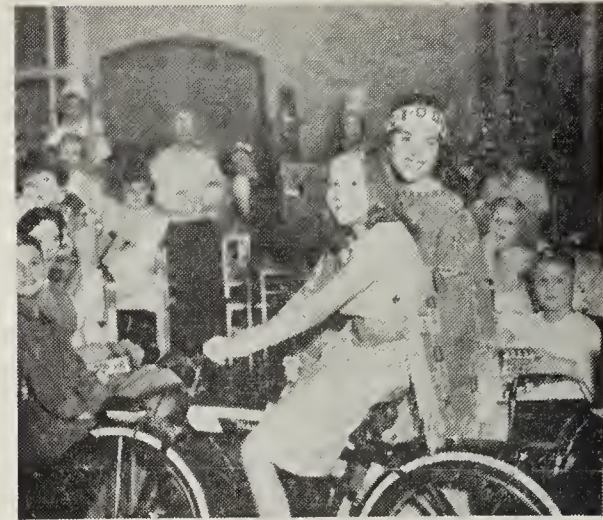
Sid Weisbaum, president, Sunny-Mount Theatres, died suddenly from a heart attack at the home of his mother in Hanford, Cal. He was 65. He began his career with the industry in 1920. In 1933, he was associated with Floyd St. John, holder of the Republic franchise. In 1935, when Republic bought the franchise, he remained as head of the San Francisco branch, leaving in 1941 to become partners with William B. David, who now takes over presidency of the company, Robert O. Tolko, Arthur Fritz, and Bruno Vecchiarelli in forming Sunny-Mount Theatres, which operates theatres in Mountain View, Sunnyvale, Los Gatos, and Campbell, all in California. At the time of his death, Weisbaum was also associated with Film Booking Agency of Northern California, an organization buying and booking for 22 theatres throughout the San Francisco territory. His wife, daughter, and mother survive.

Seattle

Joseph Walsh, Paramount's branch operations manager, was in, and thereafter was to visit Portland, San Francisco, Kansas City, Des Moines, Omaha, and Minneapolis before returning to the home office.

Columbia's Sammy Siegel was in Portland in connection with "Invasion, U.S.A."; Allen Wieder, MGM, was also in Portland working on "Million Dollar Mermaid" and Walter Hoffman, Paramount publicist, was in Portland and South Oregon for "Thunder in the East" and "Road to Bali." . . . The Bernard Ordells combined a wedding trip and New Year's Eve with a trip up to Harrison Hot Springs, Wash. She was the former Eve Rubenfield, 20th-Fox office. . . . Wedding bells come soon for Miriam Dickey, Fairbanks, Alaska, who has been handling the Lathrop Circuit. A well-known figure on Film Row, Miss Dickey is a graduate of the University of Washington, a member of Sigma Kappa Sorority, National Republican Committee woman from Alaska, and one of Alaska's delegates to the United Nations. The groom-to-be is Robert O. Kinsey. . . . Police are seeking a robber who held up the Music Box, and escaped with \$270 in cash. He accosted manager Nick Furfaro in the men's wash room, and forced him into the office, where Furfaro opened the safe at gunpoint.

Jack J. Engerman, branch manager, Lippert Pictures of Northwest, was in Chicago to attend the convention of Lippert franchise holders. . . . Henry Haustein, Paramount branch manager, returned from a vacation to San Francisco. . . . Bud Hamilton, Republic salesman, was on vacation. . . . On The Row were Corbin Ball, Ephrata, Wash., and Bill Haugen, Alamo, Poulsbo, Wash.



Yvette Dugay, starring in Allied Artists' "Hiawatha," recently made a personal appearance at the Shriners' Hospital for Crippled Children where a special screening of the film was held prior to its mid-west premiere at the State, Minneapolis.

Saffles Theatres Service held open house to mark completion of the move to new quarters in the 20th-Fox building at 2421-2nd. The same telephone number will be retained. . . . Visiting the Paramount office was Joe A. Walsh, in charge of branch operations, from New York. . . . U-I manager Arthur Greenfield and salesman Harry Blatt and Hap Fredricks returned from a meeting in San Francisco. . . . Tall Malysheff left Paramount for a new position with Sterling Theatres. He was a booker.

The local drive-ins will start reopening around Feb. 22. . . . L. O. Seley, Seattle manager for Manley-Burch Popcorn Company, returned from Kansas City, where he attended a western division meeting. Charles G. Manley, president, and W. H. Turpie, western division manager, from Los Angeles, arrived here for a series of meetings. . . . 20th-Fox auditor Harry Wood was up from Los Angeles. . . . Dave Dunkle, Paramount salesman, returned to Eastern Washington, after vacationing here. . . . Lowell Spiess, Liberty, Dayton, Wash., is building a new drive-in, being outfitted by National Theatre Supply with all Simplex equipment.

20th-Fox receptionist Molly Larson was laid up for a couple of weeks.

"The Tax Fight Is Your Job"



The Ladies of Variety recently worked on the Variety Club Tent 32, North California, Christmas party for blind babies in San Francisco, and seen here as they completed wrapping gifts for the children are, left to right, Mrs. Morris Rosenberg, president; Mrs. Howard Schutz, and Mrs. J. Leslie Jacobs.

NEWS OF THE

Territory

BRANCHES
Cincinnati

In an effort to combat juvenile delinquency, the S. and S. Amusement Corporation and Fraternal Order of Police are cooperating on an amateur talent contest for youngsters six to 16. Starting on Feb. 2, there will be two seven-week series of contests at the nabe Cheviot, Westwood, West Hills and Esquire, with the winners each week receiving prizes donated by neighborhood merchants, and then appearing at the downtown Keith to determine the two series winners. These will appear on a local TV program, and the final winner will be booked on a national TV show. Frank Niehaus, president, and Robert F. Morrell, general manager, S. and S., and the house managers will assist the amateurs in staging their acts.

Seeking to increase public interest in amateur theatricals, the National Theatre Assembly, at its recent convention here, approved efforts to secure a uniform ruling from the Treasury Department on tax exemptions for plays produced by non-profit community theatres.

Traveling here and there were Mike Chakeres, general manager, Chakeres houses in Springfield, O., to New York City; R. A. Guettler, Manley, Inc., district manager, to Washington, D. C.; James A. Conn, district manager, and Edward Novack, office manager, National Theatre Supply, to Cleveland for a district meeting; Gene Tunick, president, Tunick Releasing Company, to Chicago for a Lippert franchise holders' meeting; Jay Goldberg, Realart branch manager, to Cleveland; James A. Abrose, Warner district manager, to Pittsburgh for a branch managers' session, and Richard L. Rosenfeld, president, Standard Concessions, to Chicago for a concessionaires meeting.

At the January meeting, Variety Wives heard a report on the Christmas parties they provided for the mentally retarded children in the Washington and Ninth Street public schools and at Goodwill Center. The committee included Mrs. Sam Weiss, president; Mrs. Manny Weiss, Mrs. Stuart Jacobson, Mrs. Phil Goldsmith, and Mrs. Herman Hunt. Variety Wives started a membership drive, with Mrs. Robert McNab as chairman.

Visitors included Don Q. Roberts, Manley, Inc., concession supervisor; Richard Hildreth, 20th-Fox traveling accountant; J. B. Stedman, Marietta, O., exhibitor, while enroute home from a Florida vacation, and A. J. Sexton, Ironton, O., exhibitor, who has recovered from a long illness. He was accompanied by his mother, Mrs. Fronia Sexton, who managed her son's house during his illness.



Al Hendricks, manager, Indiana, Indianapolis, used blowups of five stars to publicize the theatre's recent holiday attractions, Paramount's "The Stogie" and "Road to Bali."

Midwest Theatre Supply installed an RCA synchro screen in the Main, Columbus, O., owned by Fred Rawlins. . . . O. G. Roaden has taken over the Reda, Pineville, Ky., from Don Reda, and has renamed it the Roaden. . . . George Bauer has been appointed manager, Fairbanks, Springfield, O., succeeding Harry Elliott, who died.

The Nordland, suburban Corryville, closed for several months, has been reopened by Mid States Theatres, with Earl Allman as manager. . . . Louis Wiethe reopened the Kentucky in near-by Latonia, Ky., for weekend business.

A thief, who evidently remained in the house after the last show, stole \$261.52 in cash from the office of the Avon, owned by Herman H. Hunt.

Bea Egner, 20th-Fox inspectress, returned to work after a lengthy illness. . . . Paul Kaufmann, son of Jack Kaufmann, 20th-Fox sales manager, is convalescing from a tonsillectomy. . . . Ruth Wagner, National Theatre Supply secretary, announced her engagement to E. J. Handyside. The wedding is planned for early autumn.

Exhibitors in were: Don Kessling and Goode Homes, Bramwell, W. Va.; Silvan Bank, Williamson, W. Va.; Al and Bill Thalheimer, Logan, W. Va.; Mrs. Julia Simon, Charleston, W. Va.; James Shanklin, Ronceverte, W. Va.; Joe Joseph, Salem, W. Va.; Charles Bowles, Beattysville, Ky.; Walter B. Hannah, South Shore, Ky.; Russell McCalahan,



Vaughn O'Neill, manager of Loew's State, Cleveland, set up this huge display recently as advance publicity on Paramount's "The Savage."

Irwin, Ky.; Guy Greathouse, Aurora, Ind.; Roy Wells and Mr. and Mrs. Robert Epps, Dayton, O.; Mr. and Mrs. Dorman Law, Roseville, O., and Ray Laws, Lebanon, O.

The downtown Western is being operated only at night while complete interior renovation is underway during the day. When the work is completed, the house will be renamed the New Lyric to maintain the traditional name. The long-famous Lyric, a few doors away, is being demolished.

Big plans are in the making at Maysville, Ky., for Jan. 28, when Rosemary Clooney returns to her native city for the premiere of Paramount's "The Stars Are Singing." She also will make a personal appearance on the stage of the Albee the following day, when the film will have its first local showing.

Jack Finberg, UA branch manager, ill for several months, is recuperating at Miami Beach, Fla. Ross Williams, UA city salesman, is acting branch manager during Finberg's absence.

20th-Fox branch officials were wondering how a thief could expect to cash in on his loot. An annual inventory revealed the theft of \$1,500 worth of old newsreel films in two drums weighing 400 pounds.

Two proud fathers are Mike Spanagel, formerly with Mid-States Theatres, and now with WCKY, and Dave Stenger, Columbus salesman for Columbia. Both babies were born on Jan. 6.

Business along Film Row was badly disrupted recently when an unexpected severe snowstorm and icy streets tied up traffic.

Cleveland

Robert Taylor paid his first visit to Ohio, coming to Cleveland to promote "Above and Beyond," Loew's State. He was met at the Terminal Station by members of the Army Air Recruiting Force, and accepted from them an arm band as honorary member of the force. From then until 7 p.m., when he left for Dayton, O., he attended a Rotary luncheon, met with exhibitors, and was interviewed by members of the press, radio, and high school papers.

The Cleveland Motion Picture Exhibitors Association held its annual meeting for the election of officers in the association rooms. Ernest Schwartz, association president for the past 19 years, was unopposed for reelection.

Earl R. Frank, 63, Toledo, O., projectionist for many years at the Palace, died in St. Luke's Hospital after an illness of two weeks. He was a member of Local 228. Surviving are his wife, a son, and a daughter, all of whom live in Toledo.

Marilyn Smith, daughter of Martin G. and Mrs. Smith, Toledo, O., a student at Rollins College, Florida, joined with a group of students to entertain service men during the vacation period. The trip included Bermuda and Iceland.

Annette Cohn resigned as Columbia booker to join the newly opened IFE district branch headed by Mark Goldman, former Eagle Lion branch manager. . . . Ben Ogron, head, Ohio Theatre Supply, has been appointed a dealer for the Butter-Mat machine, covering distribution and sales in northern Ohio. Berlo has adopted it, and it is also installed in some of the leading local theatres. Ogron is also handling a new 40-inch TRAD TV equipment for use in schools and auditoriums.

Dave Leff, transferred here from Buffalo about two months ago to succeed Manny Brown as United Artists branch manager, resigned. Until a successor to Leff is appointed, district manager Moe Dudelson is in charge.

Lester Dowdell, RKO booker, a hospital patient the past several weeks, is now at home in the convalescent stage. . . . "The March of Dimes" collection will be confined to one night only this year, instead of spreading over a week. Date is Jan. 29. The MOD committee will furnish women to make the collection if so requested. NSS branch manager Nat Barach is shipping out trailers to every theatre in the area.

Max Mink, RKO Theatres' city manager, is authority for the statement that AA's "Battle Zone" chalked up a new gross one-day gross record on New Year's Day at the RKO-105th Street. . . . Leo Gottlieb and Blair Mooney, releasing Lippert through Academy Pictures, acquired a package program consisting of "The Great White Way" and "Captain Kidd."

Henry Barden, owner, closed Superior, sold his Lorain Avenue restaurant. . . . Joyce Holland Isroff, sister of Shaw Hayden manager Bob Holland and daughter of the late Sid Holland, announced her engagement to Edwin Klein, Lorain, O.

Cleveland is well represented in the Miami, Fla., colony these days. Abe Kramer, Associated Circuit, and Mrs. Kramer; Paul Gusdanovic and Mrs. Gusdanovic, and Mr. and Mrs. Abe Schwartz are already there, while the Max Lefkoviches, Community Circuit, left later, and the Henry Greenbergers, same circuit, leave on Jan. 27.

A marquee saved the lives of several people when a truck struck a light pole in front of the Loop, Toledo, O., and caused it to fall against the front of the theatre. . . . Mayor Thomas A. Burke and other distinguished civic leaders were guests of the Cleveland Motion Picture Exhibitors Association at its annual luncheon meeting.

Louis Kendis, brother of George Kendis, office manager, National Screen Service, died. . . . Vandals broke into the closed Majestic, Akron, O., causing heavy damage. The theatre is owned by Mrs. Helen Smith Russell, Millersburg, O.

State Film Row visitors included: Bert Schoonmaker, Toledo; Walter Steuve, Findlay; Blair Russell, Millersburg; George Planck, Loudenville; L. H.



Paulette Goddard recently arrived in New York from Hollywood to help ballyhoo United Artists' "Babes in Bagdad."

Hendershott, Orwell, and Steve Vernarsky, Warren.

The Journal of the American Bar Association in its December issue in an editorial praised Municipal Judge Frank W. Wiley, Toledo, O., for his decision in the newsreel censorship test case.

J. W. Servies, National Theatre Supply vice-president and central district supervisor, held a central district meeting. The district comprises Buffalo, Pittsburgh, Cleveland, Cincinnati, Indianapolis, and Detroit. Branch managers and sales personnel of these branches were present as well as representatives of various companies. Home office personnel in attendance included, in addition to J. W. Servies, W. J. Turnbull, vice-president in charge of sales promotion, and J. D. Goshorn, theatre seating department. The new NTS Excelite was displayed during the session in connection with discussions on 3-D and theatre TV.

Detroit

MGM's "The Hoaxters" will get a big sendoff here, opening day and date in four downtown theatres on Jan. 30, the Michigan, Palms, Madison, and Fox.

Miss Connie Mavis was selected as the winner of the three-way "Because of You" talent contest developed jointly by U-I, the National Broadcasting Company network television show, "The Big Pay-off," sponsored by Colgate-Palmolive-Peet Company, and leading department stores.



Harvey Lembeck, one of five U-I featured players aiding in the promotion of "Girls In The Night," which recently had its world premiere at Loew's State, New York City, is seen arriving in New York from California.

The Variety Club, located in the Hotel Tuller, has been remodeled. Members of the board voted to have the club rooms refurbished at the last meeting.

Ernest T. Conlon, executive secretary, Allied Theatres of Michigan, will be guest speaker at the Rotary Club, Traverse City, Mich., on Feb. 10. His subject will be "The Importance of the Motion Picture Theatre to Community Development." Walter Norris, Butterfield Theatres, will accompany Conlon on the trip.

Rufus Shepherd, manager, United Detroit Theatres' Palms, was running a "No 1 Randolph Scott Fan" contest.

Weldon Parsons, manager, Broadway-Capitol, Saul Korman Circuit, feels his new year is off to a fine start with the receipt of a quarter and a note from "A repentant" asking "Please forgive me for lying about my son's age 14 years ago."

The Variety Club is looking for new members. At a recent luncheon, members selected a four-man advisory committee to cooperate closely with Chief Barker Jack Zide and the board. H. Edward Stuckey, Butterfield Theatres; Art Robinson, circuit owner; Earl J. Hudson, president, United Detroit Theatres, and Adolph Goldberg, Community Theatres, were elected.

The Regent, operated by United Detroit Theatres, closed indefinitely after it was damaged by fire. Damage was estimated at more than \$20,000. The Arson Squad said that candy counters and vending machines were broken, indicating vandals may have started the fire after wrecking the counters and machines.

Frank Crowe, 50, manager, Empress, for the past 10 years for the Joseph Ellul Circuit, died of a heart ailment. Surviving him are his wife, Helen, and a daughter, Rosemary.

The Madison, United Detroit Theatre, was breaking records with the showing of "Bwana Devil," Natural Vision's third-dimensional film.

It is expected that Zeb Epstein, formerly a managing director for Warner Theatres on Broadway, will come here soon to manage the engagement of Cinerama when it opens at the Music Hall. Detroit is one of the first cities to see Cinerama.

United Detroit Theatres has Don Miller entertaining at the Fisher with tunes played on the house's console organ. . . . Rufus Shepherd, manager, Palms, has been in the theatre business a long time, and knows every angle of the gate crasher problem. He's just back from New York where he devoted one whole morning to looking over the new UN buildings on the East River. As he was leaving the building, the guard on the exit stopped him: "Your pass, please?" "Pass?" said Rufus. There followed quite a tussle with the authorities. Nobody, they assured him, just walks in. Pleaded Rufus: "But that's what I did." He telephoned his Paramount offices, gave the name of his New York Hotel,

his Detroit theatre, and added other salient facts of his life. It was several hours later when they let him go. And they still doubted he had just walked in. Swears Rufus: "But I did."

Benjamin Katz, U-I, gave a luncheon for Rock Hudson.

William Flemion has left Albert Dezel Productions to take over complete duties as managing director, Coronet and Studio. The houses are on an art film policy. Dezel has an interest in the two houses also.

A committee formed to establish a fund to build a synagogue in Bay City, Mich., as a memorial to the late Harold Bernstein, Bay City circuit operator, has been formed. Ed Johnson, exhibitor, and member of the board of directors of Allied Theatres of Michigan, is chairman of the committee.

Detroit will get its first view of Cinerama early in April. Out-of-town interest in the new process has developed to such a peak that Joseph Kaufman, director of exhibition for the company, has expedited his agreement with M. G. Gaskin, President, Music Hall, to take "This Is Cinerama" here as soon as the theatre's changeover can be completed. It will be one of the first of the 25 theatres in which Cinerama is expected to open in 1953.

Don R. Pears, part owner and manager, Hollywood, Buchanan, Mich., was reelected a State Representative. Pears, a member of Cooperative Theatres of Michigan, has been in the exhibition field since the early days.

Indianapolis

The new ATOI board of directors, in accordance with the recommendations of the last convention, has set a series of state district meetings for 1953. The first of these film clinics or work shops will be held in Fort Wayne at the Van Orman Hotel on Jan. 27 under the local chairmanship of Al Borkenstein. The meeting will begin with a luncheon. Borkenstein operates the Wells, Fort Wayne.

Charles Hinbrook, Starlite Drive-In, Shelburn, Ind., is at home recovering from an operation. . . . Clarence Charlett, Green River, Loirmore, Ky., is busy remodeling his home. . . . Mrs. Jane Crenshon, Princess, Newburg, Ind., was confined by influenza. . . . John Allison, Vivian, Carlisle, Ind., was in Sullivan, Ind. . . . Clyde Nihiser has taken over the Palace, Fairmount, Ind., from Ralph Marcucitto, who operates the Drive-In, Marion, Ind.

John Micu, State, Fort Wayne, Ind., celebrated his name day, a Greek custom, on Jan. 7 and entertained his friends at his home. . . . Verne Garrett, Isis, Winamac, Ind., returned from Florida after a vacation. . . . The Star, Fremont, Ind., was taken over by Juanita C. Harris, Defiance, O. . . . Robert Higby, RKO shipper, resigned. He returned to his home in Erie, Pa., because of the illness of his mother.

Claude McKean, Warners manager, was in Pittsburgh attending a sales meeting by Jules Lapidus, eastern sales manager. . . . According to manager Claude McKean, Warner manager, there were 401 spots showing Warner pictures the week of Jan. 11-17, the best week on record.

Deorah Masten is the new mail billing clerk at UA. . . . Betty Gedling, United Artists' booking clerk, returned to her post after illness. . . . Jerry Kramer, Milwaukee, replaces Marty Grassgreen at Columbia.

Mildred Trifz replaces Gretchen Foreman as Caravan secretary with office in Allied Theatre Owners. . . . George Heliot, Rialto, Fort Wayne, Ind., accompanied by his wife, has gone to Florida for a vacation. . . . Don Bennett, Rex, Terre Haute, Ind., accompanied his wife to Florida. He will return to resume his duties after she becomes settled.

Mrs. Alexander C. Kalafat, York, Cherobusco, Ind., announced the marriage of her daughter, Fay, to Dr. Nicholas John Toipzes, Milwaukee, associated with Marquette University. . . . Mr. and Mrs. Harry Douglas returned from their vacation in Florida. . . . President Trueman Rembusch and secretary, William Carroll, Allied Theatre Owners of Indiana, attended the Allied meeting in New Orleans.

Exhibitors on Film Row included: Bruce Kixmiller, Colonial, Bicknell, Ind.;

Kenneth Law, Cozy, Argos, Ind.; Nick Piakos, Diana, Tipton, Ind.; Earl Payne, Switow Circuit, Louisville, Ky., and Matt Scheidler, Hartford, Hartford City, Ind.

There has been such an increase in use of motion pictures in the Indianapolis public schools that the publication of the State Teachers Association is advising local school units to beware of fly-by-night concerns making these films. Generally, the schools are advised to deal with established concerns—ones they know will be in business in years ahead. Visual education in the Indianapolis schools is well advanced. Practically all of the public schools in Indianapolis have their own motion picture equipment. In most instances, they were provided by organizations interested in the schools. Equipment is loaned from the central office to schools which do not own projectors. Indianapolis schools now own about \$90,000 in film. It is made available to the schools from the central office and film libraries in three of the high schools.

Pittsburgh

Martin Davis, assistant to David Golding, director of advertising and publicity, Samuel Goldwyn Productions, and Paul Daniels, RKO field man, were in to set up the campaign for the opening of "Hans Christian Andersen," Fulton.

Sid Jacobs, assistant zone manager, Warner Circuit, and the missus are spending three weeks in Florida on a



winter vacation. . . . "Bwana Devil" is breaking all records at the Warner, and looks set for a long run. . . . Sam Hyman, former theatre owner now in the real estate business and owner of several large apartment houses, was host at the Variety Club's "Family Night." . . . Dave Silverman, RKO manager, and Mrs. Silverman celebrated their 24th wedding anniversary. . . . John Harris flew back from the west coast to be on hand for the opening of "Ice Follies" at the Gardens. . . . Some of his Variety Club friends gave former Carleton House manager Gene Lutes a farewell dinner prior to his leaving for Florida to manage a hotel.

The Ladies Theatrical Club, made up of wives of Variety Club members, brought out the largest crowd of the season at a recent Friday night affair. They enlivened matters by holding a bake sale, and raised over \$100 for the charity fund in the doing. Mrs. Louis Silberman was in charge of the affair. Mrs. George Neff is president.

Mrs. M. A. Silver staged a surprise birthday party for her husband, zone manager, Warner Theatres, while they were in Palm Beach, Fla. She had 60 guests, one for each year. . . . Al Brevak, former Harris Circuit publicity man and now with West View Park, is busy lining up a big giveaway for the 1953 season.

R. M. Lynch, Warner salesman for Northern Pennsylvania, resigned, and was replaced by John Dugan from Cincinnati. . . . "Peter Pan" is set for one of its earliest engagements at the Warner one week after its world premiere in New York.

This column extends sympathies to former Pittsburgher Walt Framer, who lost his father, recently. Framer produces two TV network shows, "Strike It Rich" and "The Big Payoff." . . . The Joe Hillers, he does most of the night club and theatre stage show bookings, are back after a few weeks in Miami Beach, Fla. . . . The Jack Kalmensons, he's the Warner branch manager, celebrated their 17th wedding anniversary. . . . John O. Hooley, veteran manager, and now at the J. P. Harris, celebrated his 79th birthday as usual, working at the theatre. He is as active today as many a man half his age.

M. A. Silver, Ben Steerman, and other executives of the Warner Circuit were helping the staff of the Warner in handling "Bwana Devil."

Mark Goldman, former Monogram manager and prominent on Film Row for many years, was back, and is expected to be a regular visitor. He has been named district manager for Italian Films Export Releasing Corporation, with Cleveland, Buffalo, and several other centers in his district. The first boxoffice attraction he will handle is "Anna."

Morty Henderson, Perry manager, celebrated a birthday but would own up to only "39." . . . The Les Kennedys, he was assistant manager, Warner, are expecting a newcomer in April. He manages the Warner house in Brookville, Pa., now.

A lunch was given Commander B. Ian Murray, British Navy, who was in town on behalf of U-I's "Against All Flags." . . . Members of Film Row wonder why every once in a while Harold V. Cohen, The Post Gazette movie critic, runs an item that is definitely uncomplimentary to motion picture theatres and the business in general.

MGM's "Above and Beyond" was sneak-previewed at Loew's Penn. . . . An unusual coincidence saw two projectionists of the Granada, Beaver Falls, Pa., pass on within a week. Milton Henry Bell, who had been ill, suffered a stroke, and two days later Oliver Thomas Grimes died.

City Council of Monongahela, Pa., dropped its 10 per cent amusement tax, but kept it on other amusements such as dances, etc. Washington, Pa., also cut out the damaging amusement tax. . . . Warners' State, Wilkinsburg, Pa., is due to be transformed into an addition to the nearby Woolworth store.

Rumor has it that Exhibitor's Film Service, pioneer delivery service, is up for sale. Film delivery rates were raised recently. . . . New Castle, Pa., was another city to eliminate the 10 per cent local admissions taxes, and downtown theatres there reduced admissions by five cents straight down the line.

"Bud" Moore, son of "Dinty" Moore, who now has a buying and booking office, is in the plumbing business. He operated the Beechview last year. . . . Archie Fineman and Bob Lieber have taken over operation of the Times, Braddock, Pa., closed recently. The theatre had been operated by Russ Werhle for the James Clark estate.

Allied Motion Picture Theatre Owners of Western Pennsylvania plans a meeting, to which members and non-members are urged to attend at the headquarters at 84 Van Braam Street on Jan. 27 at 12:30 p.m. A buffet luncheon is planned, followed by a short business meeting at which a speaker will bring all present up to date on industry problems.

Ohio Columbus

Manager Walter Kessler, Loew's Ohio, tied in with the five full pages of The Ohio State Journal's Christmas gift guide promotion with a "Masked Stars" contest. The newspaper supplied the top prize of \$25 for each of the five breaks, the theatre contributing guest tickets.

Chet Allen, Columbus singer who makes his film bow in "Meet Me At The Fair," was honor guest at the banquet of the Ohio Fair Managers' Association.

Donald V. Gardner has been elected president, Local 386, for a two-year term. Other officers are: H. Meade Feather, vice-president; David R. Cornwell, secretary-treasurer; Calvin Beard, financial secretary; Bill W. Wertz, recording secretary; Ned R. Welch, business representative; Paul Wareham, three-year trustee; William Constans, health and accident trustee, and Willie Persons, sergeant-at-arms.

Screen star Robert Taylor was presented with a souvenir of the Ohio Sesquicentennial celebration, and invited to return here this summer for the celebration by Walter Kessler, manager, Loew's Ohio. Taylor passed through en route to New York.

Robert Wile, secretary, Independent Theatre Owners of Ohio, suggested in his most recent bulletin that theatres employ baby-sitters, "the bigger and fatter the better," for Saturday afternoons. Children could be seated in a special section, and watched over by the sitter. "At 12 cents a child, 30 children will pay for the service, and also curb the kids," said Wile.

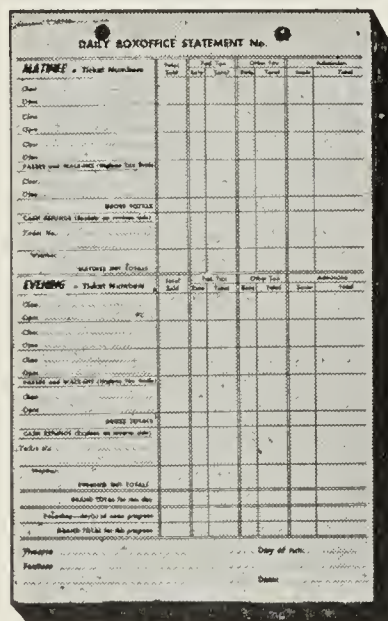
"The Tax Fight Is Your Job"

Pennsylvania Grove City

The Girbert family has taken over operation of the Community, formerly the Grove, closed for the past year. Kenneth Hill formerly operated the house. Owner-manager is Melvin Girbert, general contractor. His wife, Geraldine, is assistant manager. The Girbert children are on the staff, even five-year-old Jimmy. Others are Phillip, 14; Phyllis, 13, and Lowell, 11.

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NEWS OF THE

Territory

Boston
Crosstown

William S. Koster, general chairman, Variety Clubs International Good Will Milk Train, supplying powdered milk to undernourished children in Mexico, met with International Chief Barker Jack Beresin in New York to complete details of the project. According to Koster, executive director, New England Tent, 12 of the 36 tents agreed to cooperate in the cause with others about to sign. Luis Montez, Chief Barker, Mexico City Tent, where VCI will hold its annual convention, has sent word that his tent has established as its project the distribution and delivery of the powdered milk to needy Mexican children when the train arrives in the city.

At the January directors' meeting of Independent Exhibitors, Inc., of New England, Norman Glassman, president, was elected general chairman, National Allied annual convention, which will be held at the Sheraton-Plaza Hotel on Oct. 3-7. Glassman, his wife, and his son, Bruce, and his wife, are now vacationing in Miami, Fla. On his return, Glassman will appoint his working committee, and will start the ground work for the convention. A new board of officers for the New England unit will be elected in February at the annual meeting. Ray Feeley, executive secretary, flew to New Orleans to take in the mid-winter National Allied board meeting; and Nathan Yamins, now at his winter residence in Palm Beach, Fla., flew to meet him there.

The kick-off dinner at the Hotel Vendome for "The March of Dimes" was a huge success. Seated at the head table along with general chairman George Swartz, a former exhibitor now in the insurance business, and Mayor Hynes were James M. Connolly, branch manager, 20th-Fox, chairman, entertainment industry, and Charles E. Kurtzman, northeastern division manager, Loew's Theatres, president, Suffolk County chapter, MOD. Also in the banquet room were Phil Engel, 20th-Fox publicist, a vice-chairman in charge of theatre collections; Ray Feeley, Joe Cifre, and Al Somerby. Kurtzman gave the main address at the dinner. He outlined the objectives of this year's drive, and pointed out the need for increased collections over any other year due to the polio epidemic of last summer. Dr. William T. Green, chief orthopedic surgeon, Children's Medical Center, was another speaker. Plans were concluded for "The Mothers' March," a door-to-door solicitation.

A sneak preview of 20th-Fox's "Tonight We Sing" was held at the Coolidge, Brookline, Mass., and was well attended by exhibitors. Set up by branch manager James Connolly, the preview was enthusiastically received by the audience.

The recent snow and sleet storm was so severe that the management of the Old Howard, Boston's burlesque house, canceled its midnight show for the first time in more than 20 years.

Harry Hale, a member of Local 150, Los Angeles, was in supervising the opening of the Tri-Opticon third dimensional films at the Pilgrim. . . . Admission prices were lowered at the Mayflower and Esquire for the remainder of the engagement of "Limelight." The top prices were reduced from \$1.25 to 95 cents top, and from \$.74 to \$.65 mornings.

Sam Mazzotta, owner, Astor, Lawrence, Mass., and his manager, Joe Campione, were in. . . . Arch Lade, owner, Strand, Phillips, Me., and Riverside, Kingfield, Me., made one of his rare visits to the district.

A daughter, Jean Alice, was born to the Jerry Crowleys at a Quincy, Mass., hospital on Jan. 10. Dad is the head booker at Daytz Theatre Enterprises. The baby, who weighed over eight pounds, has a brother, Stephen, 2½. . . . Mrs. Lillian Couture closed two Fitchburg, Mass., houses for an indefinite period. They are the Strand and the Gem.

Officials from Cinerama were in looking over the prospective theatres for a suitable house for rental. Cinerama will not go into the Colonial as rumored, at least not at this writing, and officials are inspecting various other theatres, including the RKO Boston and Memorial, Metropolitan, and several of the Shubert-owned legitimate theatres.

For UA's "Breaking The Sound Barrier," RKO Keith-Albee, Providence, R. I., publicist Joe Mansfield and the management employed a different type of publicity from that used at the engagement at the Exeter Street. In Providence, the management went after the teen-age boys and aviation enthusiasts by conducting a contest for model jet plane builders, tying in with a hobby shop. Planes of any size were eligible in the contest, with the judges Colonel Harper, a former jet pilot, from the ROTC section of Brown University; David Levin, manager, and owner Clarkson, hobby shop. The contest was well publicized. The first 100 teen-age boys who entered were given a model plane kit valued at \$1.50 as a gift from the hobby shop.

Sympathy goes to Charles Tobey, owner, Strand, Westboro, Mass., in the death of his wife, Dorothy B. Tobey, a sister of Leslie Bendslev, Community Playhouse, Wellesley, Mass.

Edward Foulds, projectionist, Central Square, Cambridge, Mass., was under observation at the Palmer Memorial Hospital, Brookline, Mass. . . . Andy St. Ledger, manager, Bijou, Pittsfield, Me., is taking his first vacation in 10 years, and has gone to St. Petersburg, Fla., for six weeks. The theatre is being handled by his assistant, "Tink" Smalley, during his absence.

William C. Dwyer, projectionist, Strand, Malden, Mass., received a temporary appointment as a traffic inspector for the Commonwealth. . . . When the Esquire, ATC house, reopened its doors for "Limelight," Noyer Gerber was placed as chief projectionist, and Gordon Lynn, Jr., as the second man.

Morris Chadis, projectionist, Revere, Mass., Drive-In, drove to Florida with a group of friends for a vacation. . . . Joseph Crimmins, chief projectionist, Middlesex Amusement Company, took a leave of absence, and is vacationing in Florida. . . . Elihu Glass, owner, Majestic, West Springfield, Mass., was in.

Film District

John Walton, who resigned from the booking department at Warners, is now a booker at Columbia. He replaced Meyer Fox, who went to Buffalo as city salesman for Columbia. Bob Weiner, Columbia publicist for New England, was working on the advance of "Invasion, U.S.A.," set for a Feb. 5 opening at the Keith-Boston. . . . Tom Duane, sales manager, UA, was laid up with an attack of virus. . . . Lucille Sweet, Warners, was recovering from an attack of lobar pneumonia.

New Haven
Crosstown

One of the best publicity breaks in months was received by Jim Darby, manager, Paramount, and Carl Reardon, U-I branch manager, when retired Lieutenant Commander Ian Murray, technical director for "Against All Flags," was given a press and radio men's luncheon event at Kayseys'. . . . Gael Sullivan was the featured speaker at the Advertising Club's annual dinner. . . . The Forrest, West Haven, arranged to have Cub Scouts come to the theatre all week. . . . At the prevue of "Above and Beyond," Poli's, Morris Rosenthal had air force men and others present. . . . Walt Wilson is back at his old position as assistant manager, Paramount. He is an army veteran of Korean action. . . . Truman Ferguson, Whitney, Hamden, was in South Carolina to see his son, Fletcher. . . . Attorney Lawrence C. Caplan, Fishman Theatres, missed all the snow and stormy weather. He has been in Florida.

Meadow Street

The recent storm and freezing rain caused havoc for power lines and trees.

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In the New Haven section, the Forrest, West Haven, closed down for several days because of lack of electric power. The Grand and Pequot closed one night, and opened for the next matinee. The Lincoln closed several days for same reason. The Fine Arts, Westport, closed one day for lack of power. The Poli and State, Waterbury, and other theatres had interferences in power. Milford, Stratford, Norwalk, and other communities also had power trouble. In Hamden, some homes were without heat and light, and H. Cohn, Dixwell, offered his theatre for mothers and their babies to keep warm and to use some electric plates to keep the formulas ready for the youngsters. In East Haven, the police department asked the management of the Capitol to leave the marquee lights on all night because the street lights were "knocked out of condition," and the police believed the theatre lights would help considerably in that area. The management of the Fairmount, East Haven, called off a Saturday matinee, and assisted the youngsters who had come to the theatre to get back to their homes. One of the most unique tieups made during the storm emergency was by Bob Carney, Loew's Poli, Waterbury. When the power shutdown interfered with his time schedule, he stationed several men in front of the theatre, and had the following announcement made, "Due to conditions 'Above and Beyond' our control, the regular theatre schedule has been interrupted, etc." After the patrons heard the announcement, bought their tickets, and entered the theatre, right in front of them on the floor was a large 24-sheet with advance bally for "Above and Beyond."

The Palace, Danbury, had the Danbury High School band on the stage playing John Philip Sousa's marches, to be submitted in the National High School Band Contest, as an angle to bally "Stars and Stripes Forever." . . . The First National Super Market had a notice in the paper on a birthday tieup and party held at the Capitol, Ansonia. . . . Chief projectionist John Perrie, Saybrook, Saybrook, arranged the silent film program of the Lions Club. . . . Betty Comden, daughter of George Comden, former Westport theatremen, wrote the lyrics with Adolph Green for "Wonderful Town," premiering at the Shubert. . . . Free rings were given to the youngsters at the Branford, Branford, kiddies matinee. . . . Sam Rosen, Rosen Film Delivery, went back to Florida. . . . Floyd Fitzsimmons, MGM publicist, was in from Boston. . . . The Warner exchange had an appropriate lobby display, "Clean Up with Norman Ayers and Warners' Week of Jan. 11-17." . . . Alex Harrison, 20th-Fox home office representative, was in town for "Treasure of the Golden Condor." . . . Ward Robinson is the new manager, Palace, Norwalk. . . . The Hi Way and Beverly, Bridgeport, now have two complete evening shows, with doors opening at 5 p.m. . . . The Garberry, Bristol, offered free admission to the first 25 youngsters in line three days. . . . The Luxor, Unionville, gave free admission to the first 15 youngsters in line one day. This practice is becoming a popular method of solidifying kids' good will.

Circuits

Loew Poli

Dave Kauffman, Poli artist, was back from Canada, where he did some skiing. . . . Sorry to hear of the death of Peter Callahan, Loew's Poli, Bridgeport, at St. Vincent's Hospital.

Variety Club

Tent 31, New Haven

At the January meeting, it was decided to have "Family Night" on Friday nights, at which time various events will be scheduled. . . . Hy Levine was made chairman, house committee. He returned from Jacksonville, Fla.

Connecticut

Hartford

Ray McNamara, Allyn, gave away guest tickets to the 10 patrons correctly guessing the number of previous "Road" pictures in a newspaper contest promoted for "Road to Bali." . . . Lou Cohen, Loew-Poli, and his assistant, Norm Levinson, offered a \$25 bond to the family of the first youngster born on New Year's Day as a stunt for "Million Dollar Mermaid."

Sal Adorno, Jr., assistant general manager, M and D Theatres, reported his dad, Sal, Sr., head, M and D interests, was planning a vacation in Arizona. . . . George H. Wilkinson, Jr., Wilkinson, Wallingford, announced a new price scale.

Attorney Joe Shulman, Shulman Theatres, and Mrs. Shulman are in Miami Beach, Fla., on a vacation. . . . The Plaza, Stamford, reopened after a 20-day renovation period.

New London

Harry Goldstein and Blake McVeigh, Allied Artists' eastern publicity office, arrived to complete arrangements for the New England premiere of "Torpedo Alley" at the Capitol on Feb. 12. The film, produced by Lindsley Parsons with John H. Burrows as associate, was made in large part at the navy's submarine base.

Maine

Bath

Richard C. Welch, manager, Uptown, tied in with the National Guard, Battery B, 703rd AAA Gun Battalion, for "Thunderbirds." The recruiting drive started with the opening. Posters were placed in the lobby, and pamphlets handed out by personnel of the battery. A member of this unit acted as aide during the entire engagement, and a six-sheet poster was used on the lobby wall prior to opening. On opening night, city manager Nathan C. While, Colonel Edwin W. Heywood, Assisat Adjutant General, Maine State National Guard, and Lieutenant John H. Tourtillotte, commanding officer, Battery B, were present, and short speeches were made about the National Guard and "Thunderbirds." Colonel Heywood has been associated with the Maine National Guard for almost 20 years, and Lieutenant Tourtillotte was a member of the 45th

Division during World War II, serving with C Company, 157th Infantry Regiment.

Massachusetts

Lynn

Eugene Foster, stage hand and projectionist, joined his brother, Arthur, at the New Colony and Ed Ellsworth is also new on the staff. . . . Bernel Dandrow retired from the Warner.

Springfield

Samuel Goldstein, president, Western Massachusetts Theatres, announced that it has disposed of the Richmond, North Adams, Mass., and the Colonial, Pittsfield, Mass. Goldstein bought out United Paramount Theatres' interest in the circuit some time ago. Nine theatres have been closed in the past year, and one more will be closed, bringing the number still in operation to 15.

Paul Anglim, New England concert and theatre manager, was named managing director, Playgoers', Inc., and now is in charge of Court Square bookings. . . . The Broadway, dark for couple of years, has gone over to wrestling. It was leased on a four-walls basis from New England Theatres, Inc., Boston, by Joseph DeMaria and James Andrews. Ed Smith, Paramount manager, sat in on pre-lease conferences, with Harry Browning negotiating the contract.

Loew's Poli previewed "Above and Beyond" for an enthusiastic night audience, with George E. Freeman hosting the event. . . . Arcade, operating on a first-run policy, held "Because Of You" three weeks.

An early morning rubbish fire in the basement of the Paramount sent dense clouds of smoke up ventilators and throughout the entire building.

Rhode Island

Providence

Local entertainment censorship and licensing laws appeared due for a test after police issued a warrant for the arrest of Edward Gould, charging him with the production of an immoral show after he had opened an abridged version of "Tobacco Road" without a license. The license had been refused by police authorities after censors had characterized the play as "filthy and immoral." The opening had been staged with the benefit of a restraining order issued by Superior Court Judge G. Frederick Frost preventing police from stopping the show for lack of a license, but not from stopping it for violation of laws against obscenity, immorality, or impurity. Further productions of the play were protected by a preliminary injunction issued by Judge Roberts, who also pointed out that the show can be stopped for immorality. In granting the injunction, Judge Roberts upheld the claim of the promoters that a state law, under which the Providence licensing and censorship regulations have been established, has been declared unconstitutional, and that the producers would be damaged if the play were closed for lack of a license before the issues can be argued.

NEWS OF THE

Territory

**New York City
Crosstown**

The Variety Club will take over the Palace for a "Danny Kaye Night" on Feb. 25, at 8:30 p.m. "This is a wonderful opportunity for Variety members and their guests to get together, and have a really swell evening," said Ed Lachman, Chief Barker. Tickets will be sold on a first-come, first-served basis.

Roy Williams, Walt Disney studio animator, arrived to participate in a series of radio, television, newspaper, and magazine interviews as part of RKO's promotion campaign for the Roxy premiere of "Peter Pan" on Feb. 11.

George Tobin, vice-president in charge of production for Huntington Hartford Enterprises, arrived to attend the opening of "Face To Face" at the 52nd Street Trans Lux.

A daughter, Laurie Ann, was born to the wife of Ed Berkson, treasurer, Screencraft.

Mrs. Dorothy Seidlitz, wife of Maurice Seidlitz, Loew's Theatres district manager, died after a long illness. In addition to her husband, Mrs. Seidlitz is survived by her son, Richard, and one sister.

Lloyd L. Lind, supervisor of exchanges, Allied Artists Productions, planed for Hollywood for studio conferences with Steve Brody, president, and others.

"Moulin Rouge" will have its gala premiere at the Capitol Feb. 10, under the sponsorship of the Damon Runyon Memorial for Cancer Research. It was announced by Dan Parker, president, Damon Runyon Fund, and Max E. Youngstein, vice-president, United Artists.

Producer John Houseman arrived to be the guest speaker at the Museum of Modern Art's Robert J. Flaherty Memorial Program.

William H. Wright, MGM producer, returned to the studio following a two-week visit in the east. . . . Robert Taylor, MGM star, in New York to publicize "Above and Beyond," Mayfair, left for the coast.

Jerry Pickman, Paramount vice-president in charge of advertising, publicity, and exploitation, returned from Hollywood. . . . Loren L. Ryder, head, Paramount studio sound department, left for the coast.

Ralph Banghart, exploitation representative, Walt Disney Productions, returned from Chicago for meetings with Disney and RKO publicity executives on



Managers Joseph Sommers and Vogel Gettier, Broadway, Kingston, recently tied in with the city's Catholic school system, and classes were dismissed early to attend matinee performances of Warners' "The Miracle of Our Lady of Fatima."

"Peter Pan" openings throughout the country.

Bob Dorfman, assistant to Charles Levy, eastern publicity director, Walt Disney Productions, was in Chicago to work on the campaign for the opening of "Peter Pan," State Lake. . . . Tom Wood, publicity director, Huntington Hartford Enterprises, arrived from Hollywood. . . . Leo F. Samuels, sales manager, Walt Disney Productions, and Walter Branson, assistant general sales manager, RKO, left for Hollywood to set west coast dates for "Peter Pan."

Allied Theatre Owners of New Jersey will hold a meeting at the Stacy Trent Hotel on Jan. 26, at which legislators will be in attendance as well.

Russell Holman, Paramount's eastern production head, returned from Hollywood.

**MMPTA Seeks Changes
In Code Amendments**

NEW YORK—Representatives of the Metropolitan Motion Picture Theatres Association presented suggestions to the New York State Board of Standards and Appeals for changes in proposed amendments to the state standard building code for places of public assembly that would contribute to the construction of better theatres and save existing theatres money without sacrifice of safety.

D. John Phillips, MMPTA executive director, in a letter that accompanied the recommendations, said it was felt that some proposed amendments to the code would work a hardship upon theatre owners "without realistically benefitting the public."

Phillips and John T. McNamara, technical expert and theatre architect, represented MMPTA at the hearing. They held it "grossly unfair" to ask theatres to reconstruct stairways and to include waiting space in measuring theatre capacity.

The Loew Circuit house organ, The Loewdown, first issued in June, 1932, is nearing its 6,000th issue. . . . B. Bernard Kreisler, president, International Film Associates Corporation, returned from a Caribbean business-vacation trip. . . . Jay Eisenberg, MGM legal department, was in Dallas. . . . Charles M. Reagan, MGM general sales manager, was on the coast visiting the company's studio and western branches. . . . Joseph R. Vogel, Loew's vice-president, returned from a brief stay on the coast.



Seen at the recent dinner honoring Spyros Skouras, 20th-Fox president, at the Metropolitan Club, New York, are, in the usual left to right, top to bottom, order: Arthur Silverstone, Emanuel Silverstone Samuel Rinzler, Emanuel Frisch, and James A. Mulvey; Harry Brandt and Nicholas M. Schenck; Si Fabian, Skouras, and Leonard Goldenson, and Charles M. Reagan, Robert M. Weitman, Samuel Rosen, and George Dembow.



G. David Schine is executive vice-president and general manager, Schine Enterprises, Inc., Gloversville, N. Y., which operates more than 100 theatres in five states, candy stores, realty companies, etc., and is president-general manager, Schine Hotel chain. He is also vice-president and director, WPTR, Albany; a founding member of the Young Presidents' Organization, and a member of the Harvard Club, New York.

Tent 35, Variety Club, has opened a membership drive with the goal 300 new members by March 1. As an incentive, the regular \$15 initiation fee will be reduced to \$5 until that date. Former members will not be asked to pay an initiation fee or delinquent dues if they wish to rejoin. A special committee will be set up to consider applications weekly. William J. German and Martin Kornbluth are co-Main Guys of the membership committee, and serving on it are Charles A. Alicoate, Harold Baumstone, Jack Bellman, Jack Farkas, David Ferguson, Jack Hoffberg, George Hornstein, Maurice Kirsch, EXHIBITOR's Mel Konecuff, Harold Newman, Charles Penser, Nathan Saland, Robert Shapiro, George Waldman, Max Wolff, and Irving Wormser.

William L. Snyder, head, Rembrandt Films, became the father of a son, Adam, the Snyders' second child.

With tickets scaled up to a \$100 Golden Circle section, a record take and record crowd ushered in the premiere of Warners "The Jazz Singer" at the Paramount Theatre, with all proceeds going to the National Foundation for Infantile Paralysis. Bob Weitman, vice-president, United Paramount Theatres, handed over check in excess of \$50,000 to Earl Wilson, chairman, entertainment committee, on the stage of the Paramount.

New Jersey Jersey City

Hudson County theatremen are backing up the statewide drive to seek elimination of the 20 per cent federal admissions tax. Representative Robert W. Kean, Republican, N. J., a member of the House tax-raising Ways And Means Committee, declared in Washington that the revenue from admission taxes has dropped from \$20,450 in 1948 to \$5,437 for the first 41 weeks of 1952. In Jersey City, four of the 16 theatres that were in operation before the rise of television have been closed. Kean declared he had been told by operators that 86 theatres have been closed in the state, and attributed most of the

57-Minute Hearing Held on "La Ronde"

ALBANY—The constitutionality of the New York State motion picture licensing statute and the validity of the Regents' decision that "La Ronde" could not be exhibited because it was "immoral and tends to corrupt morals" were debated in a 57-minute hearing before the Court of Appeals on Jan. 7. It followed a showing in the courtroom. Commercial Pictures Corporation, California, appealed to the state's highest tribunal from a 3-2 decision of the Appellate Division last May upholding the Regents in their refusal to issue a seal.

Most of the questions were fired at Dr. Charles A. Brind, Jr., counsel for the Regents, and a few were asked of Mrs. Florence Perlow Shientag, New York, attorney for Commercial Pictures.

Judge Stanley H. Fuld, who quizzed Dr. Brind frequently during his argument on "The Miracle" and who wrote a dissenting opinion in the tenor of that later voiced by U. S. Supreme Court, again shot many queries at the veteran State Education Department lawyer. He was joined by the other judges except Chief John T. Loughran.

Judge Fuld explained that "La Ronde" might be considered an objectionable picture for exhibition, but the court should know the standards by which the Regents determine a film is "immoral." Colleagues also pressed Dr. Brind on his and the Regents' definition of "immoral."

Dr. Brind answered all questions, sometimes quickly and sometimes deliberately. His chief argument was that "La Ronde" featured one and only one theme: prostitution and adultery. In each of its 10 scenes, the culmination was "sexual intercourse," spelled out. Dr. Brind mentioned the climax of a specific episode: a man in his pajamas and the woman partner in bed. He thought that went as far as a picture could go. The characters indicated pleasure and enjoyment in sexual union, Dr. Brind believed. His second look at the film, the attorney had seen it in New York, with the Regents, at the time they threw a red light against, convinced Dr. Brind that it was even

closings to both the tax, which makes for high admissions, and TV.

Newark

A caged live lion was ordered removed from the Paramount lobby, where it was intended to exploit a jungle film, by Public Safety Director Keenan, who considered its presence "a silly and utterly unnecessary risk." Thomas Adams, operator of the theatre, denied the stunt was a hazard, but decided to comply with the director's orders.

Al Davidson was elected president, Local 244, Moving Picture Operators Union of Essex County. Others elected were Harry Schocket, business agent; Lawrence Boehm, secretary, and John Lawson, treasurer. Seven executive board members and three trustees were installed along with the new officers in Continental Auditorium.

more immoral than he first thought. He challenged Mrs. Shientag's term "illicit love." There was not a scintilla of "love" in the picture, the Albany lawyer declared with emphasis.

Yes, he conceded in answer to queries, the Regents had licensed pictures in which adultery was committed, but none in which it was done on a scale like that in "La Ronde," none in which that and prostitution were the only activity. "No picture of this type was ever licensed by the Regents," stated Dr. Brind.

Pressed to explain how the Regents determine what is "immoral" Mrs. Shientag argued that neither the statute nor the Regents' decisions set forth standards. Dr. Brind replied that the Regents "reflect the consensus of the people of the state on 'moral' and 'immoral.'" He unequivocally declared that the board accurately reflected the public viewpoint on the theme and character of "La Ronde." The Regents, Dr. Brind continued, "react to motion pictures; if they react incorrectly, they can be corrected by the courts."

Mrs. Shientag quoted several times from Justice Clark's decision that motion pictures are now included in the constitutional guarantees of free speech and free press.

Even if the New York State law were constitutional, the Regents improperly held "La Ronde" to be "immoral," the Commercial Pictures' attorney argued. The board had issued permits for many pictures featuring the theme of illicit love. Here Mrs. Shientag listed 10.

"Mom and Dad" was also brought into the "La Ronde" appeal, through the application by Sidney Freidberg, New York, attorney for Hygienic Productions, Inc., for leave to file a brief as amicus curae. Mrs. Shientag objected, whereupon Chief Judge Loughran announced the court would take the matter under advisement. The Regents refused to license "Mom and Dad" in 1949, and the producers did not attempt a judicial review of their determination, within the specified time. The U. S. Supreme Court decision in "The Miracle" invalidated censorship laws, Freidberg asserted in his petition and brief.

The Court of Appeals will probably hand down its determination on "La Ronde" in February.

A saving bond award offered to the managers of the Warner Jersey Circuit in the "Operation Boxoffice" drive for the best campaign on certain pictures was given to William Weiss, Montauk, Passaic, N. J., for the best campaign on "The Merry Widow" and to Frank Hall, manager, Capitol, Passaic, N. J., for his campaign on "The World In His Arms."

Edward Kane, manager, Regent, Elizabeth, N. J., was operated on. . . . Mary Stahl, owner, Rex, Rutherford, N. J., closed the theatre.

Nicholas Capirsello, who is back at the Stanley, Jersey City, N. J., used lobby displays and stickers on busses for "April In Paris."

New York State Albany

Two measures legalizing lotteries have been introduced in the legislature. One,

introduced by Lucio F. Russo, Staten Island, would permit "Bingo" for the benefit of religious, charitable, veteran, fraternal, and volunteer fireman groups. The second measure, introduced by Edward S. Lentol, Brooklyn, would provide for lotteries, with net proceeds to aid hospitals and combat juvenile delinquency.

Jules Perlmutter, who heads a buying and booking service, expanded his theatre holdings with the acquisition of Fairyland, Warrenburg. He relighted it following a two-month darkening for interior remodeling and exterior modernization at an estimated cost of \$10,000. Perlmutter renamed the 300-seat theatre the Warren, and placed Jerry La Rocque, for years owner-operator, in the managerial seat. La Rocque had been connected with a package store since he sold the house more than four years ago. He and Mrs. La Rocque were a husband-wife exhibitor team for several decades. Phil Baroudi, owner, Northwood, North Creek, and Indian, Indian Lake, had conducted the Fairyland since the La Rocques retired. National Theatre Supply Company held the contract from Perlmutter for installation of a new lobby, new screen, new sound, new seats, etc.

Industry representatives paying their respects at the funeral services for William C. Smalley, 63, president, Smalley Theatres, in the Cooperstown homestead were: Ray Smith, Warner manager; Jack Goldberg, MGM manager; Charles A. Smakwitz, Warner Theatres' zone manager; George Schenck, Tri-State Automatic Candy Corporation manager; Daniel R. Houlihan, Paramount manager; Eugene Lowe, U-I salesman; Fred Sliter, 20th-Fox salesman; Frank Williams, chief buyer-booker, Benton Theatres, Saratoga; John May, treasurer, and George V. Lynch, chief buyer, Schine Circuit, Gloversville. The widow, Mrs. Hazel Smith Smalley, treasurer, Smalley Theatres, headed the mourners.

New assistant cashier at Columbia is redhead Rita Bagnotto. . . . Mrs. Paul Crystal, the former Irene Morini, who worked as cashier for Republic, her husband, and baby visited. . . . Norm Jackter, Columbia manager, visited New York and Chicago. . . . Dan Houlihan, Paramount manager, took a vacation at his country home in Schoharie.

Advance Projection Theatres, Inc., has been authorized to conduct business in New York. Capital stock is 50 shares. Attorney is Maxwell G. Cutler. . . . Philip A. Waxman Pictures, Inc., has been empowered to conduct a motion picture business in New York. Capital stock is 100 shares.

Donald Schine stopped briefly at the Ten Eyck Hotel en route from Gloversville on Schine Circuit business.

Mrs. Leonard L. Rosenthal, wife of the film attorney, on Jan 11 gave birth to a daughter at Memorial Hospital. Child, named Amy Ann, has a brother, Jonathan Eric. When Mrs. Rosenthal left the hospital after a five-day confinement, her



Warners' "The Jazz Singer" recently had a gala benefit premiere for the National Foundation for Infantile Paralysis at the Paramount, New York City, and Vanessa Brown, Helen Hayes, and Joe E. Brown are seen above selling tickets to Mayor Impellitteri at City Hall.

husband quipped: "The picture was pulled because it was not grossing enough." Mrs. Rosenthal is the former Suzanne Cohen. Rosenthal, attorney and adviser on film buying for Upstate Theatres, Inc., is the son of the late Jacob Rosenthal, one of Troy's first exhibitors. Mrs. Rosenthal, Sr., operated the State, Troy, for some years after her husband died. The junior Rosenthal, who served in the Pacific area as an army captain during the last war, has been counsel for independent operators in a number of court cases.

Leo Greenfield, U-I branch manager, has become engaged to Muriel Lanahan, Ted Baldwin Associates.

Buffalo

Eddie Miller, Paramount manager, arranged with the Marine Corps for opening night ceremonies preceded by a parade for "Stars and Stripes Forever." . . . Sam Yellen, Century, is recuperating in the Millard Fillmore Hospital from a heart attack.

Ed. Meade, Shea's publicity director, held a special screening of MGM's "Above and Beyond" for military personnel, press, and radio. The picture opened at Shea's Buffalo.

Al Herman, former Columbia sales representative, resigned. Myer Fox, former Columbia booker, Boston, succeeds Herman as Buffalo sales representative. Fox had previously worked in the Buffalo office as booker from 1944 to 1947.



Standout crowds braved freezing weather recently to see the American premiere of "Anna," Italian-made film dubbed in English and starring Silvano Mangano, at the Center, Buffalo, Leo Serin, manager, and Bernard Lewis, publicist, really sold the IFE release.

Mike Jusco, Buffalo sales representative, Republic, and wife, Janice, returned from Miami Beach, Fla. . . . Dorothy Gammel, Gammel Circuit, and wife of MPTO President George Gammel, was confined due to the grippe.

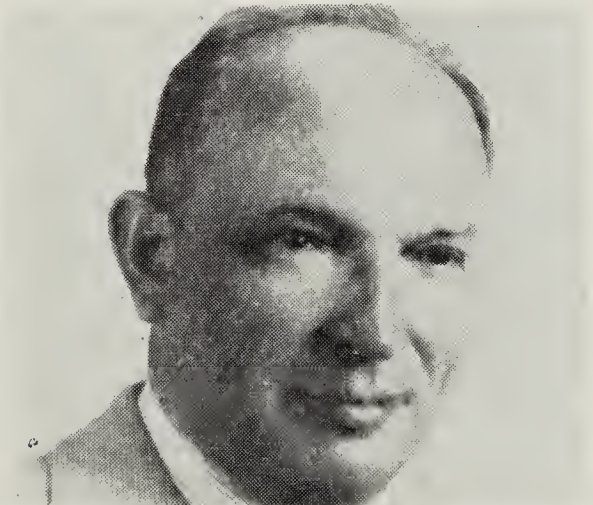
Charles Kasco, 20th-Fox branch manager, and Joe Leboworth, home office publicity director, held a luncheon meeting at the General Brock Hotel, Niagara Falls, Ontario, in connection with "Niagara." Present were Sam Glasier, in charge of publicity, Toronto branch, 20th-Fox; Bob and Dick Hayman, Joe Harman, and Dick Walsh, Hayman Circuit, at whose first-run "Niagara" is booked.

Martin Moskowitz, division manager, 20th-Fox, accompanied by Alex Harrison, home office representative, were in from New York for a conference with Charles Kosco, branch manager.

Mrs. Rose Preston, contract clerk, 20th-Fox, is infanticipating early in March. She has been with 20th-Fox for six years.

Ermina Fairbairn, bookkeeper, 20th-Fox, was in New York on her vacation. . . . Marjorie McBride, secretary to Charles Kosco, 20th-Fox branch manager, was confined to home due to a sprained ankle, which she followed up with a virus infection.

Frank W. Wyckoff, film exchange operator and founder of Economy Poster Service, died following a heart attack. (Continued on page NT-4)



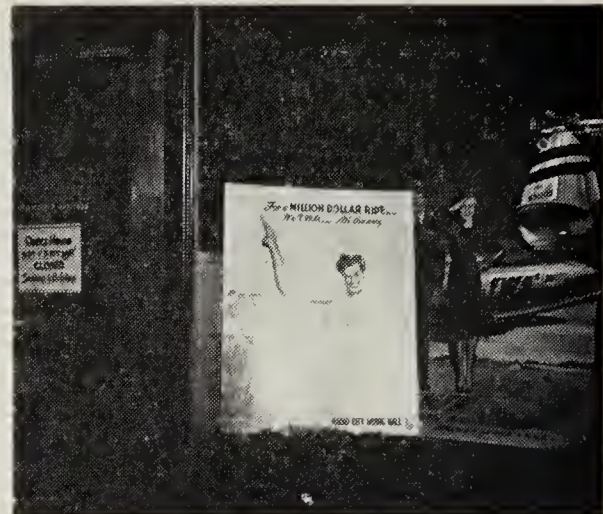
Directing the trade's current drive for the repeal of the federal admissions tax are, left, Louis W. Schine, and right, Saul J. Ullman, co-chairmen, Albany area.



A float publicizing the recent engagement of Johnnie Ray and U-I's "Against All Flags," Capitol, New York City, toured Manhattan, Bronx, and Brooklyn.



A family of full blooded Indians recently visited the Bijou, New York, to honor Yvette Dugay, center, star of Allied Artists' "Hiawatha."



The TWA window at their Statler Hotel office, New York, recently featured a tie-in with MGM's "Million Dollar Mermaid," Radio City Music Hall.

EYEING THE

Exchanges

NEW YORK — The Motion Picture Bookers Club elected 1953 officers, with Brandt's Lou Wolff remaining as president, and Sam Einhorn of Rosenblat and Welt and Lou Solkoff, Bell, an incumbent, assisting as vice-presidents. The treasury will again be supervised by UA's Myron Starr, with Harvey Reinstein, U-I, as the new financial secretary. The duties of recording secretary will be assumed by Shirley Levy, Warners, and Realart's Ben Levine will maintain order at meetings in his old post of sergeant-at-arms. The trustees are Kitty Flynn, Paramount,

Buffalo

(Continued from page NT-3)

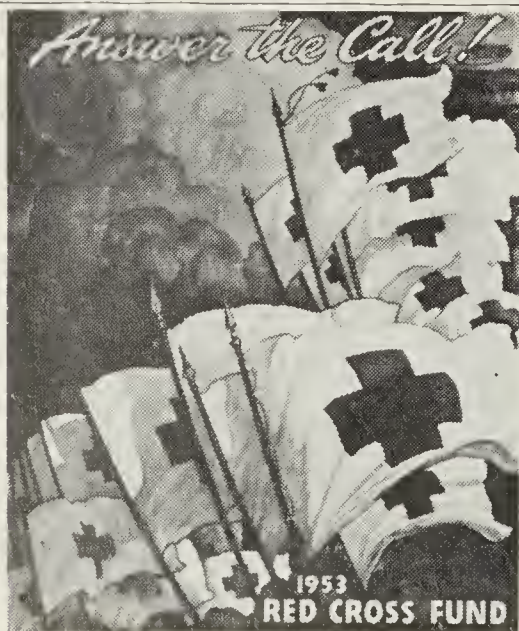
He is survived by his widow, two daughters, a sister, and two brothers.

Evelyn Garnham, 20th-Fox inspectress, was at home due to illness. . . . Joe Leboworth was in town working on "Niagara," which was filmed in Niagara Falls, N. Y., and Niagara Falls, Ontario. Hospital for a minor operation.

Ed Suckfeldt, superintendent, local film building, entered Buffalo General —M. G.

Glens Falls

William J. Straub, Paramount manager, arranged a free kiddie holiday show in a tieup with the Elks Club. Straub also arranged with a local travel agency for prizes on an "April in Paris" letter contest.



and Fred Mayer, U-I, and the board of directors will include: Archie Berish, RKO; Alex Arnswalder, 20th-Fox; George Trilling, Fabian Theatres; Harold Klein, J. J. Theatres; Lil Seidman, Harry Harris Theatres, and Harry Margolis, MGM. Initiates in the club are Paramount's Harvey Epstein and Martin Perlberg, Columbia.

COLUMBIA — Accounting clerk Camille Patti is wearing a friendship ring from her army Joe. . . . Clerk Gloria Goodwin was back after illness. . . . Still vacationing was biller Gertrude Englander. . . . The office gave farewell wishes to telephone operator Mary McDonnell at a luncheon. She is going up to Buffalo. . . . Still recuperating was inspectress Frances Belskin. . . . Celia Weiner, inspectress, was boasting of the beauty of her new grandson, Irwin.

UNITED ARTISTS — Boxoffice clerk Sophie Bochille was musing over whether to say Yes or continue her gay social life. . . . Claims of victory are being made by the New York exchange in "The Bernie Krantz Drive." . . . Telephone operator Merle McKinna was ill. . . . Preparations are in high gear for the arrival of Mr. Stork at booker Ben De Augusta's domicile. . . . Office folks are looking forward to February. . . . Marcy Jill is the name for Gertrude Strull's new daughter, her second child. Mother was formerly with the cashier department. . . . Biller Janet Moses, feeling much better, is expected back soon. . . . Joyce Gallione will assist Joe Sugar, branch manager, as secretary. She is from the home office.

BONDED — New night examiner Harry Fitzner was formerly with MGM. . . . Out of the hospital, inspectress Mae McGee is recuperating from her operation. . . . Tommy Manzone, examiner, was out with a virus infection. . . . Shipper Herman Friedman had a good way of selling his original paintings. He netted about \$100 when his latest canvas was won by Nimia Munez, United Artists. . . . Helen Schmidt, Lily Reilly, and Sarah Lucarini are the new inspectresses. . . . When Minnie Cohen came to Bonded four years ago as an inspectress, she had four daughters on her hands. Now, they are all married, and she has three grandchildren, the latest being a granddaughter, Iris Judith, born in December.

MGM — Salesman Harold Zeltner was back after a respite. . . . Shipper Barney

Mannion was in St. Francis Hospital for a check-up. . . . Birthday greetings go to Estelle Shea, censor cutter. . . . Inspectress Fay Reiss also stashed away another year. . . . Back in the inspection department are Carmella Vlalo and John McSweeney.

RKO — Norman Lareau was back billing after a leave of absence. . . . Shipper James McDonald received birthday cards. . . . Anna Messina is the new typist. . . . Out ill were Dolores Smith, typist, and Anne Levy, secretary to the district manager.

MONOGRAM — Salesman Meyer Solomon returned from Florida. . . . Everyone was happy to see Hank Feinstein, on leave from the navy. . . . Head shipper Elias Barkey and Joe Richichi, film department, were ill.

RAMBLIN' ROUND — Sid Kulick, Bell, was away on a tour of the territory. . . . Toots Shor's was the place of the farewell dinner for Elmer Hollander, St. Cloud Circuit, going to Florida. Dave Levy, U-I branch manager, was in charge. Frank Fowler takes over buying for the St. Cloud Circuit. . . . Dick Miller, 20th-Fox's cashier department, became the pop to seven pound, 12 ounce Frederick. . . . The newly elected officers of Film Exchange Employees Union Local B-51 were installed. . . . U-I head booker Jimmy Davidson is now booking the Long Island territory, with Tom Goff taking over the New York City area. . . . Republic salesman Anthony Ricci returned from his vacation. . . . Aaron Franc, foreign student, Republic, named his new daughter Vicky. . . . Favorite booked "Diamond City" into the RKO Circuit. . . . Irving Wernick, Favorite, celebrated his eighth anniversary. . . . Realart executive Jack Broder, welcomed his sixth child, a daughter. . . . Jack Rosenthal, World Film Enterprises, celebrated his 50th birthday and 25th anniversary in the Film Center building, making him one of its oldest tenants. . . . Dave Snaper, Snaper Circuit, and Moe Sanders, exhibitor, will spend their vacations in Hot Springs, Ark. . . . Don't forget the Motion Picture Bookers theatre party for "Hazel Flagg" on March 5. Contact local exchange bookers for tickets. . . . Al O. Bondy will be going on a business trip to the coast for four weeks. His assistant, Hy Gardner, will cover the New England territory.

—J. A. D.

Trade Aid Asked For Deborah Campaign

PHILADELPHIA — Myer Adleman, New Jersey Messenger Service, heading the trade drive for the Deborah Sanitarium along with Jack Beresin, Leo Posel, and David Supowitz, thanks all theatremen who have aided the current campaign, but also points out that there are still some film men who haven't done their bit.

The industry, Adleman says, gets assistance from the sanitarium, and all contributions will be welcomed.

NEWS OF THE

Territory

Philadelphia

Crosstown

The Wynne will close permanently on Jan. 24.

The Booker was robbed of a small amount.

RKO Pathe's Sportscope, "Bobby Shantz," a pictorial record of the highlights of the big league pitching career of the American League's most valuable player, had a gala premiere at the Mastbaum on Jan. 14. The opening of the short was timed to coincide with a luncheon in Shantz's honor given by the Philadelphia Sports Writers Association.

Vine Street

Shirley Molinger, secretary to 20th-Fox branch manager Sam Diamond, is engaged to Walter Duglin, who operates a luncheonette.

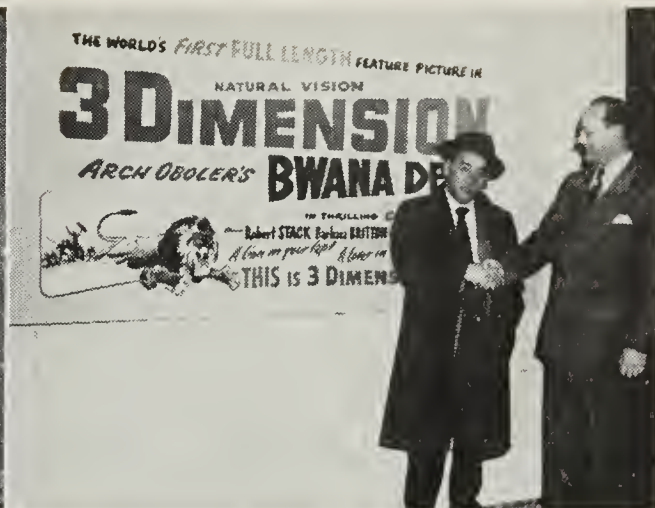
Sergeant First Class Gene Edwards, former manager for Melvin Fox in Riverside and Moorestown, N. J., is back from Korea. Awarded the Bronze Star Medal with V device for action beyond the line of duty while under fire, he is now stationed at Fort Monmouth, N. J., and would like a part-time managerial post for evenings and weekends in the area. He may be reached at 101 West Main Street, Moorestown, N. J.



Mort Levine, manager of S-W's Stanley, Philadelphia, recently arranged this huge lobby display for the premiere engagement of Paramount's "Road to Bali."



Arch Oboler, producer-writer-director, "Bwana Devil," S-W Aldine, recently visited Philadelphia to assist in the opening, and, at left, is welcomed by Ted Schlanger, right, Stanley-Warner Theatres zone manager, and Lester Kreiger, his assistant, left, as all three make the three-dimensional sign. At right, Oboler is greeted by Elmer Pickard, manager, Aldine.



Jack Engel, Screen Guild franchise holder, was back from the Lippert convention in Chicago. . . . Max Miller, UA publicist, was back from Baltimore, Md., and Washington, D. C., and was getting set to work on "Outpost In Malaya," Goldman. He brought back "the" book. . . . Charles Donohue, RKO booker, made a trip upstate to Scranton, Pa.

At a meeting of the F-7, front office exchange employees union, the negotiating committee headed by business agent George Evans was given a vote of confidence. A letter was sent to the employers' committee giving it an option on a series of dates, and stating that the union negotiators were now willing to meet, even knowing they will not be paid for time spent on that activity.

Mel Fox has purchased the Delsea Drive-In, Vineland, N. J., and the Bridgeton Drive-In, Bridgeton, N. J.

Allied Motion Picture Theatre Service is no longer servicing Samuel Patterson's Yankee, Landisburg, Pa.

All exchanges spent considerable time working out car pools to circumvent the transportation problem caused by the car strike.

Nelson Wax, head, Boxoffice Attractions, was in Chicago on business. . . . Charles Stiefel entered Einstein Medical Center, Northern Division, for observation and possible surgery.

Philip T. Swank, Downingtown, Pa., wishes to contact anyone whose interest or hobby is the silent picture for the mutual interest of both parties.

Theatre Managers

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**Circuits
Stanley-Warner**

Herb Pickman and Bernie Serlin, Warners' New York publicity department, accompanied Harry Goldberg, WB Theatres' home office publicity director, were in for a conference with Ev Callow, Irv Blumberg, and Larry Graver on "The Jazz Singer."

Jack Riley, assistant manager, Earle, gave everyone a surprise by getting married. . . . Harry Kaplowitz, after his Christmas party performance, has been approached by Arthur Murray, with offers to become an instructor.

Ellis Shipman, who has been hospitalized, is now convalescing. Recent visitors report he is joining the toasts to his health with buttermilk. . . . Esther Flicker Nieman, formerly of the contact department, and Diane Phillips, formerly of the booking department, were in the office for a visit. Both are expecting "bundles from heaven."

Good luck and success to Harry Einbinder, who has opened a new drug store in the northeast. He is the husband of Fay Wolf Einbinder.



Larry Graver, manager, S-W Mastbaum, Philadelphia, recently erected this huge lobby display to publicize Warners' "April in Paris."



John Roach, manager, S-W's Boyd, Philadelphia, recently arranged this large lobby display for 20th-Fox's "My Cousin Rachel."

**District of Columbia
Washington**

The marriage of Marilyn Faith, daughter of Mr. and Mrs. Sam Galanty, to Ensign Alfred J. Kermes, USN, was announced. The bride's father is the Columbia division manager.

One of the highlights of the world premiere of Frederick Brisson's "Never Wave At A Wac" at the Keith on Jan. 28 will be the stage presentation by General Omar N. Bradley of a special citation to Colonel Mary A. Hallaren, retiring head, Women's Army Corps.

General and Mrs. Omar N. Bradley and the Joint Chiefs of Staff will be guests of honor at a reception to be tendered by producer Frederick Brisson on Jan. 28 at the Statler Hotel following the world premiere of RKO's "Never Wave At A Wac" at the Keith.

"The March of Dimes," with which the theatre folk cooperate so actively and generously, and the inauguration of the President has kept everybody hopping and buzzing.

Vincent Iorio, manager, Trans-Lux, was taking a great deal of satisfaction out of the jingle of coins for "The March of Dimes" in front of his theatre. Through efforts of Frank LaFalce, a crib was obtained from Children's Hospital. Instead of the usual "Mile O' Dimes" booth, with the milk bottles for the 48 states, the crib was set up on the sidewalk, with a pair of crutches on one end and a pair of child's braces on the

other. The public was invited to throw dollars and dimes into the crib.

On the inaugural front, studio representatives on the entertainment committee were named by George Murphy, director of entertainment for the inaugural committee. Named to serve were Orville Crouch, MGM; George Dorsey, Warners; Robert H. Denton, Paramount; J. B. Brecheen, RKO; Anthony Muto, 20th Century-Fox; J. Raymond Bell, Columbia; Allen Zee, Loew's, and George Crouch and Frank LaFalce, Warner Theatres. A special committee was set up to handle the stars, and escort them to the various Inaugural functions: Jack Foxe, Loew's, chairman, escort committee; Cody Pfanstiehl, CBS; Phil Isaacs, Paramount, Tom Baldrige, MGM; Jerry Baker, RKO Keith's; Joel Margolis, Loew's; David M. Polland, U-I; Hal Marshall, 20th-Fox; Dorese Bell, WTOP; Joseph Kronman, MGM; Clark Davis, District Theatres; Harry Bachman, Circle; William Hoyle, District Theatres; Gerald Wagner, Playhouse; Jake Flax, Republic, and Paul Wall, and Sidney Eckman, MGM. Members of the Variety Club who will participate are Vic Orsinger, Chief Barker, and Dr. Sylvan Danzansky, Harry Coonin, Max Milians, David Sadel, Hirsh de La Viez, Joy Royen, Rick LaFalce, Jerry Price, and Jack Fruchtman. Foxe was especially busy, running between Loew's Capitol and the inaugural committee, setting up the Capitol for the inaugural festival.

Branch manager Jerry Adams, MGM, was busy calling on exhibitors in

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The offices of Hunt's Theatres, Wildwood, N. J., recently decorated a window in which "Popeye" engineered a trainload of cartoon characters extending season's greetings to all. Company artist Bob Platt did the art work.

Virginia, Robert Levine, Levine Circuit; Jeff Hofhimer, Hofhimer Circuit, and the Neighborhood Circuit. . . Rudolph Berger, southern division manager, MGM, was back in town. . . MGM's Mrs. Anna Ridgely was visiting her son and his family in Conway, Ark.

At 20th-Fox, booker Jack Kohler was out nursing that broken hand. . . 20th-Fox booker Elmer McKinley, celebrated his birthday. . . 20th-Fox's ex-phone operator Mrs. Florence Brown, has a new baby. . . 20th-Fox division manager Glenn Norris went to New York to attend the testimonial dinner for home office executive William Gehring. Branch manager Joseph Rosen also attended.

At Allied Artists, Miss Helen Heuman, a clerk typist, is the latest addition. . . The Local F-13 dance was a great success, with credit largely due to AA's Blanche Hayre, chairlady.

At Paramount, cashier Ida Green's sister, Mrs. Ethel Brown, died at the age of 43. . . Paramount head inspectress Anna Raffo traveled out to South Bend, Ind., to see her niece take her vows as a nun. . . Both Paramount cashier's clerk Anna Bernd and booking clerk Willie Benick were sick with virus.

At Republic, booker Mrs. Esther Katznel was back at her desk after having lost her voice from laryngitis and inspectress Gladys Jackson was again on the job after being out with a bad back.

At Kay, salesman Joe DiMaio was swinging through Virginia. . . At Warners, Film Row's first wedding in 1953 was chalked up. Biller Pat MacDonald was married to L. H. Goode, who works for Uncle Sam. A surprise shower was held in the home of biller Mrs. Viola Smith.

The celebrated WAC band, the crack WAC drill team and the 105-piece army band from Fort Lee, Va., will perform in pre-opening ceremonies at the world premiere of "Never Wave At A WAC" at the Keith on Jan. 28.

At Theatre Advertising, the six-year-old who is the pride and joy of the Ben Siegels got over chicken pox. . . Sandy salesman Jerome Sandy was still in Virginia visiting exhibitors.

A Valentine's Day party is in the planning stage at the Variety Club.

At Lippert, the place was still buzzing about "The Tall Texan" and "Johnny, the Giant Killer," the full-length French cartoon feature in Technicolor, the boys saw in Chicago.

RKO Keith's was polishing in preparation for the Jan. 28 world premiere of "Never Wave At A Wac." WTTG will televise the opening, as the celebrities, led by General Omar Bradley and the new commander of the WAC, Colonel Galloway, make their way under searchlights into the theatre.

—RICK LAFALCE

Delaware

Dover

A 500-car drive-in is being planned between here and Smyrna, Del.



Shown are some of the children who mobbed Warners' Maryland, Hagerstown, Md., at a recent morning show when admission was by cans of food, toys, or clothing for needy youngsters. The donations were distributed by The Salvation Army. Looking on, right, are Captain E. J. Wilson, The Salvation Army, and Arnold Leopard, manager, Maryland. Collecting admissions are Ralph Bowen and Winton Kerns, theatre aides.

Wilmington

A turnstile has been installed at the entrance of the S-W Towne. . . Edmund M. Barsham, 76, formerly of this city and for over 20 years in the advertising department of Every Evening, The Evening Journal, and the News-Journal Company, died in Binghamton, N. Y. His wife, Mrs. Nellie Gettig Barsham, a founder of the Wilmington Better Films Council and a prominent motion picture industry figure when she was a club-woman, died previously in Binghamton.

We'd like to thank Daniel Cudone, manager, Edge Moor, for sending us his subscription to EXHIBITOR. . . Mel Geller and Sam Taustin, Brandywine Drive-In, were on a lengthy Florida vacation. . . Harold Hogan, sound projection department, S-W Theatres, Philadelphia, was in. . . David Martens, William Feher, and John Conner, Rialto, resigned. . . James Franklin Seward and Daniel Milton Brinsfield joined the Rialto. . . Clifford Holland rejoined the Rialto.

—HENRY L. SHOLLY

"The Tax Fight Is Your Job"



Herman Comer, manager, S-W Earle, Philadelphia, arranged this marquee and outside display for the recent "Stars of Tomorrow" sepia talent hunt. Randy Dixon, WDAS, was master of ceremonies, and the winner, singer Bertice Reading, appeared for one week with Lionel Hampton's holiday stage show at the theatre.

Maryland

Baltimore

Jack Beresin, International Chief Barker, Variety Clubs International, was the guest of Tent 19 for the installation. . . Richard Dizon, assistant manager, Loew's Century, spent a weekend in New York.

John McCracken, Apollo projectionist, is a patient at Marine Hospital. . . Rodney Collier, Stanley manager, joined with George Crouch, C. E. McGowan, Frank LaFalce, and other Warner Theatres' Washington executives for a trip to Philadelphia to view "Bwana Devil." Collier is building a tremendous front for the forthcoming engagement.

Leon Back, president, Allied Motion Picture Theatre Owners of Maryland, is heading "The March of Dimes" drive among exhibitors. . . The wife of William Boggess, Rialto manager, was critically ill.

Morris Mechanic, New owner, and Mrs. Mechanic, entertained at a party for members of the "Call Me Madam" cast. . . Stewart Raynor, Stanley projectionist, is out of South Baltimore Hospital, where he underwent surgery, recovering at home. . . Laurita Garman, Uptown owner, returned from a southern trip.

—G. B.

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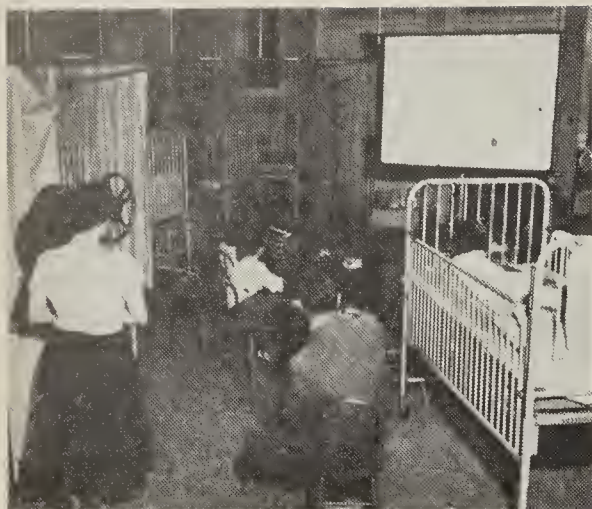
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TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 North 13th) Jan. 21, 2, "She's Back On Broadway" (Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore) (Warner-Color); Feb. 4, 2, "I Confess" (Montgomery Clift, Anne Baxter, Karl Malden).

MGM—(1233 Summer) Jan. 23, 2, "Battle Circus" (Humphrey Bogart, June Allyson, Keenan Wynn); Feb. 2, 2, "I Love Melvin" (Donald O'Connor, Debbie Reynolds, Dean Miller) (Technicolor).



Ward patients at Philadelphia's Children's Hospital were recently treated to a film show presented by Tent 13, Variety Club. The program was under the direction of Meyer Adleman.

Leonardtown

St. Mary's is now on a Saturday, Sunday, and Monday schedule. . . . Phil W. Gray, owner, Plaza, Lexington Park, Md., entertained at the Touchdown Club, Hotel Statler, Washington, D. C., and had as his guests Jack Fruchtman, Ray Trumbule, Vice-President Alben Barkley, and others.

New Jersey Trenton

Allied Theatre Owners of New Jersey will hold a meeting at the Stacy Trent Hotel on Jan. 26, to which legislators have been invited by members.

Pennsylvania Harrisburg

Miss Mary Boroz, Elton, Steelton, Pa., was on the sick list. Substituting was Miss Rose Zerance. . . . Bill Trambukis, manager, Loew's, gave a \$50 bond to the first baby born in Harrisburg in 1953. It went to a Steelton, Pa., couple along with a telegram from Esther Williams.

Ira L. Schiffman was having the heating system in his Rialto modernized and theatre redecorated. . . . Donald Goldstein, Naval Petty Officer Third Class, son of Dr. and Mrs. Samuel Goldstein, Paxtang, Paxtang, Pa., was home on furlough over New Year's, but was forced to spend it in bed, suffering from a back injury. He was taken to Indian-town Gap military hospital for treatment. Young Goldstein is piano soloist with a naval band.

Mrs. Mary Todorov, mother of Spike and Nick Todorov, entertained some 100

guests at her Steelton, Pa., home on Jan. 7, the Serbian Orthodox Christmas. Theatre people in attendance included: Sam Gilman, Syracuse, N. Y.; Jack O'Rear and wife, Jerry Wollaston and wife, and Francis Deverter and wife.

Miss Viva Buck is new at the Uptown. . . . Spike Todorov, assistant manager, State, is quite proud of the fact that his Christmas decorations of his Highland Park home won a prize. . . . Manager Jack Trumbo reports that the entire staff of his Elton, Steelton, Pa., contributed to the Will Rogers Memorial Fund.

Penndel

The Casino was sold by Herman Mark to the Delpen Company for \$23,500. The purchaser will occupy the building for the manufacture of toys.

Reading

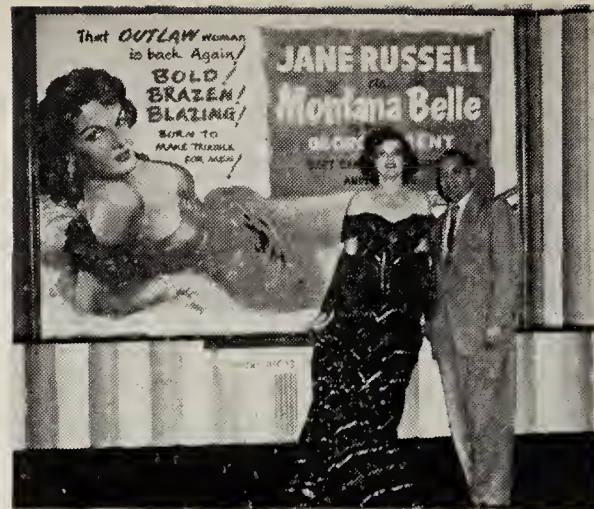
Paul E. Glase, manager, Embassy, who celebrated his 40th anniversary as a manager, is approaching another anniversary, his 50th on his first theatre job.

Virginia Richmond

Grayson Gosney, South Boston manager, took first prize for weekly feature pictures at the Virginia Press Association banquet in Williamsburg. In addition to his duties at the theatre, Grayson is photographer for The Halifax Gazette, and also won a prize in last year's entries.



Jim Gavin, manager, Comerford, Clark's Summit, Pa., recently had this Santa display for the holiday season. Looking through a special lens in front of the doll house, it appeared as though a live Santa about three inches tall was inside. An aide in a Santa suit and a mirror setup created the illusion.



Miss Mari Kenny is shown with Mort Levine, manager of S-W's Stanley, Philadelphia, on her recent tour exploiting RKO's "Montana Belle." She was chosen because of her resemblance to Jane Russell.

Lieutenant-Commander K. D. Ian Murray was in in connection with "Against All Flags," Loew's, and had his picture taken with Robert Westerman, assistant manager, Loew's, for insertion with a feature story in The News Leader.

Local 370 elected the following officers for a one-year term: Harry Jarvis, president; John Aders, vice-president; Abner Long, recording secretary; Richard Taylor, financial secretary, and William B. Fox, business agent.

Local 87, stage hands elected the following for a one-year term: Earl Clator, president; John P. Leary, financial secretary; Leslie Banks, recording secretary, and Harry Jarvis, business agent.

Billy Pulliam, son of Sam Pulliam, Grand manager, had his tonsils removed. . . . Alma Pettus, Berlo attendant, State, had the grippe. . . . Bernice Alley, State, had an infected eye. . . . Margaret Terrell is back as relief at Neighborhood Theatre, Inc., after sickness.

Frank McGehee joined the staff of Bob Eagan's National. He was formerly at the Brookland.

Harvey Hudson, popular disk jockey on WLEE, gave a theatre party at the State and Byrd during the showing of "Because of You." All couples who had wedding anniversaries during that week were invited. Flowers were given the couples, courtesy of Ratcliffe's, and the oldest couple was taken to Cox's Restaurant for dinner. Harvey plugged the party and the picture in advance.

The Old Dominion Barn Dance was presented at the Venus, transferred from the WRVA Theatre.

The Bailey Brothers stage show played a one-day stand at the Grand. . . . Ivan Rosenbaum and Alex Ravdin, Neighborhood Theatre, Inc., bookers, were sick.

—S. T.

Variety Club

Tent 13, Philadelphia

"The Four Poster" was screened through the courtesy of Columbia. . . . "Outpost In Malaya" was screened through the courtesy of UA.

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Allied Artists

- ARCTIC FLIGHT**—MD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting melodrama—78m.—see Aug. 13 issue—(5210)—(Monogram).
- ARMY BOUND**—MD—Stanley Clements, Karen Sharpe, Steve Brodie—Routine programmer for the lower half 61m.—see Sept. 10 issue—(5216)—(Monogram).
- BATTLE ZONE**—ACD—John Hodiak, Linda Christian, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 issue—(5301).
- BOMBA AND THE JUNGLE GIRL**—AD—Johnny Sheffield, Karen Sharpe, Suzette Harbin—Okeh series entry for the duallers—70m.—see Dec. 17 issue—(5208)—(Monogram).
- CANYON AMBUSH**—W—Johnny Mock Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244)—(Monogram).
- DEAD MAN'S TRAIL**—W—Johnny Mack Brown, Jimmy Ellison, Barbara Allen—Serles average—54m.—see Aug. 27 issue—(5243)—(Monogram).
- FARGO**—W—Bill Elliott, Phyllis Coates, Myron Healey—Okeh western—69m.—see Sept. 24 issue—(5226)—(Monogram).
- FEUDIN' FOOLS**—C—Leo Gorcey, Huntz Hall, Dorothy Ford—"Bowery Boys" entry will fit into the duallers—63m.—see Sept. 10 issue—(5213)—(Monogram).
- FLAT TOP**—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinecolor)—(5201)—(Monogram).
- GUNMAN, THE**—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Okeh series entry—52m.—see July 2 issue—(5252)—(Monogram).
- HIAWATHA**—MD—Vincent Edwards, Yvette Dugay, Keith Larsen—Well-made entry should please younger crowd and family trade—79m.—see Dec. 17 issue—(Cinecolor)—(5202)—(Monogram).
- MAVERICK, THE**—W—Wild Bill Elliott, Phyllis Coates, Florence Lake—Okeh program western—71m.—see Dec. 31 issue—(5322)—71m.
- MONTANA INCIDENT**—W—Whip Wilson, Rand Brooks, Noel Neill—Good series entry—54m.—see Sept. 10 issue—(5253)—(Monogram).
- NO HOLDS BARRED**—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214)—(Monogram).
- ROSE BOWL STORY, THE**—CD—Marshall Thompson, Vera Miles, James Dobson—Pleasing football yarn has plenty of angles—73m.—see Aug. 27 issue—(Cinecolor)—(5204)—(Monogram).
- SEA TIGER**—MD—Marguerite Chapman, John Archer, Harry Lautner—For the lower half—71m.—see Aug. 13 issue—(5218)—(Monogram).
- TANGIER INCIDENT**—MD—George Brent, Mori Aldon, Bert Freed—Espionage melodrama will fit into the duallers—78m.—see Jan. 28 issue—(5316).
- TORPEDO ALLEY**—MD—Mark Stevens, Dorothy Malone, Charles Winninger—Okeh service film can be exploited—84m.—see Nov. 19 issue—(5308).
- WYOMING ROUNDUP**—W—Whip Wilson, Tommy Farrell, Phyllis Coates—Routine series entry—53m.—see Dec. 3 issue—(5254)—(Monogram).
- YUKON GOLD**—MD—Kirby Grant, Chinoak, Martha Hyer—Okeh series entry for the duallers—62m.—see Sept. 10 issue—(5221)—(Monogram).

TO BE REVIEWED OR IN PRODUCTION

- AFFAIR IN MONTE CARLO**—Richard Todd, Merle Oberon, Leo Genn—(Technicolor)—(English-made).
- BIG WILDERNESS**—Kirby Grant, Chinoak.
- COPPERHEADS**—Bill Elliott, Marjorie Lord.
- COW COUNTRY**—Edmond O'Brien, Helen Westcott, Peggy Castle.
- FANGS OF THE ARCTIC**—Kirby Grant, Chinoak, Inga Borg—(5222)—(Monogram).
- FORT VENGEANCE**—James Craig, Reginald Denny, Rita Moreno—(Cinecolor)—(5303).
- HOMESTEADERS, THE**—Bill Elliott, Barbara Allen, Robert Lowry—(5323).
- JALOPY**—Bowery Boys, Jone Eoston, Mona Knox—(5318).
- KANSAS PACIFIC**—Sterling Hayden, Eve Miller, Borton MacLane—(Cinecolor)—(5302).
- MARKSMAN, THE**—Wayne Morris, Elena Verudgo, Stanford Jolley.
- ROAR OF THE CROWD, THE**—Howard Duff, Helene Stanley.
- SON OF BELLE STARR**—Keith Larsen, Peggie Castle, Dona Drake—(Cinecolor).
- STAR OF TEXAS, THE**—Wayne Morris, Robert Lee Brice, Stanford Jolley, Lyle Tolbot—(5332).
- WHITE LIGHTNING**—Stanley Clements, Barbara Bestar, Steve Brodie—(5326).

Columbia

(1951-52 releases from 401

1952-53 releases from 501)

- AFFAIR IN TRINIDAD**—MD—Rita Hayworth, Glenn Ford, Alexander Scourby—Hayworth draw should bring this into the better money—98m.—see Sept. 10 issue—Leg.: B—(501).
- ASSIGNMENT—PARIS**—MD—Dana Andrews, Marta Toren, George Sanders—Interesting topical meller can be sold—85m.—see Sept. 10 issue—(507).

EXHIBITOR

SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 49, No. 12

JANUARY 21, 1953

- BARBED WIRE**—W—Gene Autry, Pat Buttram, Anne James—Routine series entry—61m.—see July 16 issue—(474).
- BLUE CANADIAN ROCKIES**—WMD—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—58m.—see Nov. 19 issue—(472).
- CALIFORNIA CONQUEST**—MD—Cornel Wilde, Teresa Wright, Alfonso Bedoya—Names should help melodrama—79m.—see July 30 issue—(Technicolor)—(440).
- CAPTAIN PIRATE**—MD—Louis Hayward, Patricia Medina, John Sutton—Good swashbuckler for the duallers—85m.—see Sept. 10 issue—(Technicolor)—(502).
- CLOUDED YELLOW, THE**—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—89m.—see Sept. 10 issue—(English-made)—(509).
- CRIPPLE CREEK**—W—George Montgomery, Karl Booth, Jerome Courtland—Standard western is okeh for the duallers—78m.—see July 2 issue—(Technicolor)—(442).
- EIGHT IRON MEN**—MD—Mary Castle, David McMahon, Bonar Colleano—Suspensive wor film—80m.—see Oct. 22 issue—(515).
- FOUR POSTER, THE**—CD—Lilli Polmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 issue.
- GOLDEN HAWK, THE**—MD—Rhonda Fleming, Sterling Hayden, Helena Carter—Swashbuckler should do okeh in the action spots—83m.—see Sept. 10 issue—(Technicolor)—Leg.: B—(508).
- HANGMAN'S KNOT**—OMD—Randolph Scott, Donna Reed, Claude Jarman, Jr.—Okeh action entry—81m.—see Nov. 5 issue—(Technicolor)—(512).

- HAPPY TIME, THE**—C—Charles Boyer, Louis Jourdan, Marsha Hunt, Bobby Driscoll—Delightful comedy—94m.—see Sept. 10 issue—(506).
- HAREM GIRL**—F—Joan Davis, Peggie Costle, Arthur Blake—For the lower half—70m.—see Jan. 30 issue—(422).
- INVASION U.S.A.**—MD—Gerald Mohr, Peggie Costle, Dan O'Herlihy—For the duallers—74m.—Leg.: B—see Dec. 17 issue—(513).
- JUNCTION CITY**—W—Charles Starrett, Smiley Burnette, Jack Mahoney, Kathleen Case—Standard series entry—54m.—see July 16 issue—(486).
- KID FROM BROKEN GUN, THE**—W—Charles Starrett, Smiley Burnette, Angela Stevens—Fair series entry—56m.—see Aug. 13 issue—(481).
- LADIES OF THE CHORUS**—ROMCMU—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help reissue—61m.—see Oct. 22 issue—(514).
- LADY AND THE BANDIT, THE**—AD—Louis Hayward, Patricia Medina, Suzanne Dalbert—Okeh action drama for the duallers—79m.—see Aug. 13 issue—(403).
- LAST OF THE COMANCHES, THE**—WMD—Broderick Crawford, Barbara Hale, Johnny Stewart—Okeh action entry—85m.—see Dec. 31 issue—(Technicolor)—(511).
- LAST TRAIN FROM BOMBAY**—MD—Jon Hall, Christine Larson, Lisa Ferraday—Average lower half entry—72m.—see Sept. 10 issue—(504).
- MEMBER OF THE WEDDING, THE**—D—Ethel Waters, Julie Harris, Brandon De Wilde—Interesting drama will best fit into the ort and specialty spots—91m.—see Dec. 31 issue.
- MINE WITH THE IRON DOOR, THE**—MD—Richard Arlen, Cecilia Parker, Henry B. Walthall—Reissue has the angles—66m.—see Sept. 10 issue—(510).
- PATHFINDER, THE**—MD—George Montgomery, Helena Carter, Joy Silverheels—Okeh programmer for the duallers—78m.—see Dec. 31 issue—(Technicolor)—(516).
- RAINBOW 'ROUND MY SHOULDER**—MU—Frankie Laine, Billy Daniels, Charlotte Austin—Okeh programmer with plenty of angles—78m.—see Sept. 10 issue—(Technicolor)—(503).
- RED SNOW**—MD—Guy Madison, Ray Mala, Carole Matthews—For the lower half—75m.—see July 2 issue—(439).
- ROUGH, TOUGH WEST, THE**—W—Charles Starrett, Smiley Burnette, Carolina Cotten—Standard series entry—54m.—see July 2 issue—(487).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. Abbreviations following titles indicate type of picture.

- | | |
|-------------------------------------|----------------------------------|
| AD—Adventure drama | MUCD—Musical comedy drama |
| ACD—Action drama | MU—Musical |
| ACMU—Action musical | MUSAT—Musical satire |
| ADMD—Adult melodrama | MUW—Musical western |
| BID—Biographical drama | MY—Mystery |
| BIDMU—Biographical drama with music | MYC—Mystery comedy |
| BUR—Burlesque | MYCM—Mystery comedy musical |
| C—Comedy | MYD—Mystery drama |
| CAR—Cartoon feature | MYMD—Mystery melodrama |
| CD—Comedy drama | MYMU—Mystery musical |
| CDMU—Comedy drama musical | MYW—Mystery western |
| CFAN—Comedy fantasy | NOV—Novelty |
| CFANMU—Comedy fantasy musical | OPC—Operatic comedy |
| CMD—Comedy melodrama | OPD—Operatic drama |
| CMU—Comedy musical | OD—Outdoor drama |
| COMP—Compilation | OMD—Outdoor melodrama |
| COSMD—Costume melodrama | PD—Psychological drama |
| D—Drama | ROMC—Romantic comedy |
| DFAN—Drama fantasy | ROMCMU—Romantic comedy musical |
| DMU—Dramatic musical | ROMD—Romantic drama |
| DOC—Documentary | ROMDMU—Romantic drama with music |
| DOCD—Documentary drama | SAT—Satire |
| DOCMD—Documentary melodrama | SCD—Sex-comedy drama |
| ED—Educational feature | TRAV—Travelogue |
| F—Farce | W—Western |
| FAN—Fantasy | WC—Western comedy |
| FANMU—Fantasy musical | WCMU—Western comedy musical |
| FMD—Farce musical | WD—Western drama |
| HISD—Historical drama | WMD—Western melodrama |
| MDMU—Melodrama musical | WMDMU—Western melodrama musical |
| MD—Melodrama | WMU—Western musical |
| MUC—Musical comedy | |

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There was no bunk or side stepping in our original FACTUALLY HONEST "Pink Section" REVIEWS . . . and in this "Yellow Section" CHECK-UP is a summary of the same HONEST FACTS.

Check these running times and other data against your records!

STRANGE FASCINATION—D—Cleo Moore, Hugo Haas, Mona Barrie—Interesting programmer for the lower half—80m.—see Oct. 8 issue—(505).
TARGET HONG KONG—MD—Richard Denning, Nancy Gates, Richard Loo—Routine melodrama for the lower half—66m.—see Dec. 17 issue—(517).
VOODOO TIGER—AD—Johnny Weissmuller, Jean Byron, James Seay, Jeanne Dean—Okeh series entry for the lower half—67m.—Leg.: B—see Nov. 5 issue—(51B).
WAGON TEAM—W—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—61m.—see Sept. 24 issue—(476).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF MESSALINA, THE—Maria Felix, Georges Marchalwas.
ALL ASHORE—Mickey Rooney, Peggy Ryan, Dick Haymes—Leg.: B—(Technicolor).
AMBUSH AT TOMAHAWK GAP—David Brian, John Hodiak, Maria Elena Marques—(Technicolor).
CONQUEST OF COCHISE—John Hodiak, Robert Stack, Joy Page—(Technicolor).
CRUISIN' DOWN THE RIVER—Dick Haymes, Connie Russell, Billy Daniels—(Technicolor).
5,000 FINGERS OF DR. T., THE—Peter Lind Hayes, Mary Healy, Tommy Rettig—(Technicolor).
FLAME OF CALCUTTA—Denise Darcel, Patric Knowles—(Technicolor).
49 MEN—John Ireland, Richard Denning, Suzanne Dalton.
GLASS WALL, THE—Vittorio Gassman, Gloria Grahame, Robert Raymond.
GOLDTOWN GHOST RIDERS—Gene Autry, Smiley Burnette, Gail Davis.
JACK McCALL, DESPERADO—George Montgomery, Angela Stevens, Douglas Kennedy—(Technicolor).
JUGGLER, THE—Kirk Douglas, Milly Vitale, Paul Stewart.
LAST POSSE, THE—Broderick Crawford, Wanda Hendrix, John Derek, Charles Bickford.
LE PLAISIR—Jean Gabin, Danielle Darrieux, Claude Dauphin—(French-made)—(English titles).
LET'S DO IT AGAIN—Jane Wyman, Ray Milland, Aldo Ray, Valerie Bettis—(Technicolor).
ON TOP OF OLD SMOKY—Gene Autry, Smiley Burnette.
ONE GIRL'S CONFESSION—Hugo Haas, Cleo Moore.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PACK TRAIN—Gene Autry, Smiley Burnette, Gail Davis.
PANHANDLE TERRITORY—Jack Mahoney, Smiley Burnette, Jarma Lewis.
PRINCE OF PIRATES—John Derek, Barbara Rush—(Technicolor).
RED BERET, THE—Alan Ladd, Susan Stephens, Leo Genn—(Technicolor)—(Made in England).
SALOME, THE DANCE OF THE SEVEN VEILS—Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson—(Technicolor).
SAGINAW TRAIL—Gene Autry, Smiley Burnette.
SAVAGE MUTINY—Johnny Weissmuller, Angela Stevens, Gregory Gay.
SERPENT OF THE NILE—Rhonda Fleming, William Lundigan, Raymond Burr—(Technicolor).
SIREN OF BAGDAD—Paul Henreid, Patricia Medina, Laurette Luez—(Technicolor).
SLAVES OF BABYLON—Richard Conte, Linda Christian, Terry Kilburn—(Technicolor).
TOUGH GIRL—Hugo Haas, Cleo Moore, Glenn Langon.
WINNING OF THE WEST—Gene Autry, Smiley Burnette, Gail Davis—57m.

Lippert

(1951-52 releases from 5101)

GAMBLER AND THE LADY—MD—Dane Clark, Kathleen Byron, Naomi Chance—Gangster meller will fit into the bottom half—71m.—see Dec. 17 issue—(English-made)—(5204).
HELLGATE—MD—Sterling Hayden, Joan Leslie, Ward Bond—Exploitable prison film has the angles for the selling—87m.—see Aug. 27 issue—Leg.: B—(5113).
JUNGLE, THE—MD—Rod Cameron, Marle Windsor, Cesar Romero—Tale of Indian jungle should be helped by exploitation values—74m.—see July 16 issue—(5112).
MR. WALKIE TALKIE—C—William Tracy, Joe Sawyer, Margia Dean—Service comedy for the lower half—65m.—see Dec. 31 issue—(5203).
PIRATE SUBMARINE—MD—Pierre Dudan, Gerard Landry, Jean Vilar—Import will fit into the lower half—69m.—see Sept. 10 issue—(French-made)—(Dubbed English dialogue)—(5110).
SCOTLAND YARD INSPECTOR—MD—Cesar Romero, Lois Maxwell, Bernadette O'Farrell—For the duallers—79m.—see Nov. 5 issue—(English-made)—(5202).
SECRET PEOPLE—MD—Valentina Cortesa, Audrey Hepburn, Serge Reggiani—Import for the lower half—87m.—see July issue—(English-made)—(5116).
TROMBA, THE TIGER MAN—MD—Rene Deltgen, Angelika Hauff, Krone Circus—Import will fit into the lower half—63m.—see Nov. 5 issue—(German-made)—(Dubbed English dialogue)—(5201).
UNKNOWN WORLD—FANMID—Victor Killan, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).

TO BE REVIEWED OR IN PRODUCTION

BAD BLONDE—Barbara Payton, Tony Hughes—(English-made).
CAIRO—George Raft, Marla Canale—(Made in Italy).
I'LL GET YOU—George Raft, Sally Gray—(English-made)—79m.—(5206).
JOHNNY THE GIANT KILLER—Animation feature—(Technicolor)—(French-made)—(5205).
SPACEWAYS—Howard Duff, Eva Bartok.
TALL TEXAN, THE—Lloyd Bridges, Marie Windsor, Lee J. Cobb—(5207).

Metro

(1951-52 releases from 201
 1952-53 releases from 301)

ABOVE AND BEYOND—D—Robert Taylor, Eleanor Parker, James Whitmore—Well-made drama—122m.—see Nov. 19 issue—(313).
APACHE WAR SMOKE—OMD—Gilbert Roland, Glenda Farrell, Robert Horton—Okeh action show for the lower half—67m.—see Sept. 24 issue—(305).
BAD AND THE BEAUTIFUL, THE—D—Lana Turner, Kirk Douglas, Barry Sullivan, Dick Powell—Name values should make the difference—118m.—see Dec. 3 issue—Leg.: B—(315).
BECAUSE YOU'RE MINE—CDMU—Mario Lanza, Doretta Morrow, James Whitmore—Headed for the better money—103m.—see Sept. 10 issue—(Technicolor)—(304).
CLOWN, THE—CD—Red Skelton, Tim Considine, Jane Greer—Father and son drama has the angles for the merchandising—92m.—see Dec. 31 issue—Leg.: B—(316).
DESPERATE SEARCH—MD—Howard Keel, Jane Greer, Patricia Medina—Search meller will fit into the duallers—71m.—see Dec. 3 issue—Leg.: B—(314).
DEVIL MAKES THREE, THE—MD—Gene Kelly, Pier Angeli, Richard Rober—Names should help interesting melodrama of post-war Germany—90m.—see Sept. 10 issue—(Made in Europe)—(302).
EVERYTHING I HAVE IS YOURS—CMU—Marge Champion, Gower Champion, Dennis O'Keefe—Champions' dancing should help pleasing musical—92m.—see Oct. 1 issue—(Technicolor)—(306).
FEARLESS FAGAN—C—Janet Leigh, Carleton Carpenter, Keenan Wynn—For the lower half—78m.—see July 16 issue—(241).
HOAXTERS, THE—DOC—Narrated by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon, Dore Schary, Barry Sullivan, Robert Taylor and James Whitmore—High rating expose of Communist danger has lots of selling angles—37m.—see Dec. 17 issue—(319).
HOLIDAY FOR SINNERS—D—Gig Young, Keenan Wynn, Janice Rule—For the lower half—72m.—see July 2 issue—(239).
HOUR OF 13, THE—CMY—Peter Lawford, Dawn Addams, Roland Culver—For the lower half—80m.—see Oct. 8 issue—(Made in England)—(309).
IVANHOE—COSMD—Robert Taylor, Elizabeth Taylor, Joan Fontaine—High rating adventure entry—106m.—see Jan. 2B issue—(Made in England)—(Technicolor)—(307).
MERRY WIDOW, THE—MCD—Lana Turner, Fernando Lamas, Una Merkel—Musical should walk into the better grosses—105m.—see Sept. 10 issue—(Technicolor)—(301).
MILLION DOLLAR MERMAID—BID—Esther Williams, Victor Mature, Walter Pidgeon—Headed for the better money—115m.—see Nov. 19 issue—(Technicolor)—(312).
MY MAN AND I—MD—Shelley Winters, Ricardo Montalban, Wendell Corey—Slow moving meller will need benefit of name strength—99m.—see Sept. 10 issue—(303).
NAKED SPUR, THE—OD—James Stewart, Janet Leigh, Robert Ryan—Well-made outdoor show—91m.—see Jan. 14 issue—(Technicolor)—(318).
PLYMOUTH ADVENTURE—D—Spencer Tracy, Gene Tierney, Van Johnson—Picturization of voyage of Pilgrims deserves the best selling—104m.—see Nov. 5 issue—(Technicolor)—(310).
PRISONER OF ZENDA, THE—COSMD—Stewart Granger, Deborah Kerr, James Mason—Headed for the better money—100m.—see Oct. 22 issue—(Technicolor)—(30B).
ROGUE'S MARCH—MD—Peter Lawford, Richard Greene, Janice Rule—Okeh for the duallers—84m.—see Dec. 31 issue—(320).
SKY FULL OF MOON—D—Carleton Carpenter, Jan Sterling, Keenan Wynn—Okeh programmer for the duallers—73m.—see Nov. 5 issue—(311).
WASHINGTON STORY—D—Van Johnson, Patricia Neal, Louis Calhern—Fair programmer—82m.—see July 2 issue—(238).
YOU FOR ME—CD—Peter Lawford, Jane Greer, Gig Young—Entertaining lower half entry—70m.—see July 30 issue—Leg.: B—(240).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF DOBIE GILLIS—Bobby Van, Barbara Ruick, Debbie Reynolds.
ALL THE BROTHERS WERE VALIANT—Robert Taylor, Stewart Granger, Elizabeth Taylor—(Technicolor).
BAND WAGON, THE—Fred Astaire, Cyd Chariss, Nanette Fabray—(Technicolor).
BATTLE CIRCUS—Humphrey Bogart, June Allyson, Keenan Wynn.
BIG MIKE—Gig Young, Jane Greer, Robert Horton.
CODE TWO—Ralph Meeker, Sally Forrest, Keenan Wynn, Robert Horton.
CONFIDENTIALLY CONNIE—Janet Leigh, Van Johnson, Louis Calhern.
CRY OF THE HUNTED—Vittorio Gassman, Barry Sullivan, Polly Bergen.
DANGEROUS WHEN WET—Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel—(Technicolor).
DREAM WIFE—Cary Grant, Deborah Kerr, Walter Pidgeon.
EASY TO LOVE—Esther Williams, Tony Martin, John Bromfield—(Technicolor).
FAME AND FORTUNE—Spencer Tracy, Jean Simmons, Teresa Wright.
FAST COMPANY—Howard Keel, Polly Bergen, Nina Foch.
GIRL WHO HAD EVERYTHING, THE—Elizabeth Taylor, Fernando Lamas, William Powell.

GIVE A GIRL A BREAK—Marge and Gower Champion, Debbie Reynolds—(Technicolor).
GREAT DIAMOND ROBBERY, THE—Red Skelton, Cara Williams, James Whitmore.
I LOVE MELVIN—Donald O'Connor, Debbie Reynolds, Dean Miller—(Technicolor).
INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).
JEOPARDY—Barbara Stanwyck, Barry Sullivan, Ralph Meeker—(317).
JULIUS CAESAR—Marlon Brando, James Mason, Greer Garson, Deborah Kerr.
KING ARTHUR AND THE ROUND TABLE—Robert Taylor, George Sanders—(Technicolor).
LATIN LOVERS—Lana Turner, Ricardo Montalban, John Lund—(Technicolor).
LILI—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—(Technicolor)—80m.
MAIN STREET TO BROADWAY—Tallulah Bankhead, Olivia de Havilland, Henry Fonda, Tom Moran.
MOGAMBO—Clark Gable, Ava Gardner, Grace Kelly—(Made in Africa)—(Technicolor).
NEVER LET ME GO—Clark Gable, Gene Tierney, Richard Haydn—(Made in England).
REMAINS TO BE SEEN—June Allyson, Van Johnson, Louis Calhern.
SAADIA—Cornel Wilde, Mel Ferrer, Rita Gam—(Technicolor).
SEE HOW THEY RUN—Dorothy Dandridge, Robert Horton, Harry Belafonte.
SLIGHT CASE OF LARCENY, A—Mickey Rooney, Marilyn Erskine, Eddie Bracken.
SMALL TOWN GIRL—Jane Powell, Farley Granger, Ann Miller—(Technicolor).
SOMBRERO—Pier Angeli, Ricardo Montalban, Yvonne De Carlo—(Technicolor)—(Made in Mexico).
STORY OF THREE LOVES—Leslie Caron, Farley Granger, James Mason, Pier Angeli, Kirk Douglas—121m.—(Technicolor).
TIME BOMB—Glenn Ford, Anne Vernon, Victor Maddern—(English-made).
VAQUERO—Robert Taylor, Ann Gardner, Howard Keel—(AnsoColor).
VICKIE—Greer Garson, Walter Pidgeon, Agnes Moorehead—(Technicolor).
YOUNG BESS—Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton—(Technicolor).

Paramount

(1951-52 releases from 5101
 1952-53 releases from 5200)

BLAZING FOREST, THE—MD—John Payne, William Demarest, Agnes Moorehead—Fair action meller—90m.—see Oct. 1 issue—(Technicolor)—(5207).
CARIBBEAN—COSMD—John Payne, Arlene Dahl, Sir Cedric Hardwicke—Okeh swashbuckler, with plenty of merchandising angles—97m.—see Sept. 10 issue—(Technicolor)—(5202).
CLEOPATRA—HISD—Claudette Colbert, Warren William, Henry Wilcoxon—Reissue has names to sell—104m.—see Jan. 14 issue—(5208).
COME BACK, LITTLE SHEBA—D—Burt Lancaster, Shirley Booth, Terry Moore—Well-made adult drama—99m.—see Dec. 17 issue—Leg.: B—(5213).
HURRICANE SMITH—MD—Yvonne DeCarlo, John Ireland, Forrest Tucker—Okeh adventure programmer—90m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(5204).
JUST FOR YOU—CDMU—Bing Crosby, Jane Wyman, Ethel Barrymore—Good Crosby—104m.—see Sept. 10 issue—(Technicolor)—(5201).
ROAD TO BALI—C—Bab Hope, Bing Crosby, Dorothy Lamour—Star studded comedy is headed for the better grosses—90m.—see Dec. 3 issue—(Technicolor)—(5209).
SAVAGE, THE—OMD—Charlton Heston, Susan Morrow, Peter Hanson—Indians vs. cavalry film should satisfy the outdoor trade—95m.—see Sept. 24 issue—(Technicolor)—(5206).
SOMEBODY LOVES ME—CDMU—Betty Hutton, Ralph Meeker, Robert Keith—Star value and production numbers should make the difference—97m.—see Sept. 10 issue—(Technicolor)—(5203).
SON OF PALEFACE—C—Bob Hope, Jane Russell, Roy Rogers—Should ride into the better money—95m.—see July 16 issue—Leg.: B—(Technicolor)—(5124).
STOOGES, THE—C—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff—Martin and Lewis starrer will run into the better money—100m.—see Oct. 22 issue—(5212).
THUNDER IN THE EAST—MD—Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet—Name strength will have to make the difference—98m.—see Nov. 5 issue—(5210).
TROPIC ZONE—MD—Ronald Reagan, Rhonda Fleming, Estelita—Okeh program melodrama—94m.—see Dec. 17 issue—(Technicolor)—(5211).
TURNING POINT, THE—MD—William Holden, Edmond O'Brien, Alexis Smith—Interesting meller—85m.—see Sept. 24 issue—(5205).

TO BE REVIEWED OR IN PRODUCTION

ARROWHEAD—Charlton Heston, Mary Sinclair, Jack Palance—(Technicolor).
BIG SONG AND DANCE, THE—Donald O'Connor, Joanne Gilbert—(Technicolor).
BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).
CADDY, THE—Dean Martin, Jerry Lewis, Donna Reed.
ELEPHANT WALK—Vivien Leigh, Dana Andrews—(Technicolor)—(Partly made in Ceylon).
FOREVER FEMALE—Ginger Rogers, William Holden, Paul Douglas.
HERE COME THE GIRLS—Bob Hope, Tony Martin, Rosemary Clooney—(Technicolor).

HOUDINI—Tony Curtis, Janet Leigh, Torin Thatcher—(Technicolor).
 JAMAICA RUN—Ray Milland, Arlene Dahl, Wendell Corey—(Technicolor).
 LITTLE BOY LOST—Bing Crosby, Claude Dauphin, Nicole Maurey—(Partly made in France).
 OFF LIMITS—Bob Hope, Mickey Rooney, Marilyn Maxwell Eddie Mayehoff.
 PLEASURE ISLAND—Don Taylor, Audrey Dalton, Elsa Lanchester, Leo Genn—(Technicolor)—(5215).
 PONY EXPRESS—Charlton Heston, Forrest Tucker, Rhonda Fleming, Jan Sterling—(Technicolor).
 ROMAN HOLIDAY—Gregory Peck, Audrey Hepburn, Eddie Albert—(Made in Italy).
 SANGAREE—Fernando Lamas, Arlene Dahl, Patricia Medina—(Technicolor).
 SCARED STIFF—Dean Martin, Jerry Lewis, Carmen Miranda.
 SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
 STALAG 17—William Holden, Don Taylor, Otto Preminger.
 STARS ARE SINGING, THE—Anna Maria Alberghetti, Rosemary Clooney, Lauritz Melchior, Tom Morton—(Technicolor)—(5214).
 VANQUISHED, THE—John Payne, Jan Sterling, Lyle Bettger—(Technicolor).
 WAR OF THE WORLDS, THE—Gene Barry, Ann Robinson, Lee Tremayne—(Technicolor).
 WHITE CHRISTMAS—Bing Crosby, Fred Astaire, Rosemary Clooney—(Technicolor).

RKO

(1951-52 releases from 201

1952-53 releases from 301)

ALLEGHENY UPRISING—MD—Claire Trevor, John Wayne, George Sanders—Star values should help—81m.—see Sept. 10 issue—(384).
 ANDROCLES AND THE LION—C—Jean Simmons, Alan Young, Victor Mature, Robert Newton—Will have strongest appeal for the art and class spots—98m.—Leg. B—see Nov. 5 issue—(368).
 ANGEL FACE—MD—Robert Mitchum, Jean Simmons, Mona Freeman—Name draw should help slowly paced melodrama—91m.—see Dec. 17 issue—Leg. B—(312).
 ANNIE OAKLEY—CD—Barbara Stanwyck, Preston Foster, Melvyn Douglas—Reissue has the names and angles 91m.—see Sept. 10 issue—(383).
 BACHELOR AND THE BOBBY SOXER, THE—C—Cary Grant, Myrna Loy, Shirley Temple—Reissue has the names to help—94m.—see Dec. 17 issue—(385).
 BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Names should help reissue—82m.—see Dec. 17 issue—(386).
 BEWARE MY LOVELY—MD—Ida Lupino, Robert Ryan, Taylor Holmes—Fair meller will fit into the duallers—77m.—see Sept. 10 issue—(302).
 BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Thraatt—Good adventure yarn—122m.—see Sept. 10 issue—(361).
 BLACKBEARD, THE PIRATE—MD—Robert Newton, Linda Darnell, William Bendix—Better pirate show is crammed with angles—99m.—see Dec. 3 issue—Leg. B—(Technicolor)—(307).
 CAPTIVE WOMEN—MD—Robert Clarke, Margaret Field, Gloria Saunders—Exploitable meller for the duallers—65m.—see Oct. 8 issue—Leg. B—(306).
 FACE TO FACE—COMP—James Mason, Robert Preston, Marjorie Steele—Okeh for the art and specialty spots 89m.—see Nov. 19 issue—Leg. B—(309-310-311).
 FAITHFUL CITY—D—Jemie Smith, Ben Josef, John Slater—Highly interesting Israeli import—86m.—see Sept. 10 issue—(Israeli-made)—(303).
 HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanne Crain—Highly entertaining—111m.—see Dec. 3 issue—(Technicolor)—(Goldwyn).
 HITCH HIKER, THE—D—Edmond O'Brien, Frank Lovejoy, William Talman, Jose Torvay—Suspense filled programmer will fit into the duallers—71m.—see Jan. 14 issue.
 LOOK WHO'S LAUGHING—F—Edgar Bergen, Charlie McCarthy, Lucille Ball—Reissue has names to help—79m.—see Sept. 10 issue—(381).
 LUSTY MEN, THE—D—Susan Hayward, Robert Mitchum, Arthur Kennedy—Interesting action drama has the names to help—113m.—see Oct. 8 issue—(304).
 MONTANA BELLE—OD—Jane Russell, Scott Brady, George Brent—Name draw should help familiar outdoor show—81m.—Leg. B—see Nov. 5 issue—(Trucolor)—(308).
 NO TIME FOR FLOWERS—CD—Viveca Lindfors, Paul Christian, Ludwig Stossel—Entertaining import will fit into the duallers—82m.—see Dec. 17 issue—(Made in Austria)—(313).
 NEVER WAVE AT A WAC—C—Rosilind Russell, Paul Douglas, Marie Wilson—Name draw may help female service comedy—87m.—see Dec. 31 issue—Leg. B—(371).
 ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth, William Talman—Well-made Korean war story has angles for the selling—105m.—see Sept. 10 issue—(301).
 PETER PAN—CAR—The talents of Bobby Driscoll as "Peter Pan", Kathryn Beaumont as "Wendy", Hans Conrard as "Captain Hook"—High rating Disney—76 1/2 m.—see Jan. 28 issue—(Technicolor).
 ROAD AGENT—W—Tim Holt, Richard Martin, Noreen Nash—Okeh western—60m.—see Feb. 13 issue—(223).
 SEA AROUND US, THE—DOC—Based on the book by Rachel L. Carson, commentary by Don Forbes and Theodor Von Eltz—High rating documentary—61m.—see Jan. 28 issue—(Technicolor).
 SUDDEN FEAR—D—Joan Crawford, Jack Palance, Gloria Grahame—High rating suspenseful drama—110m.—see Sept. 10 issue—(362).
 TOO MANY GIRLS—MUC—Lucille Ball, Desi Arnaz, Richard Carlson—Names should be factor—85m.—see Sept. 10 issue—(382).
 UNDER THE RED SEA—DOC—Dr. Hans Hass, Lottie Berl—Interesting documentary has angles for the class and art spots—67m.—see Oct. 8 issue—(Made in Africa)—(305).

TO BE REVIEWED OR IN PRODUCTION
 BEAUTIFUL BUT DANGEROUS—Jean Simmons, Robert Mitchum, Arthur Hunnicutt.
 BREAK-UP—Victor Mature, Jean Simmons, James Gleason, Mary Jo Tarola.
 GAMBLER MOON—Robert Mitchum, Robert Ryan, Ursula Thies.
 HEAVY WATER—Documentary on World War II—(Norwegian-made).
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
 LOST HOURS, THE—Mork Stevens, Jean Kent—(Made in England).
 MAUD—Robert Preston, Marjorie Steele.
 MICKEY MOUSE'S BIRTHDAY PARTY—Six most popular Mickey Mouse cartoons of the past 25 years—(Technicolor).
 NIGHT WITHOUT STARS—David Farrar, Nadio Gray.
 PORT SINISTER—James Warren, Lynne Roberts.
 SEA DEVILS—Yvonne DeCarlo, Rock Hudson, Maxwell Reed—(Made in England)—(Technicolor).
 SPLIT SECOND—Stephen McNally, Jan Sterling, Alexis Smith.
 SWORD AND THE ROSE, THE—Richard Todd, Geynis Johns, Michael Gough—(English-made)—(Technicolor)—(Disney).
 SWORD OF VENUS—Robert Clarke, Catherine McLeod, Rennee De Marco.
 TARZAN AND THE SHE DEVIL—Lex Barker, Joyce MacKenzie, Raymond Burr.

Republic

(1951-52 releases from 5101)

BAL TABARIN—MYDMU—Muriel Lawrence, William Ching, Claire Carleton—For the lower half—84m.—(Partly made in France)—see July 2 issue—Leg. B—(5129).
 DESPERADOES' OUTPOST—W—Allan "Rocky" Lane, Eddy Waller, Claudia Borrett—Okeh series entry—54m.—see Oct. 22 issue—(5174).
 OLD OKLAHOMA PLAINS—W—Rex Allen, Slim Pickens, Elaine Edwards—Okeh Allen—60m.—see Aug. 27 issue—(5144).
 RIDE THE MAN DOWN—W—Brian Donlevy, Rod Cameron, Ella Raines—Satisfactory outdoor action show—90m.—see Nov. 5 issue—(Trucolor)—(5202).
 SOUTH PACIFIC TRAIL—WMU—Rex Allen Estelita, Slim Pickens—Usual series entry—60m.—see Nov. 19 issue—(5145).
 THUNDERBIRDS—ACD—John Derek, John Barrymore, Jr., Mona Freeman—Realistic war drama has the angles—99m.—see Nov. 19 issue—(5201).
 THUNDERING CARAVANS—W—Allan "Rocky" Lane, Eddy Waller, Mona Knox—Good Rocky Lane—54m.—see Aug. 13 issue—(5173).
 TOUGHEST MAN IN ARIZONA—W—Vaughn Monroe, Joan Leslie, Victor Jory—Vaughn Monroe draw should help outdoor show—90m.—see Oct. 22 issue—(Trucolor)—(5109).
 TROPICAL HEAT WAVE—CMD—Estelita, Robert Hutton, Grant Withers—For the lower half—74m.—see Oct. 8 issue—(5126).
 WAC FROM WALLA WALLA, THE—C—Judy Canova, Stephen Dunne—Okeh programmer for the duallers—83m.—see Nov. 5 issue—(5123).
 WOMAN OF THE NORTH COUNTRY—MD—Ruth Hussey, Rod Cameron, John Agar, Gale Storm—Meller has names to help—90m.—see July 30 issue—(Trucolor)—(5107).

TO BE REVIEWED OR IN PRODUCTION

CITY THAT NEVER SLEEPS—Gig Young, Mala Powers, Edward Arnold.
 FAIR WIND TO JAVA—Fred MacMurray, Vera Ralston, Victor McLaglen—(Trucolor).
 FLYING SQUADRON, THE—Massimo Serato, Dina Salsoli, Umberto Spadaro—(Italian-made).
 LADY WANTS MINK, THE—Ruth Hussey, Dennis O'Keefe, Eve Arden, William Demarest—(Trucolor).
 LAUGHING ANN—Forrest Tucker, Margaret Lockwood, Ronald Shiner—(Technicolor)—(Made in England).
 MARSHAL OF CEDAR ROCK—Allan "Rocky" Lane, Eddy Waller, Phyllis Coates.
 OLD OVERLAND TRAIL—Rex Allen, Virginia Hall, Slim Pickens.
 PERILOUS VOYAGE, A—Vera Ralston, Scott Brady, David Brian.
 SAN ANTOINE—Rod Cameron, Arleen Whelan, Forrest Tucker.
 SUN SHINES BRIGHT, THE—Charles Winninger, Arleen Whelan, John Russell.
 SWEETHEART TIME—Ray Middleton, Lucille Norman, Eileen Christy.
 WOMAN THEY ALMOST LYNCHED, THE—John Lund, Brian Donlevy, Audrey Totter.

20th Century-Fox

(1951 releases from 101

1952 releases from 201)

BLACK SWAN, THE—MD—Tyrone Power, Maureen O'Hara, Laird Cregar—Reissue has the names and angles—85m.—see July 2 issue—(258).
 BLOODHOUNDS OF BROADWAY—CMU—Mitzi Gaynor, Scott Brady, Miltzi Green—Pleasing musical—91m.—see Nov. 5 issue—(Technicolor)—Leg. B—(236).
 DON'T BOTHER TO KNOCK—MD—Richard Widmark, Marilyn Monroe, Anne Bancroft—Will need plenty of push—76m.—see July 16 issue—Leg. B—(224).
 DREAMBOAT—CMU—Clifton Webb, Ginger Rogers, Anna Francis—Amusing comedy—83m.—see July 30 issue—(223).
 GUNFIGHTER, THE—W—Gregory Peck, Helen Westcott, Millard Mitchell—Re-release has the names and angles—84m.—see Dec. 3 issue—(348).
 I DON'T CARE GIRL, THE—CMU—Mitzi Gaynor, David Wayne, Oscar Levant—Name draw should make the difference—78m.—see Dec. 31 issue—Leg. B—(Technicolor)—(302).

LAURA—MYD—Gene Tierney, Dana Andrews, Clifton Webb—Fair reissue—88m.—see July 2 issue—(252).
 LES MISERABLES—MD—Michael Rennie, Debra Paget, Robert Newton—Impressive picturization of classic—104m.—see July 30 issue—(225).
 LURE OF THE WILDERNESS—OD—Jean Peters, Jeffrey Hunter, Constance Smith, Walter Brennan—Outdoor drama has the angles—92m.—see July 30 issue—(Technicolor)—(227).
 MONKEY BUSINESS—C—Cary Grant, Ginger Rogers, Charles Coburn—Amusing entry has the names and angles—97m.—see Sept. 10 issue—Leg. B—(230).
 MY COUSIN RACHEL—D—Olivia de Havilland, Richard Burton, John Sutton—Picturization of best-seller is headed for the better money—98m.—see Dec. 31 issue—(301).
 MY PAL GUS—CD—Richard Widmark, Joanne Dru, Audrey Totter—Fair programmer—83m.—Leg. B—see Nov. 5 issue—(233).
 MY WIFE'S BEST FRIEND—C—Anne Baxter, Macdonald Carey, Cecil Kellaway—Pleasant programmer—87m.—see Oct. 8 issue—(231).
 NIGHT WITHOUT SLEEP—D—Linda Darnell, Gary Merrill, Hildegard Neff—Name draw will have to make the difference—77m.—see Oct. 8 issue—Leg. B—(235).
 O. HENRY'S FULL HOUSE—COMP—Jeanne Crain, Farley Grainger, Charles Laughton, David Wayne, Richard Widmark, Dale Robertson, Anne Baxter, Jean Peters, Fred Allen, Marilyn Monroe—Entertaining package—118m.—see Aug. 27 issue—(228).
 PONY SOLDIER—OD—Tyrone Power, Cameron Mitchell, Penny Edwards—Good outdoor show—83m.—see Nov. 5 issue—(Technicolor)—(237).
 RUBY GENTRY—D—Jennifer Jones, Charlton Heston, Korl Malden—Headed for the better money—82m.—see Dec. 31 issue—(303).
 SNOWS OF KILIMANJARO, THE—D—Gregory Peck, Susan Hayward, Ava Gardner—Star-packed drama has potentialities for the better grosses—114m.—see Sept. 24 issue—Leg. B—(Technicolor)—(247).
 SOMETHING FOR THE BIRDS—C—Patricia Neal, Victor Mature, Edmund Gwenn—Amusing programmer—82m.—see Oct. 22 issue—(238).
 STAR, THE—D—Bette Davis, Sterling Hayden, Natolie Wood—Well-made dramatic entry—89m.—see Jan. 4 issue.
 STARS AND STRIPES FOREVER—MU—Clifton Webb, Debra Paget, Robert Wagner—Good programmer—89m.—see Nov. 19 issue—(Technicolor)—(239).
 STEEL TRAP, THE—MD—Joseph Cotten, Teresa Wright—Suspense melodrama has names to help—87m.—see Oct. 22 issue—(232).
 TAXI—CD—Dan Doiley, Constance Smith, Neva Patterson—Mild comedy drama—79m.—see Jan. 28 issue—(305).
 THIEF OF VENICE, THE—MD—Moria Montez, Paul Christian, Massimo Serato—Import is packed with the angles—91m.—see Nov. 19 issue—(Made in Italy)—(304).
 THIS ABOVE ALL—D—Tyrone Power, Joan Fontaine, Thomas Mitchell—World War II reissue has names to help—110m.—see July 2 issue—(253).
 TO THE SHORES OF TRIPOLI—CD—John Payne, Maureen O'Hara, Randolph Scott—Name values should aid reissue—86m.—see July 2 issue—(257).
 WAY OF A GAUCHO—OD—Rory Calhoun, Gene Tierney, Richard Boone—Unusual outdoor drama of early gaucho days has plenty of angles for the selling—91m.—see Oct. 8 issue—(Partly made in Argentina)—(Technicolor)—(229).
 WE'RE NOT MARRIED—C—Ginger Rogers, Fred Allen, Victor Moore, Marilyn Monroe, David Wayne, Louis Colhern, Zsa Zsa Gabor, Paul Douglas, Eve Arden, Eddie Bracken, Miltzi Gaynor—Names should help amusing comedy—85m.—see July 2 issue—Leg. B—(221).
 WHAT PRICE GLORY?—CDMU—James Cagney, Corinne Calvet, Dan Doiley—Should ride into the better money—see July 30 issue—111m.—(Technicolor)—(226).
 YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark—Names should help re-release—98m.—see Dec. 3 issue—(349).

TO BE REVIEWED OR IN PRODUCTION

BAPTISM OF FIRE—Victor Mature, Alvy Moore, Greer Mitchell.
 CALL ME MADAM—Ethel Mermon, Vera-Ellen, George Sanders, Donald O'Connor—(Technicolor).
 DESERT RATS, THE—James Mason, Richard Burton, Chips Rafferty.
 DESTINATION GOBI—Richard Widmark, Don Taylor, Judy Dan—(Technicolor).
 DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor)—Leg. B—(214).
 FARMER TAKES A WIFE, THE—Betty Grable, Dale Robertson, Thelma Ritter—(Technicolor)—(307).
 FIGHT TOWN—Jeanne Crain, Dale Robertson—(Technicolor).
 GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Elliot Reid—(Technicolor).
 GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).
 INVADERS FROM MARS—Jimmy Hunt, Helena Carter, Arthur Franz.
 MABEL AND ME—Dan Dailey, Corinne Calvet.
 MAN ON A TIGHTROPE—Fredric March, Terry Moore, Cameron Mitchell, Gloria Grahame—(Made in Germany).

NIAGARA—Joseph Cotten, Jean Peters, Marilyn Monroe—(Technicolor)—(306)—89m.
 PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter.
 POWDER RIVER—Rory Calhoun, Cameron Mitchell, Corinne Calvert, Penny Edwards—(Technicolor).
 PRESIDENT'S LADY, THE—Susan Hayward, Charlton Heston, Fay Bainter.
 SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made in England).
 SILVER WHIP, THE—Rory Calhoun, Kathleen Crowley, Dale Robertson—(309)—73m.
 TITANIC—Clifton Webb, Barbara Stanwyck, Thelma Ritter, Richard Basehart.
 TONIGHT WE SING—Exio Pinza, Roberta Peters, David Wayne—(Technicolor)—109m.
 TREASURE OF GOLDEN CONDOR, THE—Cornel Wilde, Constance Smith, Finlay Currie—(Technicolor)—(Partly made in Guatemala)—(308)—93m.
 WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum, Walter Slezak—(Technicolor).

United Artists

BABES IN BAGDAD—CMD—Paulette Goddard, Gypsy Rose Lee, Richard Ney—Programmer will fit into the duallers—79m.—see Dec. 17 Issue—(Exotic Color)—(Made in Spain)—(Danziger).
 BREAKING THE SOUND BARRIER—D—Ralph Richardson, Ann Todd, Nigel Patrick—Interesting import has the angles—111m.—see Nov. 19 Issue—(English-made)—(Lean).
 GUEST WIFE—C—Claudette Colbert, Don Ameche, Richard Foran—Name draw will help reissue—87m.—see Sept. 10 Issue—(Reissue)—(Skirball).
 ISLAND OF DESIRE—AD—Linda Darnell, Tab Hunter, Donald Gray—Fair romantic adventure entry—93m.—see Aug. 13 Issue—Leg.: B—(Made in Jamaica, B.W.I.)—(Technicolor)—(Rose).
 IT'S IN THE BAG—C—Fred Allen, Jack Benny, Binnie Barnes—Reissue has names to sell—87m.—see Sept. 10 issue—(Skirball).
 KANSAS CITY CONFIDENTIAL—MD—John Payne, Coleen Gray, Preston Foster—Suspenseful meller—98m.—see Nov. 19 issue—Leg.: B—(Small).
 LADY VANISHES, THE—MYD—Margaret Lockwood, Michael Redgrave, Paul Lukas—Reissue has the angles for the selling—95m.—see Sept. 10 Issue—(English-made)—(Hitchcock).
 LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metropolitan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).
 MOULIN ROUGE—BID—Jose Ferrer, Colette Marchand, Zsa Zsa Gabor—High rating—118m.—see Dec. 31 issue—(Technicolor)—(Made in France and England)—(Romulus).
 ONE BIG AFFAIR—C—Evelyn Keyes, Dennis O'Keefe, Mary Anderson—Fair comedy for the duallers—80m.—see Mar. 12 issue—Leg.: B—(Bogaus).
 OUTPOST IN MALAYA—MD—Claudette Colbert, Jack Hawkins, Anthony Steel—Programmer will fit into the duallers—88m.—see Nov. 19 Issue—(Made in Malaya and England)—(Stafford).
 PARK ROW—MD—Gene Evans, Mary Welch, Bela Kovacs—Hard-hitting newspaper meller has the angles—83m.—see Aug. 13 Issue—(Fuller).
 RING, THE—MD—Gerald Mohr, Rita Moreno, Lala Rio—Will fit into the duallers—78m.—see Aug. 27 Issue—(King).
 THIEF, THE—D—Ray Milland, Martin Gabel, Rita Gam—Suspenseful drama without dialogue should land in the better money—85m.—see Sept. 24 issue—(Papkin).
 UNTAMED WOMEN—MD—Mike Canrad, Doris Merrick, Richard Monahan—Dualler has exploitation angles—70m.—see Aug. 27 Issue—(Jewell).

TO BE REVIEWED OR IN PRODUCTION

BANDITS OF CORSICA, THE—Louis Hayward, Richard Greene, Paula Raymond—(Small).
 DARK OF NIGHT—Teresa Wright, MacDonald Carey—(Bogaus).
 ENCOUNTER—Paul Muni, Joan Loring, Vitoria Manunta—(Made in Italy)—(Riviera).
 ESPERENZA—(Argentine-made)—(Ben Aml).
 FAKE, THE—Dennis O'Keefe, Coleen Gray—(Pallos).
 GENGHIS KHAN—Manuel Conde, Elvira Reyes, Lou Salvador—(Made in the Philippines)—(Conde).
 GUERRILLA GIRL—Helmut Dantine, Mariana—(Made in Greece)—(Christian).
 LUXURY GIRLS—Susan Stephen, Laurence Ward, Anna Maria Ferrero—(Made in Italy)—(Riviera).
 MASTER OF DON JUAN, THE—Errol Flynn, Glna Lollobrigida—(Eastmancolor)—(Made in Italy)—(Mahon and Vassarotti).
 MELBA—Patrice Munsel, Robert Morley, Martita Hunt—(Technicolor)—(Made in Europe)—(Eagle).
 MISS HARGREAVES—Katharine Hepburn—(Huston).
 MONSOON—Ursula Thiess, Diana Douglas, George Nader—Leg.: B—(Made in India)—(Technicolor)—(Film Group).
 MOON IS BLUE, THE—William Holden, David Niven, Maggie MacNamara, Dawn Addams—(Preminger-Herbert).
 PHANTOM FROM SPACE—Noreen Nash, Ted Cooper, Harry Landers—(Wilder).
 RAIDERS OF THE SEVEN SEAS—John Payne, Donna Reed, Lon Chaney—(Technicolor)—(Small).
 RETURN TO PARADISE—Gary Cooper, Barry Jones, Moira, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).

ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Stross).
 SAVAGE FRONTIER—Yvonne De Carlo—(Technicolor)—(Small).
 SCARLET SPEAR, THE—John Archer, Martha Hyers—(Anscolor)—(Made in Africa)—(Breakston-Stahl).
 SOMEWHERE IN THE WORLD—Kirk Douglas, Dany Robin—(Litvak).
 SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).
 TALE OF FIVE WOMEN, A—Bonar Colleano, Gino Lollobrigida, Karen Himbold—(Made in Europe)—(Paal).
 TOMBSTONE TRAIL—George Montgomery, Tab Hunter, Helen Westcott—(Small).
 WORLD-EATER, THE—Richard Carlson, Jean Byron, King Donovan—(A-Men).

Universal-International

(1951-52 releases from 201

1952-53 releases from 301)

AGAINST ALL FLAGS—AD—Errol Flynn, Maureen O'Hara, Anthony Quinn—Colorful pirate drama has the names to help—84m.—see Dec. 3 Issue—(Technicolor)—(305).
 BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's shaw—95m.—see Oct. 8 issue—(302).
 BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 Issue—(304).
 BONZO GOES TO COLLEGE—F—Maureen O'Sullivan, Edmund Gwenn, Charles Drake—Amusing prgrammer—79 1/2m.—see Sept. 10 Issue—(232).
 DUEL AT SILVER CREEK—OACD—Audle Murphy, Faith Domergue, Stephen McNally—Okeh outdoor show—77m.—see July 16 Issue—(Technicolor)—(228).
 GIRLS IN THE NIGHT—MD—Patricia Hardy, Joyce Holden, Harvey Lembeck—Exploitation will make the difference—82m.—see Jan. 14 issue—(311).
 HORIZONS WEST—OMD—Robert Ryan, Julia Adams, Rock Hudson—Names should help standard outdoor show—81m.—see Sept. 24 issue—(Technicolor)—(235).
 IMPORTANCE OF BEING EARNEST, THE—C—Michael Redgrave, Joan Greenwood, Richard Wattis—Highly amusing import for the art and specialty spots—95m.—see Dec. 31 issue—(English-made)—(Rank)—(Technicolor).
 IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).
 ISLAND ESCAPE—AD—David Niven, Glynis Johns, George Coulouris—Pleasing war film for the art and class spots—87m.—see July 2 issue—(English-made)—(Rank)—(283).
 IT GROWS ON TREES—C—Irene Dunne, Dean Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).
 LAWLESS BREED, THE—W—Rock Hudson, Julia Adams, Mary Castle—Better than average western—83m.—see Dec. 17 issue—(Technicolor)—(306).
 LOST IN ALASKA—F—Bud Abbott, Lou Costello, Mitzl Green—Name draw will make the difference—76m.—see July 30 Issue—(229).
 MEET ME AT THE FAIR—CDMU—Dan Dalley, Diana Lynn, Chet Allen—Pleasing musical—87m.—see Dec. 17 issue—(Technicolor)—(307).
 MISSISSIPPI GAMBLER, THE—MD—Tyrone Power, Piper Laurie, Julia Adams—Melodrama of early New Orleans and the Mississippi should account for itself okeh—98 1/2m.—see Jan. 14 issue—Leg.: B—(Technicolor)—(310).
 PROMOTER, THE—C—Alec Guinness, Glynis Johns, Valerie Hobson—Gaod entry for the art spots—88m.—see Sept. 24 issue—(English-made)—(Rank)—(285).
 RAIDERS, THE—WD—Richard Conte, Viveca Lindfors, Barbara Britton—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).
 REDHEAD FROM WYOMING, THE—W—Maureen O'Hara, Alex Nicol, Alexander Scourby—Okeh outdoor action shaw—80m.—see Dec. 31 issue—(Technicolor)—(309).
 SALLY AND SAINT ANNE—CD—Ann Blyth, Edmund Gwenn, John McIntire—Entertaining comedy—90m.—see July 2 Issue—(225).
 SON OF ALI BABA—COSMD—Tony Curtis, Piper Laurie, Susan Cabot—Routine Arabian Nights type entertainment—75m.—see Aug. 27 issue—(Technicolor)—(231).
 STORY OF MANDY, THE—D—Phyllis Calvert, Jack Hawkins, Terence Moegan, Mandy Miller—Impart is good tear jerker—93m.—see Dec. 3 Issue—(English-made)—(Rank).
 STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Bogarde, Jon Whitely, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 Issue—(English-made)—(284).
 UNTAMED FRONTIER—OMD—Joseph Cotten, Shelley Winters, Scott Brady—Name values help moderate outdoor show—75m.—see July 30 Issue—(Technicolor)—(230).
 WILLIE AND JOE IN BACK AT THE FRONT—C—Tom Ewell, Harvey Lembeck, Marl Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 Issue—(233).
 YANKEE BUCCANEER—MD—Jeff Chandler, Scott Brady, Suzan Ball—Okeh adventure show—86m.—see Sept. 24 issue—(Technicolor)—(234).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO GO TO MARS—Bud Abbott, Lou Costello, Mari Blanchard.
 ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE—Bud Abbott, Lou Costello, Boris Karloff.

ALL I DESIRE—Barbara Stanwyck, Richard Carlson, Lori Nelson.
 BACK TO GOD'S COUNTRY—Rock Hudson, Steve Cochran, Barbara Rush—(Technicolor).
 CITY BENEATH THE SEA—Robert Ryan, Suzan Ball, Anthony Quinn—(Technicolor)—(308).
 CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Moira Lister—(English-made)—(Rank).
 COLUMN SOUTH—Audie Murphy, Jean Evans, Robert Sterling—(Technicolor).
 DESERT LEGION—Alan Ladd, Richard Conte, Arlene Dahl—(Technicolor).
 DRIFTING—Tony Curtis, Joanne Dru, Lyle Bettger.
 EAST OF SUMATRA—Jeff Chandler, Marilyn Maxwell, Anthony Quinn—(Technicolor).
 FRANCIS COVERS THE BIG TOWN—Danald O'Connor, Nancy Guild.
 GOLDEN BLADE, THE—Rock Hudson, Piper Laurie—(Technicolor).
 GREAT SIOUX UPRISING, THE—Jeff Chandler, Lyle Bettger, Faith Domergue—(Technicolor).
 GUNSMOKE—Audie Murphy, Susan Cabot, Paul Kelly—(Technicolor).
 IT HAPPENS EVERY THURSDAY—Loretta Young, John Forsythe.
 LAW AND ORDER—Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster—(Technicolor).
 LONE HAND—Joel McCrea, Barbara Hale, Alex Nicol—(Technicolor).
 MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.
 MA AND PA KETTLE ON VACATION—Marjorie Main, Percy Kilbride, Ray Collins.
 MALTA STORY, THE—Alec Guinness, Jack Hawkins, Anthony Steel—(English-made)—(Rank).
 MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Technicolor).
 NIGHT FLOWERS—Patricia Hardy, Leonard Freeman, Harvey Lembeck.
 PENNY PRINCESS, THE—Yalande Donlan, Kirk Bogarde—(Technicolor)—(English-made).
 PRINCE OF BAGDAD—Victor Mature, Mari Blanchard, Guy Rolfe—(Technicolor).
 SEMINOLE—Rock Hudson, Barbara Hale, Anthony Quinn—(Technicolor).
 SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(Rank)—(380).
 STAND AT APACHE RIVER, THE—Stephen McNally, Julia Adams, Hugh Marlowe—(Technicolor).
 TAKE ME TO TOWN—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).
 THUNDER BAY—James Stewart, Joanne Dru, Marcia Henderson—(Technicolor).
 WALKIN' MY BABY BACK HOME—Donald O'Connor, Janet Leigh—(Technicolor).
 WINGS OF THE HAWK—Glenn Ford, Abbe Lane—(Technicolor).

Warners

(1951-52 releases from 101

1952-53 releases from 201)

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—F—Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke—Amusing farce has the angles—70m.—see Dec. 3 issue—(SuperCinecolor)—(208).
 APRIL IN PARIS—CMU—Doris Day, Ray Bolger, Claude Dauphin—Highly entertaining—101m.—see Nov. 19 issue—Leg.: B—(Technicolor)—(209).
 BIG JIM McLAIN—D—John Wayne, Nancy Olson—Wayne entry will need plenty of push—90m.—see Sept. 10 issue—(Partly made in Hawaii)—(201).
 CATTLE TOWN—W—Dennis Morgan, Philip Carey, Amanda Blake—Routine outdoor show—71m.—see Dec. 3 issue—(207).
 CRIMSON PIRATE, THE—MD—Burt Lancaster, Nick Cravat, Eva Bartak—Gaod melodrama—104m.—see Sept. 10 issue—(Made in Europe)—(Technicolor)—(202).
 HIGH SIERRA—MD—Humphrey Bogart, Ida Lupino, Jean Leslie—Reissue has some name values—see July 2 issue—95m.—(126).
 IRON MISTRESS, THE—BID—Alan Ladd, Virginia Mayo, Joseph Calleia—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).
 JAZZ SINGER, THE—DMU—Danny Thomas, Peggy Lee, Mildred Dunnock—Star draw should help remake of early talkie hit—108m.—see Jan. 14 issue—(Technicolor)—(212).
 MAN BEHIND THE GUN, THE—OMD—Randolph Scott, Patrice Wymore, Dick Wesson—Fair outdoor show—82m.—see Dec. 31 issue—(Technicolor)—(211).
 MIRACLE OF OUR LADY OF FATIMA, THE—D—Gilbert Roland, Angela Clark, Frank Silvera—Well-made religious film—102m.—see Sept. 10 issue—(Warner-Color)—(203).
 OPERATION SECRET—MD—Cornel Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—108m.—see Oct. 22 issue—Leg.: B—(205).
 SPRINGFIELD RIFLE—ACD—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better maney—93m.—see Oct. 8 issue—(WarnerColor)—(204).
 STOP, YOU'RE KILLING ME—C—Broderick Crawford, Claire Trevor, Virginia Gibson—Amusing comedy—86m.—see Dec. 17 issue—(Warner Color)—(210).

STORY OF WILL ROGERS, THE—BIOD—Will Rogers, Jr., Jane Wyman, Carl Benton Reid—Biographical drama has the angles—109m.—see July 30 issue—(Technicolor)—(129).

TO HAVE AND TO HAVE NOT—MD—Humphrey Bogart, Lauren Bacall, Walter Brennan—Names may help reissue—see July 2 issue—100m.—(127).

WHERE'S CHARLEY?—CMU—Ray Bolger, Allyn McLerie, Mary Germaine—Musical version of "Charley's Aunt" has the angles for the selling—see July 2 issue—97m.—(Made in England)—(Technicolor)—(130).

TO BE REVIEWED OR IN PRODUCTION

BLOWING WILD—Gary Cooper, Barbara Stanwyck, Ruth Roman—(Made in Mexico).

BLUE GARDENIA, THE—Anne Baxter, Richard Conte, Ann Sothern, Nat "King" Cole.

BY THE LIGHT OF THE SILVER MOON—Doris Day, Gordon MacRae, Rosemary DeCamp—(Technicolor).

CALAMITY JANE—Doris Day, Howard Keel, Gene Nelson—(Technicolor)—(207).

CITY IS DARK, THE—Gene Nelson, Phyllis Kirk, Sterling Hayden.

DESSERT SONG, THE—Gordon MacRae, Kathryn Grayson, Steve Cochran—(Technicolor).

EDDIE CANTOR STORY, THE—Keefe Brasselle, Marilyn Erskine—(Technicolor).

END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.

EVERYBODY COMES TO RICK'S—Danny Thomas, Peggy Lee—(Technicolor).

GRACE MOORE STORY, THE—Kathryn Grayson, Walter Abel, Merv Griffin—(Technicolor).

HIS MAJESTY O'KEEFE—Burt Lancaster, Joan Rice, Benson Fong—(Technicolor)—(Made in Fiji Islands).

I CONFESS—Montgomery Clift, Anne Baxter, Karl Malden.

LION IS IN THE STREETS, A—James Cagney, Barbara Hale, Ann Francis—(Technicolor).

MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

PLUNDER OF THE SUN—Glenn Ford, Diana Lynn, Patricia Medina.

SHE'S BACK ON BROADWAY—Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore, Phyllis Coates—(WarnerColor).

SULU SEA—Burt Lancaster, Virginia Mayo, Hayden Rorke.

SYSTEM, THE—Frank Lovejoy, Joan Weldon, Dan Seymour.

3 SAILORS AND A GIRL—Jane Powell, Gene Nelson, Gordon MacRae—(Technicolor).

THUNDER OVER THE PLAINS—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).

TOP OF THE WORLD—Frank Lovejoy, Steve Cochran.

TROUBLE ALONG THE WAY—John Wayne, Donna Reed, Charles Coburn.

Miscellaneous

(Distributors' addresses will be furnished on request)

BATTLES OF CHIEF PONTIAC—OMD—Lex Barker, Helen Westcott, Lon Chaney—Indian entry will fit into the lower half—72m.—see Nov. 19 issue—(Realart).

BELA LUGOSI MEETS A BROOKLYN GORILLA—CMD—Bela Lugosi, Duke Mitchell, Sammy Petrillo, Charlita—For exploitation spots and lower half—74m.—see Sept. 24 issue—Leg. B—(Realart).

BREAKDOWN—D—Ann Richards, William Bishop, Ann Gwynne, Sheldon Leonard—Okeh for the lower half—75m.—see July 30 issue—(Realart).

BWANA DEVIL—AD—Robert Stack, Barbara Britton, Nigel Bruce—Novelty third-dimensional film can be exploited to the hilt—79m.—see Dec. 17 issue—(Partly made in Africa)—(AnSCO Color)—(Natural Vision).

DU PONT STORY, THE—HISD—Eduard Franz, Marcel Journet, Sigrid Gurle—Impressive history of Du Pont Company holds interest—72m.—see July 16 issue—(Technicolor)—(Modern).

JULIUS CAESAR—D—Charlton Heston, Harold Tasker, Helen Ross—Amateur-made production may be attractive to some art spots—90m.—see Dec. 17 issue—(Brandon).

ORIENTAL EVIL—MD—Martha Hyer, Byron Michle, George Breakston—Routine meller—65m.—see Sept. 24 issue—(Made in Japan)—(Classic).

SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 issue—(Astor).

Foreign-Made

(Distributors' addresses will be furnished on request)

AFFAIRS OF A MODEL—CD—Alf Kjellin, Maj-Britt Nilsson, Marianne Lofgren—Swedish import has some angles—80m.—see Aug. 13 issue—(Swedish-made)—(English titles)—(Unlon).

AMAZING MONSIEUR FABRE, THE—BID—Pierre Fresnay, Elina La Bourdette, Andre Randall—High rating import—89m.—see Sept. 24 issue—(French-made)—(English dialogue)—(Futter).

ANGEL STREET—MD—Anton Walbrook, Diana Wynyard, Frank Pettingell—Slow moving British import—80m.—see Nov. 19 issue—(English-made)—(Commercial).

ANNA—D—Silvana Mangano, Gaby Morlay, Vittorio Gassmann—Mangano draw should make this an okeh entry for the art spots—100m.—see Jan. 14 issue—Leg. B—(Italian-made)—(Dubbed in English)—(IFE).

ANGELO IN THE CROWD—CD—Angelo Maggio, Umberto Spadaro, Isa Pola—Dreary Italian import—82m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

BEAUTY AND THE DEVIL—DFAN—Michel Simon, Gerard Philipe, Nicole Besnard—Engrossing art house entry—95m.—see Sept. 10 issue—(French-made)—(English titles)—(Davis).

BEHIND CLOSED SHUTTERS—MD—Massimo Girotti, Eleonora Rossi, Giulietta Masina—Mediocre Italian meller—91m.—see July 16 issue—(Italian-made)—(English dubbing)—Leg. C—(Lux).

BERLINER, THE—SAT—Gert Frobe, Aribert Wascher, Tatjana Sais—Minor German import—80m.—see Nov. 5 issue—(German-made)—(English titles and narration)—(Burstyn).

BRAVE DON'T CRY, THE—D—John Gregson, Meg Buchanan, John Rae—Okeh dramatic import for the art spots—90m.—see Dec. 3 issue—(English-made)—(Mayer-Kingsley).

BRANDY FOR THE PARSON—CD—James Donald, Kenneth More, Jean Lodge—Amusing British offering should please art house audiences—75m.—see Sept. 24 issue—(English-made)—(Mayer Kingsley).

CADETS OF GUASCOGNA, THE—CMU—Ferruccio Tagliavini, Luciano Sangiorgi, Fulvia Mammi—Okeh comedy for Italian audiences—103m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

CAIRO ROAD—MD—Eric Portman, Laurence Harvey, Maria Mauben—Import will fit into the lower half—82m.—see Aug. 27 issue—(English-made)—(Realart).

CAPTAIN BLACK JACK—MD—George Sanders, Herbert Marshall, Patricia Roc—Interesting import has names to help—90m.—see Sept. 10 issue—(European-made)—(Classic).

CASQUE D'OR, THE STORY OF A BLONDE—MD—Simone Signoret, Serge Reggiani, Claude Dauphin—French meller has the angles—95m.—see Sept. 24 issue—(French-made)—(English titles)—(Discina).

CASTLE IN THE AIR—C—David Tomlinson, Helen Cherry, Margaret Rutherford—Okeh import for the art and specialty spots—90m.—see Dec. 17 issue—(English-made)—(Stratford).

CLIFF OF SIN, THE—MD—Gino Cervi, Margaret Genske, Ermanno Randi, Delia Scala—Italian import has exploitation possibilities—94m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Continental).

CURTAIN UP—C—Robert Morley, Margaret Rutherford, Olive Sloane—Some art spots may be able to use it—93m.—see Sept. 24 issue—(English-made)—(Fine Arts).

DANCE HALL GIRLS—DMU—Bonar Colleano, Donald Houston, Diana Dors—Import will fit into the lower half—67m.—see Sept. 24 issue—Leg. B—(English-made)—(Bell).

DANGEROUS ASSIGNMENT—MYC—Brian Reece, Joy Shelton, Christine Norden—Routine British whodunit—67m.—see Sept. 10 issue—(English-made)—(Famous).

DEATH OF AN ANGEL—MYMD—Patrick Barr, Jane Baxter, Julie Somers—Routine import—65m.—see Sept. 24 issue—(English-made)—(Famous).

DERBY DAY—D—Anna Neagle, Michael Wilding, Google Withers—Okeh for the art spots—84m.—see Dec. 3 issue—(English-made)—(Wilcox-Neagle).

FATHER'S DILEMMA—F—Aldo Fabrizi, Gaby Moray, Adrianna Mazzotti—Highly amusing import—80m.—see Nov. 5 issue—(Italian-made)—(English titles and narration)—Leg. B—(Arthur Davls).

FLOWERS OF ST. FRANCIS—BID—Aldo Fabrizi, monks of Nocere Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Burstyn).

FORCE OF DESTINY, THE—OPD—Nelly Corradi, Gino Sinimberghi, Tito Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 issue—(Italian-made)—(English narration)—(Screen Arts Sales).

FOUR STEPS, THE—CD—Ginette Lagace, Nicos Hadjisicos, John Prineas—Pleasant entertainment for Greek audiences—110m.—see Nov. 19 issue—(Greek-made)—(No English titles)—(Metaxas).

FRENCH WAY, THE—ROMCMU—Josephine Baker, Michelle Prelle, Georges Marchal—Slow-moving French import—74m.—see Sept. 24 issue—(French-made)—(English titles)—(Manor).

GODS OF BALI, THE—DOC—Balinese film can be exploited—61m.—see Nov. 5 issue—(Filmed in Bali)—(English narration)—(Classic).

GRAND CONCERT, THE—MU—Valeriya Barsova, Kseniya Derzhinskaya, Olga Lepeshinskaya—Topnotch Soviet entry—100m.—see Sept. 24 issue—(Magnicolor)—(Russian-made)—(English titles)—(Artkino).

HIS EXCELLENCY—C—Eric Portman, Cecil Parker, Helen Cherry—Moderate art house fare—84m.—see July 16 issue—(English-made)—(Rank).

HOUSE OF DARKNESS—MD—Lesley Brook, Lawrence Harvey, John Stuart—Minor import for the duallers—66m.—see Dec. 17 issue—(English-made)—(Realart).

I BELIEVE IN YOU—D—Cecil Parker, Celia Johnson, Harry Fowler—Exploitation may sell ordinary import—96m.—see Sept. 24 issue—(English-made)—(Rank).

KATY'S LOVE AFFAIR—D—Anna Neagle, Michael Wilding, Gladys Young—Okeh offering for the art and class spots—76m.—see July 16 issue—(English-made)—(Snader).

LADY GODIVA RIDES AGAIN—C—Dennis Price, John McCallum, Stanley Holloway—Minor import has obvious selling angles—98m.—see Sept. 24 issue—(English-made)—(London).

LAST MISSION, THE—MD—Smaroula Yioull, Miranda Myrat, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 issue—(Greek-made)—(no English titles)—(Finos).

LEONARDO DA VINCI—DOC—Produced by Leonid Kipnis and Herman Starr, narrated by Albert Dekker—Fine depiction of Da Vinci's life and works is best suited to the art houses—70m.—see Dec. 3 issue—(Italian-made)—(Partly in Technicolor)—(Pictura).

LIFE BEGINS TOMORROW—FAN—Jean Pierre Aumont, Andre Labarthe, Jean Paul Sartre, Daniel Lagache, Jean Rostand, Le Corbusier, Picasso, Andre Gide and Dominique—Interesting film for the art and class spots—86m.—see Dec. 17 issue—(French-made)—(English titles)—(Mayer-Kingsley).

LITTLE WORLD OF DON CAMILLO, THE—C—Fernandel, Gino Cervi, Sylvie—Pleasant Italian comedy—96m.—see Jan. 14 issue—(Franco-Italian made)—(English titles)—(IFE).

MAGIC BOX, THE—BID—Robert Donat, Margaret Johnson, Maria Schnell—Superior English import—103m.—see Oct. 22 issue—(English-made)—(Technicolor)—(Mayer-Kingsley).

MAGIC SWORD, THE—DFAN—Rade Markoovich, Milvoje Zhivanovich, Vera Ilich-Djukieh—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 issue—(Yugoslav-made)—(English titles)—(Ellis).

MERRY WIVES OF WINDSOR, THE—OPC—Sonja Ziemann, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 issue—(German-made)—(English titles)—(Central Cinema).

MR. DENNING DRIVES NORTH—MD—John Mills, Phyllis Calvert, Sam Wanamaker—Good melodramatic import—93m.—see Sept. 24 issue—(English-made)—(London).

NEW CHINA, THE—DOC—Directed by Sergei Gerasimov—Excellent study of Red China—103m.—see Oct. 22 issue—(Russian-made)—(Made in China)—(Artkino).

NIGHTMARE IN RED CHINA—D—No cast available—Mediocre exploitation film—63m.—Leg. B—see Nov. 19 issue—(Made in China)—(English dialogue)—(Friedgen).

OLD MOTHER RILEY—F—Arthur Lucan, Kitty McShane, Lili Bouchier—Zany English farce will fit into the lower half—67m.—see July 16 issue—(English-made)—(Bristol).

ROBINSON CRUSOEELAND—C—Stan Laurel, Oliver Hardy, Susy Delair—Laurel and Hardy import may satisfy the juvenile trade—82m.—see Sept. 24 issue—(French-made)—(Dubbed in English)—(Franco-London).

SAVAGE TRIANGLE—D—Maeleine Robinson, Frank Villard, Pierre Michell Beck—High rating French import—112m.—see Oct. 22 issue—(French-made)—(English titles)—Leg. C—(Burstyn).

SKIPPER NEXT TO GOD—MD—Pierre Brasseur, Jacques Francois, Jean Mercure—Slow moving import—83m.—see Dec. 17 issue—(French-made)—(English titles)—(Excelsior).

STRANGE ONES, THE—DFAN—Nicole Stephane, Edouard Dermithe, Renee Cosima—Import has limited art house appeal—98m.—see Sept. 10 issue—(French-made)—(English titles)—(Mayer-Kingsley).

STREETS OF SORROW—D—Geraldine Brooks, Vittorio Gassman, Franca Marzi—Mediocre Italian import has the angles for the selling—75m.—see Dec. 3 issue—(Italian-made)—(Union).

TARAS SHEVCHENKO—BID—Sergei Bondarchuk, Ivan Pereverez, Gnat Yura—Okeh Soviet import—102m.—see Sept. 24 issue—(Russian-made)—(English titles)—(Magnicolor)—(Artkino).

THIRST OF MEN, THE—D—Georges Marchal, Dany Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 issue—(French-made)—(English titles)—(Unlon).

THREE SINNERS—D—Fernandel, Jacques Barennes, Raymond Souplex, Jeanne Moreau—Galle entry has limited art house appeal—84m.—see July 30 issue—(French-made)—(English titles)—(Sachsen).

TRIP TO AMERICA—MUCD—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 issue—(French-made)—(English titles)—(Lewis).

TOPAZE—C—Fernandel, Helene Perdriere, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 issue—(French-made)—(English titles)—(Discina).

TWO CENTS WORTH OF HOPE—CD—Maria Fiore, Vincenzo Musolino, Filomena Russo—Good import—100m.—see Jan. 14 issue—Leg. B—(Italian made)—(English titles)—(Times).

VENETIAN BIRD—MD—Richard Todd, Eva Bartok, Walter Rilla—Names should help interesting import—95m.—see Dec. 3 issue—(English-made)—(Rank).

WHALE HUNT, THE—DOC—Overly long, repetitious import—55m.—see Dec. 17 issue—(Magnicolor)—(Russian-made)—(English narration)—(Artkino).

WHEREVER SHE GOES—DMU—Eileen Joyce, Suzanne Parrett, Nigel Lovell—Music should help draw in art spots—80m.—see Dec. 31 issue—(Australian-made)—(Mayer-Kingsley).

WHITE CORRIDORS—D—Google Withers, James Donald, Godfrey Tearle—Interesting import for the art spots—102m.—see July 16 issue—(English-made)—(Rank).

WHITE LINE, THE—D—Gina Lollobrigida, Raf Vallone, Enzo Stajola—Better than average import—74m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Lux).

WOMAN'S ANGLE, THE—85m.—CD—Edward Underdown, Cathy O'Donnell, Lois Maxwell—Moderate British import—85m.—see Dec. 17 issue—(English-made)—(Stratford).

WORLD FESTIVAL OF SONG AND DANCE—MU—Delegations from various countries performing at the 1951 World Festival of Youth in Berlin—Overlong package of folk song and dance may appeal to some art spots—78m.—see Dec. 17 issue—(Magnicolor)—(Russian-made)—(English narration)—(Artkino).

YOUNG CHOPIN—BIDMU—Czeslaw Wollejko, Aleksandra Slaska—Music should help mediocre biographical drama—98m.—see Jan. 14 issue—(Polish-made)—(English titles)—(Artkino).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hooked And Rooked (Clyde)	F	16 1/2m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15 1/2m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)	F	15m.	3448
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunc, Dance (Foy)	G	18 1/2m.	3425
5423	(Jan. 3)	Kiss And Wake Up (Downs)	F	18m.	3441
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Love Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Berth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Scare	F	16 1/2m.	3434
5434	(Jan. 17)	One Too Many		20m.	
SERIALS (3)					
5120	(Nov. 6)	Son Of Geronimo	G	15ep.	3410
THE SECRET CODE (Reissue)					
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16 1/2m.	3392
5402	(Oct. 16)	Three Dark Horses	F	16m.	3434
5403	(Dec. 4)	Cuckoo On A Choo Choo	F	15 1/2m.	3425
One Reel ANIMAL CAVALCADES (8)					
5651	(Nov. 20)	Chimp-Antics	G	10 1/2m.	3418
CANDID MICROPHONES (6)					
5551	(Oct. 16)	No. 1	F	10 1/2m.	3404
5552	(Dec. 4)	No. 2	F	10 1/2m.	3435
COLOR FAVORITES (15) (Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Grapes	G	8m.	3379
5602	(Oct. 2)	Wacky Wigwags	G	8m.	3404
5603	(Nov. 6)	Toll Bridge Troubles	F	7m.	3425
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	3425
5605	(Dec. 11)	Cinderella Goes To A Party	F	7m.	3425
5606	(Jan. 10)	Plenty Below Zero	F	7 1/2m.	3441
JOLLY FROLICS (6) (Technicolor)					
5501	(Sept. 25)	Pete Hothead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
5503	(.....)	Gerald McBoing Boing's Symphony	E	7 1/2m.	3435
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Footsy	G	6 1/2m.	3392
5702	(Dec. 24)	Captain Outrageous	G	7m.	3448
SCREEN SNAPSHOTS (12) (Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun	F	10m.	3448
5854	(Dec. 18)	Young Hollywood	F	10m.	3443
5855	(Jan. 14)	Spike Jones In Hollywood	F	10m.	3448
THRILLS OF MUSIC (8) (Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Ray McKinley and Orch.	G	9m.	3435
5953	(Dec. 25)	Ray Anthony and Orch.	G	10 1/2m.	3425
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9 1/2m.	3426
5803	(Nov. 20)	Rasslin' Mat-Adors	F	10m.	3435
5804	(Dec. 25)	Water Rodeo			
MGM One Reel CARTOONS (16) (Technicolor)					
W-431	(Sept. 6)	Pushbutton Kltty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Caballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387
W-434	(Nov. 18)	Little Wise Quacker	G	7m.	3402
W-435	(Nov. 29)	The Dog House (T-J)	G	7m.	3392
W-436	(Dec. 20)	Busybody Bear	G	7m.	3418
W-437	(Jan. 10)	The Missing Mouse (T-J)	E	7m.	3418
W-438	(Jan. 31)	Barney's Hungry Cousin	F	7m.	3425
W-439	(Feb. 21)	Jerry And Jumbo (T-J)	G	7m.	
W-440	(.....)	Cobs And Robbers	F	6 1/2m.	3448
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-411	(Sept. 20)	Pretoria To Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
T-413	(Nov. 22)	Calling On Capetown	F	7m.	3426
T-414	(Jan. 3)	Land Of The Ugly Duckling	G	9m.	3443
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-461	(Oct. 4)	Wild And Woolfy	G	8m.	3380
W-462	(Dec. 6)	Mouse In Manhattan	F	6 1/2m.	3435
W-463	(Feb. 14)	Tee For Two			
NOSTRADAMUS (.....) Nostradamus Says So					
PETE SMITH SPECIALTIES (10)					
S-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
S-452	(Oct. 4)	Sweet Memories	G	9m.	3404
S-453	(Nov. 29)	Keep It Clean	E	9m.	3426
S-454	(Dec. 27)	I Love Children, But.....	G	9m.	3435
(.....)		Aquatic Kids			
(.....)		Good Buy Now			
(.....)		The Postman			
Paramount Two Reel MUSICAL PARADES (6) (Reissues) (Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Champagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Samba Mania	G	18m.	3375
FF12-12	(June 27)	Catalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6) (Technicolor)					
B12-1	(Oct. 24)	True Boo	G	7m.	3410
B-12-2	(Feb. 13)	Frightday The 13th			
GRANTLAND RICE SPOTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rangers	G	9m.	3388
R12-2	(Oct. 24)	Canine I. Q.	G	9m.	3426
R12-3	(Dec. 19)	Highland Sports	G	10m.	3448
R12-4	(Jan. 2)	The Speed Queen	F	9m.	3448
R12-5	(Jan. 16)	Brittania's Athletic Cadets		9m.	
R12-6	(Feb. 27)	Sport Car Racing		9m.	
HERMAN AND KATNIP (4)					
H12-1	(Oct. 3)	Mice Capades	G	7m.	3410
H12-2	(Feb. 20)	Of Mice And Magic		7m.	
KARTUNES (6) (Technicolor)					
X12-1	(Nov. 14)	Forest Fantasy	G	7m.	3425
X12-2	(Jan. 23)	Hysterical History		7m.	
NOVELTOONS (6) (Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cockeyed Canary	G	7m.	3448
P12-2	(Dec. 26)	Feast And Furious	G	6m.	3448
PACEMAKERS (6)					
K12-1	(Oct. 3)	Parlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Have A Parade	G	10m.	3426
K12-3	(Dec. 26)	All Girls On Deck	G	10m.	3448
POPEYE CARTOONS (8) (Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-3	(Jan. 30)	Ancient Fistory		7m.	
E12-4	(Dec. 12)	Big Bad Sindbad	F	10m.	3425
POPEYE CHAMPIONS (4) (Reissues) (Technicolor)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7m.	3379
Z12-3	(Oct. 3)	Pitching Woo At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	8m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In nteresting People	G	9m.	3426
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
M12-4	(Feb. 6)	Animal Hotel	F	10m.	3448
RKO Two Reel EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375
33502	(Oct. 17)	The Kitchen Cynic	F	18m.	3375
33503	(Nov. 14)	You Drive Me Crazy	F	17m.	3375
33504	(Dec. 12)	Radio Rampage	F	16m.	3375
33505	(Jan. 9)	Alibi Baby	F	18m.	3374
33506	(Feb. 6)	Mother-in-Law's Day	F	20m.	3375
GIL LAMB COMEDIES (4)					
33601	(Jan. 16)	The Fresh Painter	F	16m.	3448
33602	(Jan. 30)	Lost In A Turkish Bath	F	16m.	3448
33603	(Feb. 27)	And Baby Makes Two			
33604	(Mar. 13)	Pardon My Wrench			
LEON ERROL REISSUES (6)					
33701	(Sept. 5)	A Polo Phony	F	18m.	3375
33702	(Oct. 3)	Who's A Dummy	G	17m.	3375
33703	(Oct. 31)	The Wrong Room	G	19m.	3375
33704	(Nov. 28)	He Asked For It	F	18m.	3374
33705	(Dec. 26)	A Panic In The Parlor	F	18m.	3375
33706	(Jan. 23)	Home Work	F	19m.	3374

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
MUSICAL REVIEWS (2) (Reissues)					
33201	(Sept. 12)	Harris In The Spring	F	19m.	3375
33202	(Oct. 10)	Louis Prima—Swing It	F	16m.	3379
NEWLYWED COMEDIES (4)					
33401	(Jan. 23)	Three Chairs For Betty	G	16m.	3448
33402	(Mar. 6)	Half Dressed For Dinner			
PEOPLE AND PLACES (.....) The Alaskan Eskimo					
SPECIALS (13)					
33101	(Aug. 15)	Professor F.B.I.	E	15m.	3387
33102	(Sept. 12)	I Am A Paratrooper	G	15m.	3392
33103	(Oct. 10)	Caution, Danger Ahead	F	15m.	3410
33104	(Nov. 7)	Men Of Science	G	16m.	3435
33105	(Jan. 2)	Conquest Of Ungara			
(.....)		Racing Heritage			
SPORT SPECIALS (2) (Sept. 24) Walcott-Marciano Fight					
33901	(Dec. 12)	Football Highlights Of 1952	G	21m.	3392
33801	(Apr. 17)	Basketball Highlights		16 1/2m.	3441
TECHNICOLOR SPECIALS					
33001	(Jan. 16)	Operation A-Bomb	E	16m.	3434
TRUE-LIFE ADVENTURES (2) (Technicolor)					
33301	(June 26)	Water Birds	E	31m.	3387
32901	(Feb.)	Bear Country	E	22 1/2m.	
One Reel SCREENLINERS (13)					
34201	(July 4)	Sweet Land Of Liberty	E	9m.	3380
34202	(July 25)	Male Vanly	G	8m.	3380
34203	(Aug. 15)	Mexican Rhythm	G	8m.	3380
34204	(Sept. 5)	Flying Pinwheels	F	8m.	3392
34205	(Sept. 26)	Porpoise Roundup	G	8m.	3412
34206	(Oct. 17)	Log Jam	F	9m.	3412
34207	(Nov. 7)	College Circus	G	8m.	3435
34208	(Nov. 28)	Johnny Gets His Route	F	9m.	3435
34209	(Dec. 19)	Way Back When	G	8m.	3435
34210	(Jan. 9)	Molly Bee Sings	F	9m.	3448
SPORTSCOPES (13)					
34301	(July 11)	Aqua Champs	G	8m.	3380
34302	(Aug. 10)	Let's Go Fishing	G	8m.	3380
34303	(Aug. 22)	Lure Of The Turf	F	9m.	3396
34304	(Sept. 12)	The Roaring Game	F	10m.	3396
34305	(Oct. 3)	Sportsmen's Playground	F	8m.	3412
34306	(Oct. 24)	Husky Dog	F	8m.	3418
34307	(Nov. 14)	King Of Clubs	G	8m.	3435
34308	(Dec. 5)	Bobby Shantz	F	8m.	3435
34309	(Dec. 26)	All Joking Astride	F	9m.	
34310	(Jan. 16)	Wild Boar Hunt			
WALT DISNEY CARTOONS (18) (Technicolor) (C—Chlp'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
34101	(Sept. 19)	Pluto's Party (M-P)	F	6m.	3388
34102	(Oct. 10)	Trick Or Treat (D)	G	8m.	3392
34103	(Oct. 31)	Two Weeks Vacation (G)	F	6m.	3410
34104	(Nov. 21)	Pluto's Christmas Tree (M)	F	7m.	3379
34105	(Dec. 12)	How To Be A Detective (G)	E	7m.	3379
34106	(Mar. 28)	Father's Day Off (G)			
34107	(Apr. 18)	The Simple Things (M-P)		7m.	
34108	(May 9)	Father's Week End (G)			
34109	(May 30)	Fountain Of Youth			
34110	(June 10)	How To Dance			
34111	(July 11)	Football (Now And Then)			
34112	(Aug. 7)	The New Neighbor			
Republic Three Reels COMMANDER CODY— SKY MARSHAL OF THE UNIVERSE (12)					
(Jan.)		Enemies Of The Universe			
(Feb.)		Atomic Peril			
(Mar.)		Cosmic Vengeance			
(Apr.)		Nightmare Typhoon			
(May)		War Of The Space Giants			
(June)		Destroyers Of The Sun			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
20th Century-Fox					
One Reel					
ART FILMS (7)					
(Technicolor)					
7251	(Sept.)	I Remember The Glory	G	9m. 3301	
7252	(Sept.)	Curtain Call	G	10m. 3289	
7253	(Sept.)	Light In The Window	G	10m. 3402	
7254	(Oct.)	Birth Of Venus	E	9m. 3435	
7255	(Oct.)	Joy Of Living	E	10m. 3402	
7256	(Nov.)	The Young Immortal	G	10m. 3402	
7257	(.....)	The Nightwatch			
LEW LEHR RE-RELEASES (2)					
9281	(Feb.)	Fuss And Feathers	G	9m. 3294	
9282	(June)	Jungle Land	G	9m. 3335	
SPORTS (6)					
3201	(Feb.)	The Fighting Cohoes	G	9m. 3311	
3202	(Apr.)	Sails And Blades	G	8m. 3319	
3203	(July)	Mel Allen's Football Review	G	10m. 3348	
3204	(Sept.)	U. S. Olympic Champions	G	9m. 3396	
3205	(Oct.)	Kalamazoo Klouters	F	9m. 3412	
(Reissues)					
2201	(Nov.)	Conquering The Colorado	E	9m. 3418	
TERRYTOONS (26)					
(Technicolor)					
5201	(Jan.)	Papa's Little Helpers	G	7m. 3219	
5202	(Jan.)	Heckle and Jeckle In Movie Madness	F	7m. 3195	
5203	(Feb.)	The Mechanical Bird	F	7m. 3201	
5204	(Feb.)	Heckle and Jeckle In Seaside Adventure	F	7m. 3211	
5205	(Mar.)	Little Roquefort In City Slicker	G	7m. 3209	
5206	(Mar.)	Mighty Mouse In Prehistoric Perils	G	7m. 3219	
5207	(Mar.)	Terry Bears In Papa's Day Of Rest	F	7m. 3243	
5208	(Apr.)	Dinky In Flat Foot Fledglings	F	7m. 3251	
5209	(Apr.)	Time Gallops On Heckle and Jeckle	F	7m. 3251	
5210	(May)	Off To The Opera	G	7m. 3266	
5211	(May)	The Happy Cobblers	G	7m. 3279	
5212	(June)	Little Roquefort In Hypnotized	G	7m. 3279	
5213	(June)	Mighty Mouse In Hansel and Gretel	F	7m. 3301	
5214	(June)	Flipper Frolics	F	7m. 3318	
5215	(July)	Terry Bears In Little Anglers	F	7m. 3301	
5216	(July)	Dinky In The Foolish Duckling	G	7m. 3326	
5217	(Aug.)	Heckle and Jeckle In House Busters	F	7m. 3310	
5218	(Aug.)	The Mysterious Cowboy	E	7m. 3318	
5219	(Sept.)	Aesop's Fable: Happy Valley	G	7m. 3326	
5220	(Sept.)	Little Roquefort In Good Mousekeeping	G	7m. 3333	
5221	(Oct.)	Terry Bears In Nice Doggy	F	7m. 3342	
5222	(Oct.)	Mighty Mouse In Happy Holland	F	7m. 3348	
5223	(Oct.)	Heckle And Jeckle In Moose On The Loose	F	7m. 3348	
5224	(Nov.)	Dinky In Sink Or Swim	G	7m. 3387	
5225	(Dec.)	Little Roquefort In Flop Secret	F	7m. 3388	
5226	(Dec.)	Terry Bears In Picnic With Papa	G	7m. 3402	
(Re-releases) (4)					
5227	(Jan.)	Harvest Time	F	7m. 3219	
5228	(Feb.)	Plane Goofy	F	7m. 3219	
5229	(Apr.)	The First Robin	F	7m. 3219	
5230	(May)	Billy Mouse's Awkwacade	G	7m. 3294	
(1952-53) (26)					
5301	(Jan.)	Mighty Mouse In A Soapy Opera	F	7m. 3402	
5302	(Jan.)	Terry Bears In Thrifty Cubs	F	7m. 3410	
5303	(Feb.)	Heckle And Jeckle In Hair Cut-Ups	F	7m. 3418	
5304	(Feb.)	Dinky In Wise Quacks	G	7m. 3435	
5305	(Mar.)	Little Roquefort In Mouse Meets Bird	F	7m. 3441	
5306	(Mar.)	Terry Bears In Snappy Snapshots	F	6m. 3443	
5307	(Mar.)	Mighty Mouse In			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5308	(Apr.)	Hero For A Day	G	7m. 3448	
		Heckle and Jeckle In Pill Peddlers			
5309	(Apr.)	Dinky In Featherweight Champ			
(Re-releases) (4)					
5327	(Jan.)	The Owl And The Pussy Cat	G	7m. 3425	
5328	(Feb.)	Slap Happy Hunters	F	7m. 3425	
5329	(Apr.)	Happy Circus Days	G	7m. 3425	

United Artists

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Two Reel					
MEDAL OF HONOR (4)					
(.....)		Richard P. Hobson	G	26 1/2m. 3410	
(.....)		Dr. Mary Walker	G	26m. 3410	
(.....)		Julius Langbein	G	26 1/2m. 3410	
(.....)		Joseph C. Rodriguez	G	27 1/2m. 3410	

Universal-International

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Two Reel					
MUSICAL FEATURETTES (13)					
8301	(Nov. 16)	Xavier Cugat and his Orchestra	G	15m. 3418	
8302	(Dec. 4)	Don Cornell Sings	G	15m. 3418	
8303	(Jan. 1)	The Modernaires with Lawrence Welk's Orchestra	F	15m. 3418	
SPECIALS					
8201	(.....)	Out Of The Earth	G	18m.	
8203	(.....)	The World's Most Beautiful Girls	E	18m. 3448	
THE EARTH AND ITS PEOPLE (13)					
8361	(Nov. 3)	Horsemen Of The Pampa	G	21m. 3417	
8362	(Dec. 1)	Farms And Towns In Slovakia	G	20m.	
8363	(Dec. 29)	An Industrial Lake Port	G	20m.	
8364	(Jan. 26)	Ports Of Industrial Scandinavia			
8365	(Feb. 23)	The Po River Valley			
8366	(Mar. 23)	Sheep Ranch Country			

One Reel

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
VARIETY VIEWS (8)					
8341	(Dec. 22)	King Winter	G	9m.	
8342	(Jan. 26)	Get A Horse	G	9m.	
WALTER LANTZ CARTUNES (13)					
(Reissues)					
(Technicolor)					
8321	(Dec. 8)	Termite From Mars	G	6m.	
8322	(Jan. 5)	What's Sweepin'	F	6m.	

Warners

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Two Reel					
SPECIALS (8)					
(Technicolor)					
9001	(Sept. 6)	Killers Of The Swamp	G	17m. 3387	
9002	(Oct. 25)	Man Without A Country	E	21m. 3387	
9003	(Dec. 6)	Cruise Of The Zaca	F	17m. 3425	
9004	(Jan. 24)	Flag Of Humanity	E	19m.	
CLASSICS OF THE SCREEN (6)					
9101	(Sept. 27)	Monsters Of The Deep	G	20m. 3387	
9102	(Nov. 22)	Oklahoma Outlaws	E	20m. 3410	
9103	(Dec. 27)	Are Animals Actors?	E	20m. 3434	
9104	(.....)	Star In The Night	E	20m.	
One Reel					
BLUE RIBBON HIT PARADES (13)					
(Reissues)					
(Technicolor)					
9301	(Sept. 13)	A Feud There Was	G	7m. 3387	
9302	(Oct. 11)	Daffy Doodles	G	7m. 3387	
9303	(Nov. 8)	Day At The Zoo	E	7m. 3410	
9304	(Nov. 29)	Early Worm Gets The Bird	G	7m. 3410	
9305	(Jan. 10)	Tale Of Two Mice	G	7m. 3425	
9306	(Feb. 7)	Bashful Buzzard	F	7m.	
BUGS BUNNY SPECIALS (8)					
(Technicolor)					
9723	(Sept. 20)	Rabbit Seasoning	F	7m. 3392	
9724	(Nov. 15)	Rabbit's Kin	G	7m. 3425	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9725	(Dec. 20)	Hare Lift	G	7m. 3435	
9726	(Feb. 14)	Forward, March Hare			
JOE McDOAKES COMEDIES (6)					
9401	(Sept. 20)	So You're Going To the Dentist	G	10m. 3392	
9402	(Nov. 8)	So You Want To Wear The Pants	G	10m. 3412	
9403	(Jan. 10)	So You Want To Be A Musician	F	10m. 3443	
MELODY MASTER BANDS (6)					
9801	(Oct. 11)	Freddie Fisher And Band	G	10m. 3388	
9802	(Nov. 15)	Junior Jive Bombers	E	10m. 3412	
9803	(Dec. 27)	Circus Band	G	9m. 3425	
MERRIE MELODIES (22)					
(Technicolor)					
9701	(Sept. 8)	Housewarming	F	7m. 3386	
9702	(Oct. 4)	The Egg-cited Rooster	G	7m. 3392	
9703	(Oct. 18)	Tree For Two	F	7m. 3410	
9704	(Nov. 1)	The Super Snooper	G	7m. 3410	
9705	(Nov. 29)	Terrier Stricken	F	7m. 3425	
9706	(Dec. 13)	Fool Coverage	G	7m. 3435	
9707	(Jan. 3)	Don't Give Up The Sheep	G	7m. 3441	
9708	(Jan. 17)	Snow Business	G	7m.	
9709	(Jan. 31)	A Mouse Divided			
9710	(Feb. 21)	Kiss Me Cat	G	7m.	
9711	(Feb. 28)	Duck Amuck			
THE SPORTS PARADE (10)					
(Technicolor)					
9501	(Oct. 4)	They Fly Through The Air	E	10m. 3388	
9502	(Nov. 1)	Unfamiliar Sports	F	10m. 3412	
9503	(Dec. 20)	Fiesta For Sports	F	9m. 3426	
9504	(Jan. 31)	Sporting Courage			
9505	(Feb. 28)	Birthplace Of Hockey			
VITAPHONE NOVELTIES (7)					
9601	(Sept. 13)	Ain't Rio Grande	F	9m. 3396	
9602	(.....)	I Saw It Happen			
9603	(Oct. 18)	Hunting The Devil Cat	G	10m. 3418	
9604	(Jan. 3)	Too Much Speed	E	10m. 3435	
9605	(Feb. 14)	Here We Go Again			

Miscellaneous

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Art Survives The Times					
(AF)			G	10m. 3435	
Championship Race, The					
(Artkino)			G	20m. 3387	
Charm Of Life (Pictura)					
(Astor)			G	15m. 3387	
Clear Iron					
(Maratathon Newsreel)			G	14m. 3448	
Eva Peron Story, The					
(Astor)			G	29m. 3387	
Images Medievales (AF)					
(Tech.)			E	18m. 3441	
Images From Debussy					
(AF)			E	18m. 3402	
Gallery Of Modern Sculptors (AF)					
(BIS)			G	14m. 3417	
Glasgow Orpheus Choir					
(BIS)			G	14m. 3425	
Kabylia (AF)					
(Astor)			F	9m. 3418	
Legend Of The Pallamid Mountains (Italian Tourist Bureau)					
(Baker-Brill)			F	10m. 3435	
Lifelines Of Defense					
(Bondy)			F	14m. 3425	
Night Before Christmas, The (Magicolor) (Artkino)					
(Tech.) (BIS)			G	25m.	
Prisoners Of The Tower					
(Baker-Brill)			G	17m. 3410	
Queen Of The Border					
(Tech.) (BIS)			G	10m. 3426	
Sea Hunt (AF)					
(Astor)			G	20m. 3441	
Songs Of Labor					
(Artkino)			F	16m. 3448	
Stranger Left No Card, The (Meteor)					
(Tech.) (BIS)			E	23m. 3410	
Suite Of Berber Dances					
(AF)			G	10m. 3404	
Survival Under Atomic Attack (Civil Defense Force) (Castle)					
(Tech.) (BIS)			E	9m. 3425	
Teen Age Menace					
(Broadway Angels)			G	26 1/2m. 3434	
White Continent, The (BIS)					
(Tech.) (BIS)			G	20m. 3435	
Zanzabelle In Paris					
(Discina)			G	15m. 3392	

Bookkeepers...
Bakers...
and Busy
Dressmakers...



Americans Are Rolling Up Their Sleeves!

YES, ALL KINDS OF PEOPLE ARE GIVING BLOOD SO THAT OUR WOUNDED MAY LIVE!

• Today, the blood of a Boston bookkeeper may be flowing through the veins of a wounded kid from a Kansas farm... the blood of a pretty Southern housewife may have saved the life of a grizzled leatherneck. For, blood is blood, a God-given miracle for which there is no substitute... and when a man's life hangs in the balance and blood is needed, there is nothing else to take its place!

Right now the need for blood is urgent. In hospitals—at home and overseas—

many men require four and six transfusions during delicate operations. And the blood *must be there*—when it's needed. So give the most precious gift of all—*your blood!*

Be assured that giving blood is neither difficult nor distressing. And what a thrill there is in knowing that you've performed a really unselfish act! So call your local American Red Cross today and make an appointment. And tell your friends and neighbors about your experience. Let them share the wonderful feeling Americans get when they roll up their sleeves—and give blood.

But—

WHAT HAPPENED TO THAT PINT OF BLOOD YOU WERE GOING TO GIVE?



Call Your American Red Cross Today!



ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT	WARNERS																	
DECEMBER Hiawatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Bomba And The Jungle Girl J. Sheffield, K. Sharpe The Maverick W. Elliott, P. Coates, M. Healey	DECEMBER Eight Iron Men M. Castle, D. McMahon, B. Cailleano Strange Fascination C. Moore, H. Haas M. Barrie The Happy Time C. Boyer, L. Jourdan, M. Hunt, B. Driscoll Invasion, U.S.A. P. Castle, G. Mohr, E. Blythe	DECEMBER Gambler and The Lady D. Clark, N. Chance (English-made) Sky Full Of Moon J. Sterling, C. Carpenter, K. Wynn	DECEMBER Million Dollar Mermaid E. Williams, V. Mature, W. Pidgeon (Technicolor) The Blazing Forest J. Payne, A. Moorehead S. Morrow (Technicolor) Cleopatra C. Colbert, W. William, H. Wilcoxon (Reissue)	DECEMBER Blackbeard The Pirate R. Newton, L. Darnell, K. Andes, W. Bendix (Technicolor) Hans Christian Andersen D. Kaye, Jeanmarie, F. Granger (Technicolor) (Goldwyn) Captive Women R. Clarke, M. Field G. Saunders The Bachelor And The Bobby Soxer Bachelor Mother (Re-releases)	DECEMBER My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Toller Stars And Stripes Forever C. Webb, R. Hussey, D. Page, R. Wagner (Technicolor)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) Monsoon U. Thiess, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Babes In Bagdad P. Goddard, G. R. Lee, R. Ney (Danziger) (Made in Spain)	DECEMBER The Black Castle S. McNally, P. Corday, R. Green, B. Karloff, L. Chaney Against All Flags E. Flynn, M. O'Hara, A. Quinn (Technicolor)	DECEMBER Cattle Town D. Morgan, R. Moreno, P. Carey Abbott and Costello Meet Captain Kidd B. Abbott, L. Costello, C. Laughton, H. Brooke (SuperCinecolor)	JANUARY Torpedo Alley M. Stevens, D. Malone, B. Williams Timber Wolf K. Grant, I. Borg, Chinoak The Star Of Texas W. Morris, R. L. Brice, S. Jolley	JANUARY The Four Poster R. Harrison, L. Palmer The Pathfinder G. Montgomery, H. Carter, E. Verdugo (Technicolor) Winning Of The West G. Aubry, S. Burnette, G. Davis	JANUARY I'll Get You G. Raft, S. Gray (Made in Europe) Above And Beyond R. Taylor, E. Parker, J. Whitmore The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan The Clown R. Skelton, J. Greer The Hoaxters Documentary Desperate Search H. Keel, J. Greer	JANUARY Road To Bali B. Crosby, B. Hope, D. Lamour (Technicolor) Thunder In The East A. Ladd, D. Kerr, C. Boyer, C. Calvert Tropic Zone R. Reagan, R. Fleming, Estelita (Technicolor)	JANUARY Androcles And The Lion J. Simmons, A. Young, V. Mature, R. Newton Never Wave At A WAC R. Russell, M. Wilson, P. Douglas No Time For Flowers V. Lindfors, P. Christian (Made in Austria)	JANUARY Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Tricolor) The Thief Of Venice M. Montez, P. Christian (European-made) My Cousin Rachel O. DeHavilland, R. Burton The I Don't Care Girl M. Gaynor, D. Wayne, O. Levant (Technicolor) Ruby Gentry J. Jones, C. Heston, K. Malden The Gunfighter Yellow Sky (Re-releases)	JANUARY Guerilla Girl H. Dantine, Marianna (Foreign-made) (Christian) Luxury Girls S. Stephen, A. M. Ferrara, R. Podesta (Italian-made) (Riviera)	JANUARY The Lawless Breed R. Hudson, J. Adams, M. Castle (Technicolor) The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicolor) Meet Me At The Fair D. Dailey, D. Lynn, C. Allen (Technicolor)	JANUARY April In Paris D. Day, R. Bolger, C. Dauphin (Technicolor) Stop, You're Killing Me B. Crawford, C. Trevor (WarnerColor) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicolor)	FEBRUARY Kansas Pacific S. Hayden, E. Miller, B. McLene (Cinecolor) Tangier Incident G. Brent, M. Aldon The Homesteaders B. Elliott, B. Allen, R. Lawry	FEBRUARY Last Of The Comanches B. Crawford, B. Hale, (Technicolor) Target Hong Kong R. Denning, N. Gates, R. Loo	FEBRUARY The Tall Texan L. Bridges, M. Windsor, L. J. Cobb Jeopardy B. Stanwyck, B. Sullivan, Rogue's March P. Lawford, J. Rule The Naked Spur J. Stewart, J. Leigh, R. Ryan (Technicolor) Ivanhoe R. Taylor, E. Taylor, J. Fontaine (Technicolor)	FEBRUARY The Stooge D. Martin, J. Lewis, P. Bergen, E. Mayehoff Come Back, Little Sheba B. Lancaster, S. Booth, T. Moore	FEBRUARY Peter Pan Disney cartoon feature (Technicolor) Angel Face R. Mithum, J. Simmons, M. Freeman Sword Of Venus R. Clarke, C. McLeod, R. DeMarco	FEBRUARY Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates The Flying Squadron M. Serafo, D. Sassall, U. Spadaro (Italian-made) San Antone R. Cameron, A. Whelan, F. Tucker	FEBRUARY Niagara M. Monroe, J. Coffey, J. Peters (Technicolor) The Silver Whip R. Calhoun, K. Crowley, D. Robertson The Treasure Of The Golden Candor C. Wilde, C. Smith, F. Currie (Technicolor)	FEBRUARY The Mississippi Gambler T. Power, P. Laurie, J. Adams (Technicolor) Girls In The Night P. Hardy, J. Holden, L. Freeman	FEBRUARY A Tale Of Five Women B. Colleano, G. Lollobrigida (European-made) (PAAC)	FEBRUARY The Jazz Singer D. Thomas, P. Lee (Technicolor) She's Back On Broadway V. Mayo, G. Nelson, F. Lovejoy, P. Wymore (WarnerColor)

OBSERVANCES

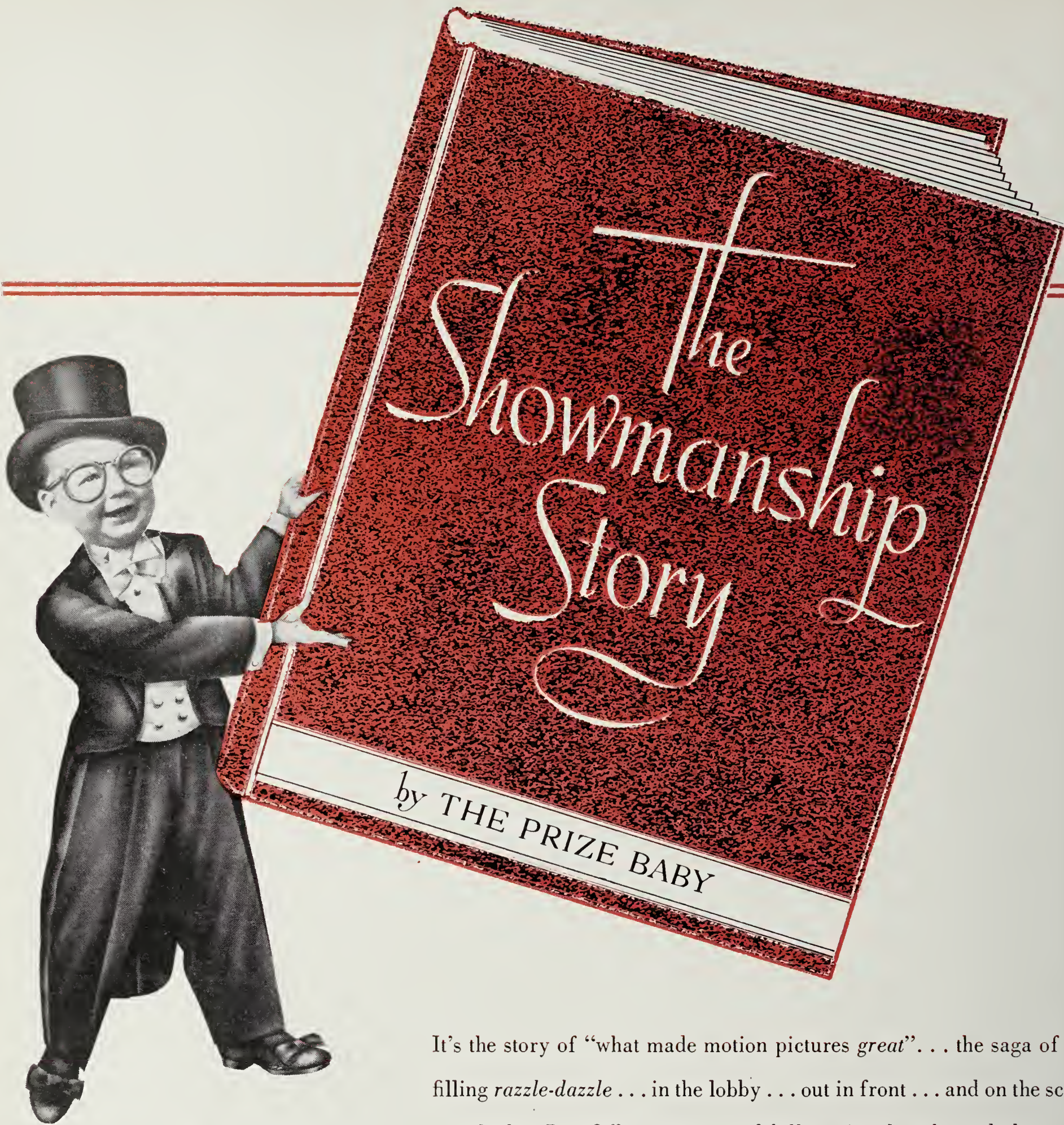
Feb. 12—Lincoln's Birthday
Feb. 18—Ash Wednesday
Feb. 22—Washington's Birthday

REALITY

January—The Vanishing Body—N. Karloff, B. Lugosi (Reissue)
Calling Dr. Death—L. Chaney (Reissue)
The Missing Head—L. Chaney (Reissue)

REALITY

February—Mr. Pip—W. Hull, P. Holmes (English-made) (Reissue)
The House Of The Seven Gables—G. Sanders, V. Price
(Reissue)
Johnny Comes Marching Home—D. O'Connor, A. Jones
(Reissue)
Private Buckaroo—H. James (Reissue)



It's the story of "what made motion pictures *great*" . . . the saga of eye-filling *razzle-dazzle* . . . in the lobby . . . out in front . . . and on the screen . . . the big *Box Office story* . . . of *bill-posting* that shouted about your great attractions . . . *heralds* that sought out patrons and brought them in, in droves . . . and away-from-theatre *displays* that dazzled an eager public . . . with the oft-repeated news of glittering entertainment!

This story isn't finished! A new chapter is just begun . . . with new big HITS . . . brighter, richer ACCESSORIES . . . and colorful, exciting new TRAILERS . . . with STANDEES and DISPLAYAWAYS . . . Novelty Advertising and COLORful new SPECIAL TRAILERS . . . the Showman's ammunition . . . that blasts resistance . . . and builds patronage! . . . to write a new chapter to the Showmanship Story . . . A Best SELLER at any Box Office!

EXHIBITOR



29* Top Grossers From 20th in 1952!

*10 MORE THAN THE
NEXT COMPANY

— VARIETY
JANUARY 7, 1953



**Keep your eye on '53...
already started with these
great top grossers!**

THE SNOWS OF KILIMANJARO
Technicolor

STARS AND STRIPES FOREVER
Technicolor

MY COUSIN RACHEL

RUBY GENTRY

NIAGARA
Technicolor

coming your way soon...

TONIGHT WE SING (SOON... WORLD PREMIERE,)
Technicolor (RADIO CITY MUSIC HALL)

CALL ME MADAM
Technicolor

(BACK
BROTHERHOOD
WEEK'S
SILVER
ANNIVERSARY
Feb. 15-22
1953)

There's No Business Like **20** Century-Fox Business!

Number 13
Sections: Section One

JANUARY 28, 1953

PRINTED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring THE SERVICE SECTION



LANA AND KIRK HAVE GONE TO WORK!

**Beautiful Business Everywhere
For M-G-M's Sensational Hit!**

*(Press Time Flash!) Music Hall topping terrific
engagement of "Million Dollar Mermaid"!*

"THE BAD AND THE BEAUTIFUL"



*M-G-M presents Lana Turner • Kirk Douglas • Walter Pidgeon • Dick Powell in "THE
BAD AND THE BEAUTIFUL" • co-starring Barry Sullivan • Gloria Grahame • Gilbert
Roland • with Leo G. Carroll • Vanessa Brown • Screen Play by Charles Schnee • Based
on a story by George Bradshaw • Directed by Vincente Minnelli • Produced by John Houseman*



Showmen for you Sing and

because
Paramount is
ready today
to set your
February
date on the
sensational
SUPER-HIT
that broke
every record in
400 nationwide
previews on
New Year's Eve

**LOTS OF
LAUGHS**



**LOTS OF
BABES**



**LOTS OF
SONGS**



SONGS

- "A Girl Named Mary and A Boy Named Bill"
- "Who's Yaur Little Who-zis"
- "I Feel A Song Coming On"
- "I Feel Like A Feather In The Breeze"
- "With My Eyes Wide Open I'm Dreaming"
- "Louise" • "Lover" • "I'm Yaur's"
- "Just One More Chance"

Brotherhood Week's
Silver Anniversary
Feb. 15-22, 1953

it's time
to
Dance



Look!
Dean and Jerry
Have Been Voted
by Exhibitors
NUMBER 1
MONEY STARS
in Fame's Poll!



DEAN

JERRY

MARTIN AND LEWIS

in **HAL WALLIS'** Production

THE STOOGES

Co-starring

EDDIE MAYEHOFF • MARION MARSHALL • POLLY BERGEN

Directed by

Screenplay by

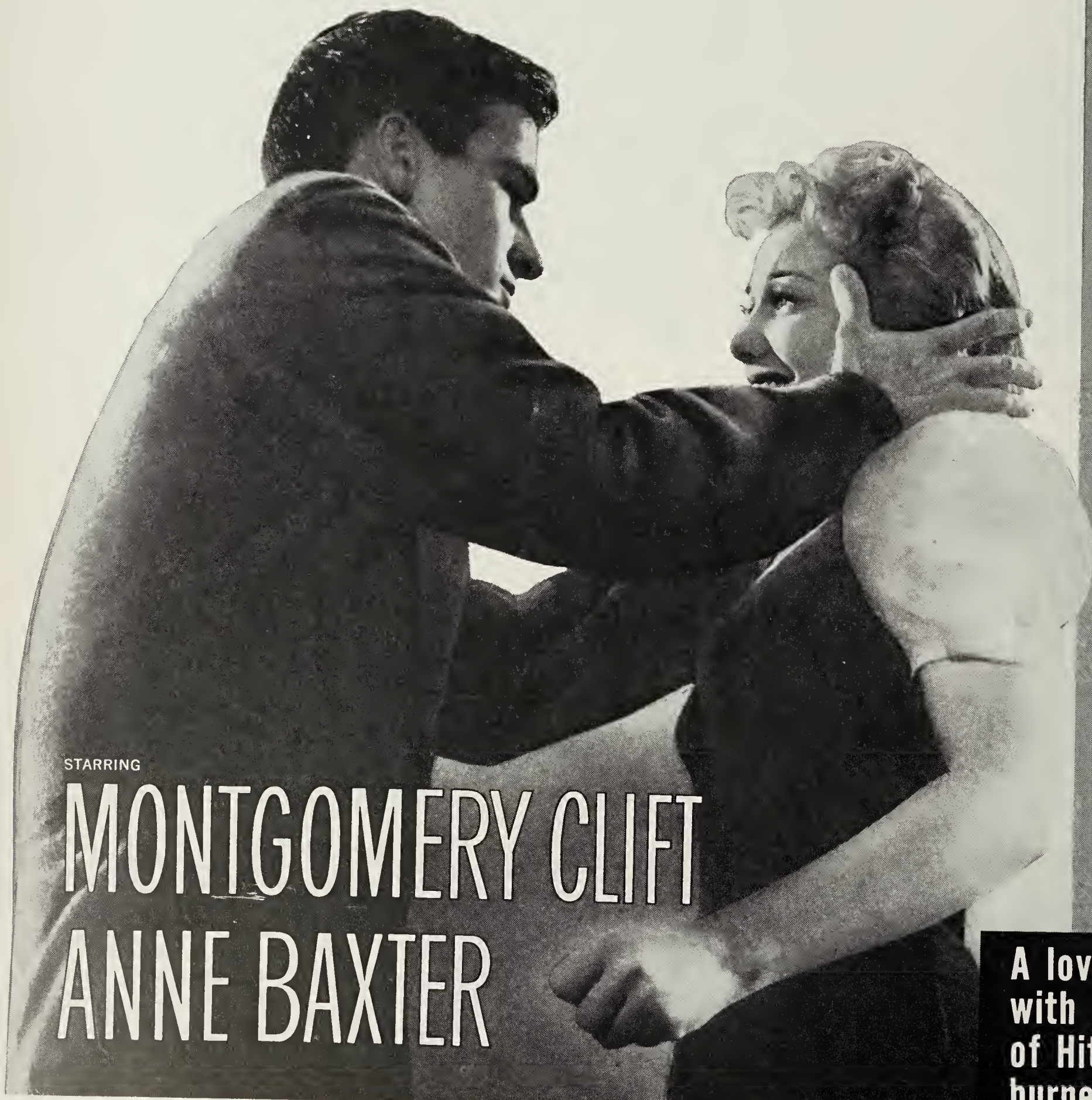
Additional Dialogue by

NORMAN TAUROG • FRED F. FINKLEHOFF and **MARTIN RACKIN** • **ELWOOD ULLMAN**

FRED F. FINKLEHOFF • SID SILVER • A Paramount Picture

SOON THE RELENTLESS SUSPENSE OF ALFRED HITCHCOCK'S

"I Confess"



STARRING

MONTGOMERY CLIFT ANNE BAXTER

WITH

KARL MALDEN · BRIAN AHERNE

ROGER DANN DOLLY HAAS
CHARLES ANDRE

SCREEN PLAY BY
GEORGE TABORI AND WILLIAM ARCHIBALD



MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

Enroll 25 members for the 25th Anniversary of Brotherhood Week, Feb. 15 to 22

TRADE SHOW
FEBRUARY

- ALBANY
Warner Screening Room
110 N. Pearl St. • 8:00 P.
- ATLANTA
20th Century-Fox Screenin
197 Walton St. N.W. • 2:15 P.
- BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.
- BUFFALO
Paramount Screening Roo
464 Franklin St. • 8:00 P.
- CHARLOTTE
20th Century-Fox Screen
308 S. Church St. • 2:00 P.
- CHICAGO
Warner Screening Room
1307 So. Wobosh Ave. • 2:30 P.
- CINCINNATI
RKO Polce Th. Screening
Polce Th. Bldg. E. 6th • 2:30 P.
- CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.
- DALLAS
20th Century-Fox Screenin
1803 Wood St. • 2:00 P.
- DENVER
Paramount Screening Roo
2100 Stout St. • 2:00 P.M.
- DES MOINES
Paramount Screening Roo
1125 High St. • 12:45 P.M.
- DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.
- INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 8:00 P.
- JACKSONVILLE
Florida Theatre Bldg. Sc. 1
128 E. Forsyth St. • 2:00 P.
- KANSAS CITY
20th Century-Fox Screenin
1720 Wyandotte St. • 1:30 P.
- LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:15 P.
- MEMPHIS
20th Century-Fox Screenin
151 Vonce Ave. • 12:15 P.
- MILWAUKEE
Warner Theatre Screening
212 W. Wisconsin Ave. • 2:30 P.
- MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.
- NEW HAVEN
Warner Theatre Projection
70 College St. • 2:00 P.M.
- NEW ORLEANS
20th Century-Fox Screenin
200 S. Liberty St. • 1:30 P.
- NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.
- OKLAHOMA
20th Century-Fox Screenin
10 North Lee St. • 1:30 P.M.
- OMAHA
20th Century-Fox Screenin
1502 Davenport St. • 1:30 P.
- PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.
- PITTSBURGH
20th Century-Fox Screenin
1715 Blvd. of Allies • 1:30 P.
- PORTLAND
Jewel Box Screening Room
1947 N.W. Keorney St. • 2:15 P.
- SALT LAKE
20th Century-Fox Screenin
316 East 1st South • 1:00 P.
- SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.
- SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.
- ST. LOUIS
S'tenco Screening Room
3143 Olive St. • 1:00 P.M.
- WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.

A love story
with the brand
of Hitchcock
burned in!

*Filmed in Canada's
colorful Quebec by*

WARNER BROS



BECAUSE the local director of public safety had other ideas about it, a live lion (in a cage) in the lobby of an eastern house had to be removed. The owner said he didn't think the stunt was a hazard, but he went along with the decision anyway, or so the newspaper reported.



THE CLEANEST conscience of the week must belong to a patron who sent a quarter and an apology to a midwestern manager asking forgiveness because he lied about his son's age 14 years ago. He didn't ask whether the admission had gone up any in the 14-year period.



AN EASTERN projectionist, concerned over the problem of keeping in physical condition while on the job, has written an article on the subject, covering various principles of calisthenics.



A WESTERN drive-in owner, closed for the winter, is running a contest, with \$100 as first prize, to determine from newspaper readers to what best use the open-airer may be put in the cold months.



THE PROBLEMS of drive-in operation were accentuated in the midwest where a female patron sued for \$16,000, claiming she had been shot by a stray bullet while sitting in a car with her husband.



ARE YOU doing your bit for "The March of Dimes"?

—H. M. M.

I N D E X

VOL. 49, No. 13 JANUARY 28, 1953

SECTION ONE

EDITORIAL	7
FEATURE ARTICLE—"REPUBLIC EXPANDS ITS FOREIGN OPERATIONS"	8, 9
NEW YORK NEWS LETTER	15
THIS WAS THE WEEK WHEN	16
THE INTERNATIONAL SCENE	17
IN THE NEWSREELS	19
THE SCORE BOARD	19
PEOPLE	21
BETTER MANAGEMENT	22

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
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THE COVER PHOTO

Herbert J. Yates, right, Republic president, and Mrs. Yates (Vera Ralston), chat with Sir Alex King, veteran English exhibitor, in London.

EXHIBITOR

VOL. 49, No. 13



JANUARY 28, 1953

The Distributor And Bidding

THE trade horizon has often been punctuated by declarations from some distributors that they frown on competitive bidding, and that the reason they are participants in such a practice is because they are forced into it as the only solution for situations where two or more exhibitors insist on the same run of product. As a result, they declare that competitive bidding avoids legal entanglements.

THIS ATTITUDE has long been looked upon with suspicion by many theatremen who are of the opinion that since the distributors never had it so good, they would be loath to drop competitive bidding. On the other hand, there are some other distributors who, while relishing the greater return under competitive bidding, figure that the exhibitors, and, therefore, the industry will live longer if there is a return to sanity.

IN CONNECTION with this, there was a case recently in an eastern city where several exhibitors found themselves in a bidding situation. The result was that no matter how high the gross, losses were generally being experienced after the distributor received his percentage. Eventually, there came, through a mediator, a decision to split product to avoid houses being forced to close since the distributors' take was hitting an almost unbelievable 80 per cent in some cases.

THE MEDIATOR and participants were surprised to learn that some exchanges which had been almost pitiful in their protests against being forced to sponsor bidding now opposed the elimination of the practice.

THE QUESTION then becomes: who is kidding whom? And whether the distributor is conscious of it or not, forced competitive bidding, if proved, is an illegal act, and the consequences could be far more costly than additional revenue.

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HERBERT J. YATES, PRESIDENT, AND RICHARD W. ALTSCHULER, INTERNATIONAL PRESIDENT, ATTEND A REPUBLIC SALES MEETING IN GREAT BRITAIN.

Republic Expands Its Foreign Operations

President Herbert J. Yates Sets Increased Production And Color Planning In His Travels In Europe



Henry Lombroso, managing director of Republic in Italy, greets President Yates, his wife (star Vera Ralston), and Bill Saal on their arrival in Rome, enroute to the Venice Film Festival.

REPUBLIC'S plans for overseas production and the expansion of the company's color process, Trucolor by Consolidated, were the highlights of the survey which took company President Herbert J. Yates to Great Britain, France, and Italy. The Herbert Wilcox agreement signed a few months before was activated with production preparation on "Laughing Ann," in which Margaret Lockwood and Forrest Tucker were soon assigned the starring roles. To achieve the maximum in domestic audience draw, it was decided that all pictures produced in Europe would be cast with at least 50 per cent American stars, augmented by well-known European talent.

In addition to the three pictures which Wilcox will produce, Republic will also produce several additional films in Great Britain. During his trip, Yates made arrangements for production in Italy as well, where "Follow Your Star" was soon

in work. It is expected that several noted Italian producers, directors, and stars will be signed soon. Following his trip, Yates sent Jack Baker, Republic Studios vice-president, to London, Paris, Rome, and Germany to coordinate plans for European production.

Contributing to the decision to produce abroad was the success of John Ford's Technicolor production, "The Quiet Man." With the establishment abroad of laboratories and necessary facilities for the developing and printing of Trucolor by Consolidated, this process will be available for production.

While abroad, Yates also inaugurated 10 new Republic distribution branches in Italy, with others planned for the near future.

On these pages will be found photographic highlights of the tour of Mr. and Mrs. Yates, known on the screen as Vera Ralston.



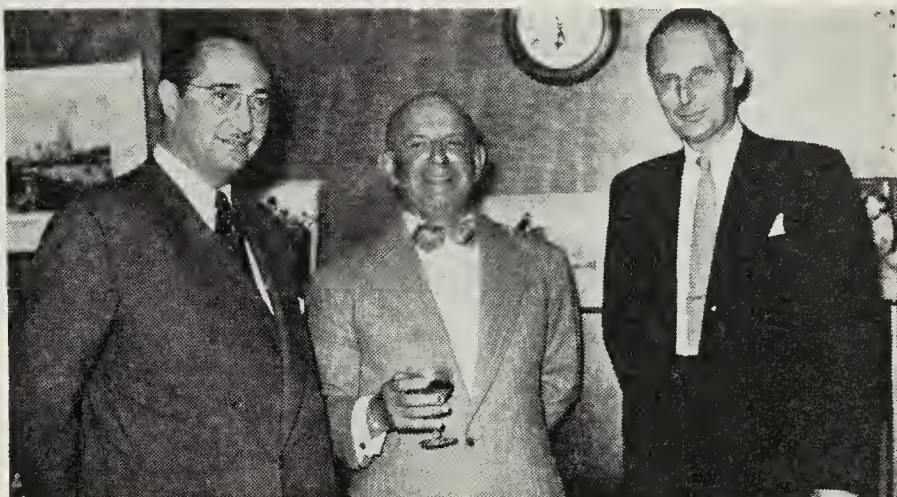
Miss Ralston autographs photographs for some of her London fans upon her arrival there as her husband seems to enjoy the varied goings-on.



Miss Ralston is surrounded by youngsters at the Variety Playing Field in London, sponsored by the Variety Club to aid underprivileged children.



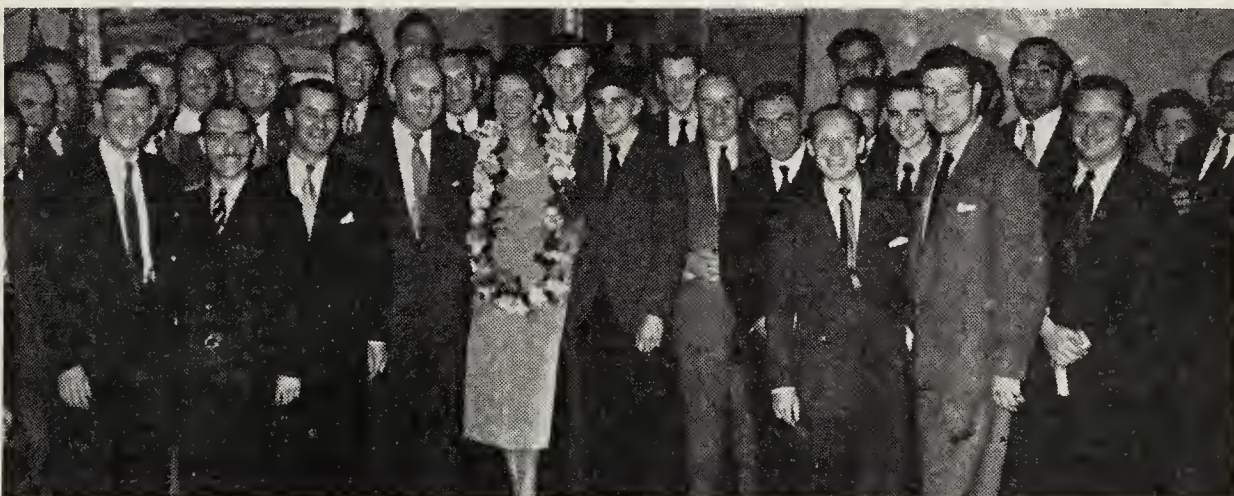
Mr. and Mrs. Yates visit the set of "Beggar's Opera" in London with Herbert Wilcox, producer, and Sir Laurence Olivier, star of the film.



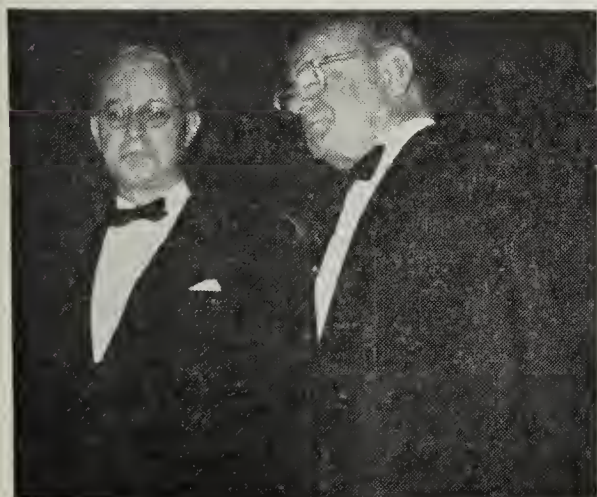
Yates relaxes with C. J. Latta and Sir Philip Warter at the ABC cocktail party in London given in honor of the Republic president and his wife.



Norman Harrington, Chief Barker, London Variety Club, accepts a donation from Miss Ralston.



Miss Ralston is greeted by the Republic London home office staff. The office is decorated with a Javanese background in honor of her next production, "Fair Wind to Java," with Fred MacMurray.



Yates poses with Ellsworth Bunker, American ambassador to Italy, at a special screening.



At the International Film Festival in Venice are, left to right, Mrs. Van Dee, Yates and his wife (Miss Ralston), Ben Smith, and Mrs. Ralston. Behind Yates are seen executives Saal and Lombroso.

TOA Opposes Distrib. Pre-Release Stand

Levy Reiterates Body's Desire To Discuss All Matters Fully; Technical Developments Under Discussion

NEW YORK—Optimism as to the possibility of Allied participating in a workable system of arbitration was expressed here last weekend by President Alfred Starr on the eve of the Theatre Owners of America board meeting.

Starr said that the TOA was sympathetic to the Allied stand on pre-releases, saying that allowing each distributor two pre-releases a year "is not right."

Also heard at the pre-convention press meeting were Charles P. Skouras, Walter Reade, Jr., Si Fabian, Herman M. Levy, Elmer C. Rhoden, and F. H. Ricketson.

Levy said that there should be a careful definitive of what a pre-release picture is, and Fabian said that exhibitors are against indiscriminate increases in prices.

The TOA leaders voiced optimism regarding the future of the business, particularly in view of technological advances.

Fabian also indicated that when the Warner theatres are taken over by interests headed by him, they would again become TOA members.

Allied's Arbitration Rejection Called "Disservice"

NEW YORK—Preceding the meeting this week of the Theatre Owners of America board, Herman M. Levy, general counsel, last week called Allied's action in reaffirming its convention rejection of the proposed industry arbitration plan at the New Orleans meetings a disservice to exhibitors.

"The distributors have spoken," said the Levy statement. "They have stated that they will not agree to the arbitration of film rentals. If that is their final word, then I say that the plan should be accepted, with such changes as can be agreed upon, and that an attempt thereafter be made to place the system in operation as quickly as possible. That, it seems to me, is owed to the industry by all its leaders."

Levy emphasized that "TOA also has



Seen at the recent amusement industry committee meeting in New York to discuss plans for "Brotherhood Week" were, left to right, Herman Robbins, Harry Brandt, Dr. Everett Clinchy, Sol Schwartz, and Max Youngstein, aiding the drive.

looked with favor on the subject of arbitrating film rental and the careful definition of pre-release pictures, and is willing now, as in the past, to sit around a conference table to discuss these matters fully.

He wanted to know, however, "whether an entire plan, with so many plus points and representing the result of the unanimous acceptance of the principles of arbitration, should be completely discarded because it cannot be all things to all men."

A definitive plan of action on the position of the TOA in regard to the government's 16mm. anti-trust suit was to be taken by both the executive committee and the board at sessions earlier this week. At the annual convention last September, the mandate was that the units and leaders of TOA be canvassed on how they stand on the subject of intervention or other action.

Research, including the latest developments in third dimension, occupied a top spot on the agenda of the board. Jack O'Brien, manager, theatre equipment section, RCA, and seven other RCA engineers and production managers were to join board members at a session devoted exclusively to research.

Several other top leaders in theatre equipment and supplies were invited to attend the special session. Expected were

"Niagara" Strong In Broadway Bow

NEW YORK—With only two openings, the Broadway first-runs held up fairly well, in most cases, last weekend. The larger spots with stage shows were doing the best business. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE JAZZ SINGER" (WB). Paramount, with stage show, anticipated the second week at \$63,000.

"NIAGARA" (20th-Fox). Roxy, with ice show on stage, was heading toward an \$88,000 opening week.

"THE BAD AND THE BEAUTIFUL" (MGM). Radio City Music Hall, with stage show, reported \$88,000 for Thursday through Sunday, with the second week sure to top \$140,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$27,500 for the ninth week.

"MY COUSIN RACHEL" (20th-Fox). Rivoli expected the fifth, and last, week to tally \$12,000.

"TAXI" (20th-Fox). Globe was heading toward \$10,000 on the first week.

"RUBY GENTRY" (20th-Fox). Mayfair estimated the fifth, and last, week would go over \$9,000.

"LIMELIGHT" (UA). Astor expected the 14th week to reach \$8,000.

"GIRLS IN THE NIGHT" (U-I). Loew's State was sure to do over \$18,000 on the second, and last, week.

"ANDROCLES AND THE LION" (RKO). Capitol was down to \$22,000 on the second week.

"COME BACK, LITTLE SHEBA" (Para.). Victoria claimed that the fifth week would go over \$26,000.


W. J. Turnbull and Herbert Burnett, National Theatre Supply; Larry Daves, Century Projector; Leonard Satz, Raytone Screen; C. S. Perkins, Altec, and representatives from Motiograph and TRAD Television.

Board members attended a showing of "Cinerama" at night. Representatives of Cinerama and Natural Vision also were expected to take part in the research discussions.



Seen above is the entire sales and advertising delegation called to the recent Columbia meeting in Chicago for domestic and international sales

personnel to discuss policies for the distribution of "Salome." It was the first such meeting in the company's history for a single production.



A STATEMENT
FROM COLUMBIA PICTURES
ON ITS SALES POLICY
FOR THE
SCREEN ACHIEVEMENT
OF 1953



RITA STEWART
HAYWORTH GRANGER

IN

SALOME

CO-STARRING

CHARLES LAUGHTON

WITH

Judith ANDERSON • Sir Cedric HARDWICKE • Arnold MOSS
Alan BADEL • Basil SYDNEY • Maurice SCHWARTZ

AND A CAST OF THOUSANDS

COLOR BY

Technicolor

Screen Play by HARRY KLEINER • Produced by BUDDY ADLER • Directed by WILLIAM DIETERLE

A BECKWORTH CORPORATION PRODUCTION



"SALOME" is, by any measure, the most costly motion picture Columbia has ever produced or distributed. In its multi-million dollar negative, however, is beauty and spectacle and drama enough to justify an even more fabulous expense. And now, with plans finalized for an advertising and promotional campaign representing an additional \$1,000,000 expenditure, "SALOME" looms large as the most significant event on the motion picture horizon.

With its glittering cast, it tells the dramatic story of the beginning of Christianity. No better time could be chosen for its first launchings, therefore, than the Easter season. It is for that

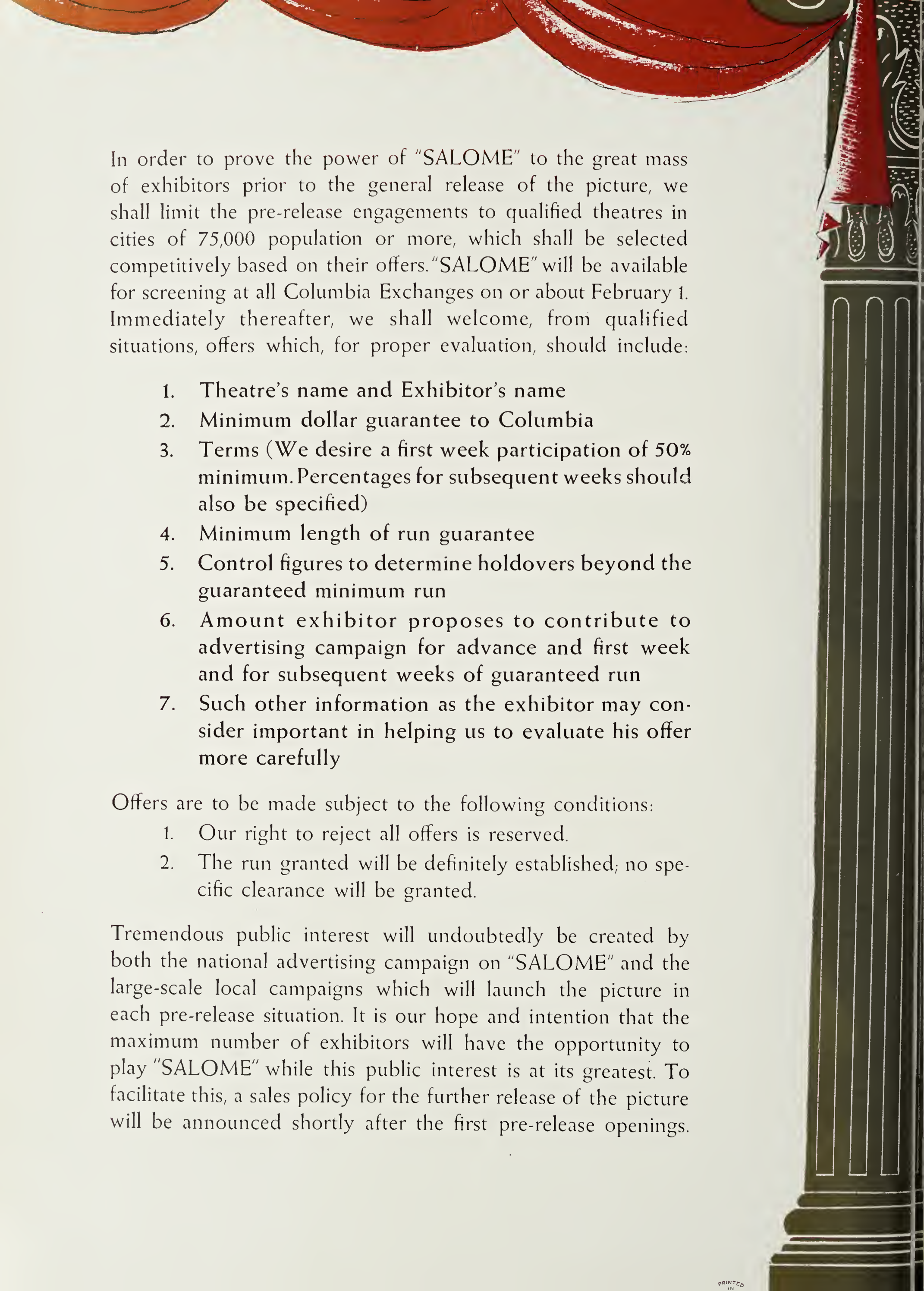


reason that, in certain selected key city first runs, the pre-release of "SALOME" will begin at Easter.

We are fully aware that it is, by law, neither our right nor our function to fix admission prices. That prerogative belongs solely to the exhibitor. Our sales organization has received firm and explicit instructions to that effect.

However, we also recognize the fact that, in the recent past, pictures of similar scope and stature have done extremely well in situations where the exhibitor has voluntarily presented these super-attractions at increased prices. We believe that "SALOME" offers the exhibitor the same opportunity.





In order to prove the power of "SALOME" to the great mass of exhibitors prior to the general release of the picture, we shall limit the pre-release engagements to qualified theatres in cities of 75,000 population or more, which shall be selected competitively based on their offers. "SALOME" will be available for screening at all Columbia Exchanges on or about February 1. Immediately thereafter, we shall welcome, from qualified situations, offers which, for proper evaluation, should include:

1. Theatre's name and Exhibitor's name
2. Minimum dollar guarantee to Columbia
3. Terms (We desire a first week participation of 50% minimum. Percentages for subsequent weeks should also be specified)
4. Minimum length of run guarantee
5. Control figures to determine holdovers beyond the guaranteed minimum run
6. Amount exhibitor proposes to contribute to advertising campaign for advance and first week and for subsequent weeks of guaranteed run
7. Such other information as the exhibitor may consider important in helping us to evaluate his offer more carefully

Offers are to be made subject to the following conditions:

1. Our right to reject all offers is reserved.
2. The run granted will be definitely established; no specific clearance will be granted.

Tremendous public interest will undoubtedly be created by both the national advertising campaign on "SALOME" and the large-scale local campaigns which will launch the picture in each pre-release situation. It is our hope and intention that the maximum number of exhibitors will have the opportunity to play "SALOME" while this public interest is at its greatest. To facilitate this, a sales policy for the further release of the picture will be announced shortly after the first pre-release openings.

New York News Letter

— By Mel Konecoff —

Over 200 film executives, exhibitors, co-workers and friends paid tribute to Bill Gehring, executive assistant general sales manager for 20th Century-Fox, at a dinner at Toots Shor's, the culmination of "Bill Gehring Week", which marked his 35th year with the company and which was, in turn, celebrated by the company's employees, its 32 domestic exchanges, the six branches in Canada, and 16,000 theatre customers here and in Canada.



KONECOFF

Charles Einfeld, vice-president in charge of advertising and publicity, acted as toastmaster, pinch-hitting for Al Lichtman, director of distribution, absent due to illness. Following the invocation by Monsignor Patrick J. Masterson and a dinner, the audience was treated to a one-reel film, "The Life And Lowdown Of Bill Gehring" (which we understand may be distributed gratis if enough requests are received), and any similarity between the subject matter and Gehring was strictly for laughs.

Laudatory and nostalgic messages were forthcoming from the absent Lichtman as well as from those at the head table, including counsel Otto Koegel, treasurer Don Henderson, laboratory head Alan Freedman, and Emanuel Silverstone, foreign department. Wires were received from Gehring's mother, Darryl F. Zanuck, Joseph Schenck, Leonard Goldenson, Herman Robbins.

Glen Norris, Atlantic division manager, offered a toast on behalf of the field organization as did Martin Moskowitz, Empire State division manager; Abe Dickstein, New York branch manager; Peter Myers, Canadian division manager; Sam Diamond, Philadelphia branch manager; Al Levy, Pittsburgh branch head; Joe Rosen, Washington branch manager; Ben Simon, New Haven branch head; Nat Rosen, Albany manager; Jim Connolly, Boston head, and Charles Kosco, Buffalo manager.

At this point, recordings were heard with messages of good will from field execs who couldn't get to town, Tom McCleaster, central division manager; Moe Levy, Minneapolis; Harry Balance, southern division manager; Herman Wobber, western division manager; Alex Harrison, special representative; Arthur Silverstone, eastern sales manager, and Eddie Aaron, home office executive.

Spyros Skouras, president, stated that he considered Gehring the "soul of the company," and paid high tribute to his



William C. Gehring, executive assistant general sales manager, 20th-Fox, was recently honored at a testimonial dinner in New York on the occasion of his 35th anniversary with the company. The event climaxed "Bill Gehring Week" in the company's 38 domestic and Canadian branches.

ability, character, and spirit. Einfeld then presented Gehring, who was immensely touched, with a watch, representing the feelings of the company and personnel.

Gehring responded, reviewing his and the company's history, having survived the regimes of 10 general sales managers and five presidents, and reported having learned much from each of them as he has from others in the company and the industry. He tried to thank the many that he could spot in the audience from his place of honor, but finally gave up, and embraced all for a wonderful lifetime in a great business.

(Nobody asked us for our personal two cents, but if they did we would want it on the record that we consider Bill one of the squarest shooters and one of the most honest and friendliest guys we know, with an interest in everyone and everything.)

ON THE ALLIED FRONT: Wilbur Snaper, Allied States Association president, reported at a press conference that the organization was preparing a detailed protest to the Department of Justice, now that the new administration has been installed and is functioning, regarding alleged distributor violations of the consent decree, and filing should take place in the near future. He thought that government as well as legal action was now a necessity since in his opinion it does absolutely no good to talk to distributor representatives.

The subject of arbitration was also touched upon. He stated that arbitration per se was never rejected by Allied, but rather the present arbitration draft has been rejected, and the association felt that before more discussion took place, the distributors should make every effort to clear up abuses not included in the framework of arbitration.

Snaper reported that he has yet to receive a conciliation offer from the distributors, and he would also like to see included film rentals, advanced admissions, clearances, and other abuses, in arbitration discussions. Snapping at distributor policies in general, the association president picked the recently announced sales policy on "Salome", which Columbia is to release, "as an illustration of objectionable selling and irresponsible distribution so formulated as to bring in government intervention."

Loew's Report Shows Profit Decline

NEW YORK—It was reported last fortnight that the net income of Loew's, Inc., for the fiscal year ended on Aug. 31 was \$4,692,806, compared with \$7,804,370 in 1951, or 91 cents per share compared with \$1.52.

In the following three months, the company's net in 1952 was down to \$332,206, or six cents per share, compared with \$2,089,339, or 41 cents per share, in 1951. Income from foreign companies of about \$2,000,000 were figured in the 1951 net, but not included in the 1952 figures because it has not yet been realized.

Operating costs for the year totalled \$178,526,615, compared to \$176,199,895 in the previous year, with the increase chiefly caused by the amortization and write-off of film costs.

The financial statement revealed that the \$2,750,000 paid Louis B. Mayer in settlement of his contract and residual rights is being amortized over five years at the rate of \$550,000 annually starting in the 1952 fiscal year, but that the total amount will be claimed as a deduction in filing federal income taxes for 1952, resulting in a tax reduction of \$1,485,000.

Loew's has divested itself of 11 of 12 theatres required to be dropped before Feb. 6, and must divest another 12 houses by Feb. 6, 1954, final date on which the stockholder approved plan of reorganization may be effected.

In the announced Columbia sales statement, Snaper thought that the fixing of advanced admissions was automatically present, and that the company could, and would, reject proffered contracts that did not include such price fixing in its body. Upon legal advice given to him, Snaper opined that the sales plan violated the present consent decree, and that the policy would be as destructive to subsequent run theatres as anything to date. He labelled it rank discrimination against the greatest portion of theatres in the country. He charged that many theatres are presently closing and will be forced to close as a result of this policy as well as others advanced by other distributors. He eventually foresaw where 20 pictures per year would be forced into such a category, and exhibitors will really be hit hard.

Getting back to arbitration, he didn't know whether the rest of the industry could set up a workable arbitration system without Allied participating. He felt if the distributors were honest about arbitration, they would talk over the abuses in question. Snaper also recalled that Allied presented a practical way to arbitrate film rentals where exhibitors would present full and honest figures and ask detailed relief from the terms in question.

MEMO TO DORE SCHARY AND MARIO LANZA: Men, this has got to stop. The other day we were in the five and dime, where we do most of our shopping in these inflationary days, and a Lanza record filled the store with its wonderful sound. As the gal behind the

(Continued on page 21)

WB Stockholders Vote On Plan On Feb. 25; Fabian Deal Divulged

NEW YORK—Fabian Enterprises, Inc., has agreed to pay \$11.12 per share for the Warner family's 674,370 shares of the new company to be formed to take over theatre assets of Warner Brothers Pictures, Inc., according to the notice of annual meeting and proxy statements mailed to stockholders last week. The meeting is scheduled for Feb. 17 at Wilmington, Del.

Fabian will obtain the \$7,498,994, to be paid in cash against delivery of the shares upon consummation of the transaction, from its own resources, from David G. Baird as the purchase price for part of the stock at the same per share cost, and a bank loan amounting to the majority of the balance.

The capital stock of Fabian Enterprises is owned by members of the families of Simon H. Fabian and Samuel Rosen through trusts and otherwise. Sellers of the Warner shares are Harry M. Warner, 122,000 shares; Mrs. Harry M. Warner, 25,550; trustees for Harry M. Warner, 8,000; trustees for Mrs. Warner, Doris Warner Vidor, and Betty Warner Sperling, 23,000; Albert Warner, 164,675; trustees for Albert Warner, 13,300; Mrs. Albert Warner, 25,500; Jack L. Warner, 186,874; trustees for Jack Warner, 10,750; Mrs. Jack Warner, 2,249; trustees for Mrs. Warner, 40,000; Betty Warner Sperling, 36,772; Doris Warner Vidor, 10,281, and Lita Warner Hiatt, 5,319.

Reorganization of the new company is expected to be completed by the end of February. Warner stockholders will vote to approve the consent of Warners to a court order which requires divestiture of one theatre in each of two additional cities and the conditional divestiture of another theatre in one of the cities as a condition of approving the election of

persons affiliated with Fabian Enterprises as directors of the new theatre company. Warner Brothers will be dissolved under the plan, and the new companies will be known as Warner Brothers Pictures, Inc., and Stanley Warner Corporation. The Stanley Warner board of directors is expected to comprise Fabian, Rosen, and Baird, serving two-year terms, and Harry M. Kalmine, president, Warner Theatres, and Maurice A. Silver, Pittsburgh-Cleveland zone manager, one-year terms.

Board of the new Warner Brothers Pictures will include Harry M. Albert, and Jack L. Warner, Waddill Catchings, and Robert W. Perkins, serving two-year terms, with Samuel Carlisle, Stanleigh P. Friedman, Charles S. Guggenheimer, and Samuel Schneider slated for one-year terms. Proxy statements revealed that Warner directors and officers received remunerations in the fiscal year ended on Aug. 31 aggregating \$1,199,970.

According to the statements received by the stockholders, net profits of the theatre end of Warners have declined each year since 1947 and 1948, while the production-distribution branch has been generally on the increase since a loss of \$246,569 in 1948.

Theatre profits in the fiscal year ended on Aug. 31 were \$145,112, lowest in a 12-year chart of earnings. High mark was \$12,996,144 attained in 1947. The film company's earnings last year were put at \$7,084,570, off about \$175,000 from last year's figure. The highest net was realized in 1947, almost \$9,100,000. World gross film rentals were higher last year than at any time in the four-year chart set forth in the stockholders' report, with \$49,958,000 credited to the United States and Canada and \$27,457,000 to the rest of the world.



James R. Grainger, Republic vice-president and industry veteran, last week was announced as having been selected as the new RKO president.

James R. Grainger Named RKO President

NEW YORK—Herbert J. Yates, Republic president, last week released James R. Grainger from his contract with that company as executive vice-president and general sales manager so that he might accept a three-year presidential employment contract with RKO Pictures.

Grainger, whose Republic contract still had three years to run, expects to take over his RKO post on either Feb. 1 or 8.

Federation Chooses Leaders

WASHINGTON—The General Federation of Women's Clubs, motion picture division, last fortnight announced selections of the "bests" of 1952.

MGM's "Singin' In The Rain" was named best musical; Columbia's "Eight Iron Men", best war picture; UA's "High Noon", best western; Republic's "The Quiet Man", best drama; UA's "Cry, The Beloved Country", best tragedy; UA's "The Thief", best melodrama; Rank-U-I's "The Promoter", best satire; MGM's "Fearless Fagan", best comedy; Warners' "Where's Charley", best farce; Disney-RKO's "The Story Of Robin Hood", best adventure; Warners' "The Story Of Will Rogers", best biography; RKO's "Under The Red Sea", best documentary; 20th-Fox's "Les Miserables", best of the classics; Times' "Forbidden Games", best foreign language picture; RKO's "Hans Christian Andersen", best biographical fantasy; MGM's "Plymouth Adventure", best historical; UA's "Breaking Through The Sound Barrier", best semi-documentary; Cinerama's "This Is Cinerama", best three-dimensional, and Warners' "The Miracle Of Our Lady Of Fatima", best religious. Republic's "The Quiet Man" was named the best picture of 1952.

Alec Guinness was voted the best actor, Shirley Booth, the best actress, and Brigitte Fosse, best child actor, for "Forbidden Games." Fred Zimmerman was voted best director for "High Noon."

More Tax Bills Introduced

WASHINGTON—Representatives Doyle, Democrat, California; McDonough, Republican, California, and Van Zandt, Republican, Pennsylvania, joined the parade of Congressmen last fortnight by introducing bills to exempt theatre tickets from the federal admission tax.

This Was The Week When

The world premiere of 20th-Fox's "Taxi" was held at the Globe, New York City. . . . Manor Films announced that it is handling three shorts as follows: "Miracle On Skis" in the New York territory, and "Pacific 231" and "Once Upon A Day" nationally. . . . "The March of Dimes" trailer, "Through The Years", was being shown in theatres throughout the country for the annual drive of The National Foundation for Infantile Paralysis, with NSS handling. . . . New Orleans, Washington, and New York were the leaders in their respective divisions in the Allied Artists 13-week sales drive, with Denver, Seattle, and Kansas City heading the shorts groups. . . . Candid Enterprises, Inc., announced plans for a feature-length film, photographed with concealed cameras, for distribution in foreign markets, with Allen Funt producing.

RKO branch managers began holding meetings in preparation for the "25th Anniversary Drive". . . . 20th-Fox announced that it will launch "Treasure Of The Golden Condor" simultaneously next month in the Pacific-western and New England areas, following which it will be shown in the central and midwest divisions and then in the south, preceded by a concentrated merchandising pattern. . . . MGM stated that it will test five reissue packages, offered as the "Hall Of Fame", in Akron, O., Nashville, Tenn., Rochester, N. Y., Richmond, Va., and Dayton, O., as follows: "David Copperfield"—"Tale Of Two Cities", "Meet Me In St. Louis"—"Easter Parade", "A Woman's Face"—"Dr. Jekyll and Mr. Hyde"—"They Gave Him A Gun"—"The Last Gangster", and "Billy The Kid"—"China Seas". . . . Theatre Network Television arranged for use of TV in theatres for the International Business Machines Corporation, tentatively on March 30, to introduce some new machines. . . . MGM sponsored over WJZ-TV and WJZ the Mayfair, New York, premiere of "Above And Beyond", using a half hour.

The International Scene

Canada

Exhibitors and distributors alike in Canada may have been wondering about the amount of business being done by the so-called off-beat type of 16mm. exhibition which helped to bring the 16mm. rentals in 1951 to \$1,889,461, about 10 per cent of the 35mm. total. This rental figure is particularly interesting in the light of the fact that the rentals were \$216,675 more than the exhibition receipts. Leading the groups in this type of exhibition are the showings of silent films on travel, sports, and wild life, accompanied by a lecturer. These are held in halls or special auditoriums in Toronto, Ottawa, Hamilton, Montreal, and Vancouver. In addition, there are the showings by the art film groups. Then, of course, there are the 16mm. itinerant exhibitors, as well as the few permanent operations.

Most accurate report on fires in theatres in Canada, that issued by the Department of Insurance, shows that 1950 was the second worst in 10 years. The most recent report, just published, shows that the fire loss in 1950 was 29 fires, causing \$266,438 worth of damage, an increase of \$99,000 over the previous year. The report is usually two years behind the year in which it is issued. The largest loss in the previous 10 years was in 1948 with \$459,971. This includes a \$100,000 fire in Moncton, N.B.



Columbia International Corporation representatives attending the recent Chicago meetings to discuss sales policy on "Salome" included, left to right, standing: Leroy Brauer, managing director for Australia; Michael Bergher, supervisor for the Far East; Roger Sardou, European publicity director; Aaron Pines, Philippines branch manager; Bernard Zeeman, treasurer; Harry Kosiner, home office executive; Alan Tucker, British publicity manager; Lawrence Lipskin, assistant to J. A. McConville, and Joseph E. McConville, assistant supervisor of Latin America, and, seated, Max Thorpe, vice-president and managing director for Great Britain and Ireland; J. A. McConville, president; Lacy Kastner, vice-president and managing director for Europe and the Near East, and Sigwart Kusiel, the veteran vice-president and supervisor for Latin America.

Manager Ernie Warren, Elgin, Ottawa, agreed to withdraw the French film, "Clochemerle", which raised a storm of

controversy in Ottawa. With pressure from various groups, he was forced to stop the film. Archbishop Alexandre Vachon, head, Roman Catholic Ottawa Archdiocese, described the film as vulgar, and said it should be made the subject of a Senate investigation . . . Odeon's Toronto stage was used as an auditioning platform for television when manager Gerry Saunderson presented before an evening audience a 10-piece all-girl orchestra . . . The annual Variety Village graduation dinner will be held on Feb. 26 with industrialists and publishers as guests. Coming especially for the dinner will be Jack Beresin, International Chief Barker, and Colonel William McCraw, executive director, Variety Clubs International. Chairman of the committee consisting of Jack Fitzgibbons, Jr., and George Altman is Jack Chisholm. . . . In Ottawa, S. D. Peterson was elected president, Association of Motion Picture Producers and Laboratories of Canada. He succeeded F. R. Crawley. Other officers are W. J. Singleton, vice-president, and D. J. Wansbrough, Lew Parry, Graeme Fraser, and James Campbell, directors. J. J. Chisholm will continue as AMPPLC representative in the Motion Picture Industry Council of Canada.

CANADIAN CLIPS: Three pictures were classified as adult in December by the Ontario Board of Censors, "Cosh Boy", "Gambler And The Lady", and "Kansas City Confidential" . . . Each of the Picture Pioneers honored at the 50th anniversary banquet has received a 16mm. print of the Canadian Paramount News sequence, with the compliments of Paramount and its general manager, Gordon Lightstone. . . . Lloyd Gurr, one-time partner and manager, Century, Hamilton, is manager, Jack Hunter's Empire, Hamilton. . . . Overexertion in pushing his stalled car brought on a heart attack which caused the death of Charles Andrews, veteran projectionist, Eglinton. He was 66. . . . The Beamsville, Ont., theatre building has been put up for sale following settlement of a dispute between the owners and Barnes and Davidson, operators, who were given to the end of January to withdraw their equipment. . . . Burglars got \$6,000 out of the safe of the Amherst, Montreal. . . . The Odeon, Fort William, collected many toys for the children's shelter and the orphanage. . . . Harry Wilson and Jim McDonough were the first pair to be brought into Famous Players' office for a week's stay to study the operation. Bill Trudell and Bill Burke followed during the second week, with others scheduled to come in. . . . Arthur Manson, MGM publicity representative in Canada, garnered space in the Toronto press when he invited Major Theodore Van Kirk for a special screening of "Above and Beyond." Van Kirk was a member of the crew which dropped the first atomic bomb. . . . JARO's "The Importance Of Being Earnest" was preemed at the Odeon Hyland in association with the women's committee of the Mendelssohn Choir. Vic Nowe, manager, and Tommy Knight, JARO, handled arrangements. . . . A film dealing with the spraying of the forests in New Brunswick is being shown throughout New Brunswick

(Continued on page 21)

JACK ARTHUR FETED BY CANADIAN ASSOC.

TORONTO—With the checking out of Jack Arthur as a district supervisor with Famous Players Canadian Corporation, an association of more than 30 years was ended last fortnight. He is to become executive producer, grandstand show, Canadian National Exhibition.

The last two weeks saw gatherings to honor the man referred to in Canada often as "Mr. Showbusiness." As a matter of fact, this very title serves for a national radio show which stars him as he reminisces about the years gone by.

One of the gatherings was a luncheon held by a group of old associates. Present were all Toronto members of Famous Players' 25-Year Club, most of whom had worked with him since the founding of Famous Players. Other guests included executives of Famous Players. On behalf of the group, R. W. Bolstad, vice-president, FPCC, presented the guest of honor with a matched set of luggage.

Acting as toastmaster was J. J. Fitzgibbons, president, Famous Players, who introduced Morris Stein, eastern division manager, who said he was introduced to the company by Arthur.

Arthur has been with Famous Players ever since its beginning and, before that time, had already won his spurs as a stage producer. Born in Scotland, he was a child prodigy in Sir Harry Lauder's troupe. He came to Canada with his father, and received his education here.

As a youth he joined the Raymond and Poore troupe as a fiddler, and later became a member of a Mississippi showboat troupe. He conducted an orchestra for a minstrel show, until returning to Toronto, where he decided to take music a little more seriously, joining the Toronto Symphony Orchestra.

In 1914, he conducted the orchestra in Loew's Winter Garden, Toronto, and later when the Majestic, Toronto, was purchased from Ambrose Small by N. L. Nathanson and associates, and transformed it into the Regent, Arthur went along as producer and orchestra conductor. As Famous Players was expanded, he was named director of all stage and orchestra productions, and made a name as a discoverer of stage talent. When talking pictures supplanted silent pictures, he moved to head office of Famous Players as district manager.

In World War II, he was drafted by the late Mackenzie King, then prime minister of Canada, to produce the "Army Show." As chairman of the Citizens' Committee for Troops in Training, he arranged more than 3,000 shows for the troops. He was awarded the M.B.E. by the late King George. Arthur also produced all the stage spectacles for the Variety Club of Toronto, which raised thousands of dollars for Variety Village.

Arthur will still serve as consultant to Famous Players.

Columbia Reveals Selling Policy On "Salome" Following Meetings

CHICAGO—Following a two day sales meeting, Columbia last week announced its sales policy for "Salome," the Rita Hayworth starrer in Technicolor. The plan calls for competitive bidding for pre-release engagements at "qualified" theatres in cities with a population of 75,000 or more, beginning around Easter.

The picture will be screened about Feb. 1 in all Columbia exchanges. After the screenings, bids will be accepted. The company announced that bids should include: minimum dollar guarantee to Columbia; terms offered—(the company wants a first week participation of 50 per cent minimum), percentages for subsequent weeks, minimum length of the run guarantee, control figures to determine holdovers beyond the minimum run,

and the amount the exhibitor proposes to contribute to the advertising campaign for the advance, first week, and subsequent weeks of the guaranteed run.

Columbia reserves the right to reject all offers, and states that the run offered will be definitely established, and no specific clearance will be granted.

The company further states that its sales organization has received instructions that it is solely the exhibitors prerogative to fix admission prices, but emphasizes that "Salome" offers the exhibitor the opportunity of "doing extremely well in situations where he has voluntarily increased prices."

The policy regarding further release will be announced following the first pre-release openings.

Brotherhood Kits On Way To Theatres

NEW YORK—Sol A. Schwartz, national chairman, amusement division, "Brotherhood Week," Feb. 15-22, advised last week that press books on the event are being sent to every exhibitor. Full cooperation of all in the industry is urged.

The goal is 250,000 new members in the National Conference of Christians and Jews on the 25th anniversary of the organization, and the press sheet and the work kit contain the A-B-C's of getting new members. Citations will be awarded exhibitors for best campaigns, 25 ideas are also included in the pressbook, gratis ad slugs are available from National Screen Service, and there are special posters and a trailer being made by MGM.

Also included are radio spots, editorials, etc., for newspapers and radio and TV stations who have pledged their support. Exhibitors are urged to emphasize to them that theatres are the places where people may sign up for "Brotherhood Week."

Third Dimensional Developments . . .

(Here there will be found news of progress in third dimensional and wide screen developments in the industry. Because of the growth of the 3-D process, this department becomes a regular EXHIBITOR service.—Ed.)

3-D Equipment Company Formed

HOLLYWOOD—Natural Vision Corporation, originator of the three-dimensional process used in filming "Bwana Devil", last week announced the establishment of Natural Vision Theatre Equipment Corporation for the purpose of supplying uniform theatre equipment and operational directors. Established equipment houses are expected eventually to take over this function, which the new corporation will operate on virtually a non-profit basis. Complete equipment kits, suitable for all types of theatres, will be offered.

16mm. 3-D Nearing

NEW YORK—It was announced last week that a three-dimensional process for 16mm. film has been developed by the Bolex Division of Paillard Products, Inc., and will be demonstrated on Feb. 12 at Grand Central Palace.

It employs an ordinary single camera and projector, but requires a special lens, and must be viewed through polarized glasses. A single strip of 16mm. film is used, but the frame is split with the two images appearing side by side.

Tri-Opticon Set In New York

NEW YORK—According to an announcement last week by Harry Brandt, president, Brandt Circuit, arrangements have been completed with producer Sol Lesser and Tri-Opticon Sales chief Seymour Poe for an early presentation of Tri-Opticon at the Globe.

UA "Bwana" Deal Official

NEW YORK—Official announcement was made last week that UA will distribute "Bwana Devil", made in Natural Vision. UA also revealed that both Altec and RCA sound services will be available for theatres playing the feature.

Union Dispute Arises On 3-D Showings

PITTSBURGH—The Warner was closed for a day-and-a-half last fortnight because the projectionists' union voted to stop running the machines until some settlement was made by a new scale for the third dimensional film, "Bwana Devil". Union business agent James Sipe said, "we agreed to work when the film opened and negotiate on a retroactive basis". He charged Warner Circuit executives refused to get down to brass tacks.

Ben Steerman, Warner Theatres' executive, stated that in his opinion no extra work or skill was involved with the new system. Steerman also said that the union had a contract that didn't expire until November, 1953.

A spokesman for the union said there was a clause in the contract which called for a new agreement when a new medium was introduced, and, in this case, the union considered "Natural Vision" in that category.

Joseph Joins Cinerama

NEW YORK—John Joseph last week became a field exploitation and publicity director for Cinerama Productions Corporation. Joseph Kaufman, director of exhibition for the corporation, said that Joseph's initial responsibilities will be playdates in the midwest, the first of which was recently announced for Detroit.

WB Sets 1st 3-D'er

HOLLYWOOD—Warners' "The Wax Works", studio's first feature picture in the new Natural Vision third dimensional process and WarnerColor, went before the cameras last week with Vincent Price and Frank Lovejoy co-starred.

Prince Gets RKO Division

NEW YORK—Charles Boasberg, RKO general sales manager announced last fortnight, that David Prince, southeastern district manager, had been appointed field divisional sales manager for the entire south in a reorganization.

The post was created by the dissolving of the company's north-south division, which Boasberg headed. Boasberg will continue to supervise the metropolitan district, with Prince supervising the southern portion, and Walter Branson heading the northern section and Canada as well as the western division.

Prince will make his headquarters in Atlanta. His territory will include Charlotte, New Orleans, Dallas, Memphis, Oklahoma City, and Jacksonville. The Jacksonville branch will shortly be opened. Nat Levy is eastern division sales manager.

Coast Drive-Ins Sue

HOLLYWOOD—Operators of 12 state drive-ins last week filed suit for injunction and \$200,000 damages in Superior Court against Local 150, charging that they have been subjected to mass picketing by striking projectionists and that patrons are being discouraged by the scattering of nails along theatre driveways.

Defendants include John Maynard, local president; George J. Schaeffer, business manager, and Charles A. Vencill, secretary-treasurer. Plaintiffs include the San Pedro, United Principal, El Monte, Urban, West Los Angeles, East Valley, Van Owen, Van Nuys, South Los Angeles, and Laverc Drive-Ins.

Amended 16mm. Complaint Filed

LOS ANGELES—The government filed an amended complaint last week against defendants in the 16mm. case being heard by Federal Judge William Byrnes. Defendants have 30 days to answer the complaint. The court had ordered the government to clarify the meaning of certain phrases in the original complaint.

Miscellaneous

In the Newsreels

MOVIETONE NEWS (Vol. 36, No. 8) Washington, D.C.: Eisenhower inaugurated President.

NEWS OF THE DAY (Vol. XXIV, No. 242) Italy: Pope Pius elevates new Cardinals. France: Nazi mass murder trial stirs village. Washington: Spies for Reds seized. Pittsburgh: Prison riot. Washington: Eisenhower helps celebrate his brother's birthday. Fox River Grove, Ill.: Ski jumping. Indonesia: Ram fights. Australia: Surf riding deluxe.

PARAMOUNT NEWS (No. 45) Italy: Pope Pius elevates new Cardinals. Malaya: Flight from Red terrorists. Pittsburgh: Prison riot. Capilano Canyon, Canada: New giant dam. Fox River Grove, Ill.: Ski jumping. Australia: Surf riding deluxe.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 432) Italy: Pope Pius elevates new Cardinals. France: Nazi mass murder trial stirs village. France: Veterans of Korean war honored. Washington: Fire. New York: Cars of tomorrow. Fox River Grove, Ill.: Ski jumping. Australia: Surf riding deluxe.

WARNER PATHE NEWS (Vol. 24, No. 47) Washington, D.C.: Eisenhower inaugurated President.

TELENEWS DIGEST (Vol. 7, No. 4-A) Italy: Pope Pius elevates new Cardinals. Japan: United States delivers ships to Japanese at Tokyo. Jamaica: Churchill vacations. New York: Cars of tomorrow. Rhodes University: Missing link fish shown. Boston: Wilt wins K of C mile.

IN ALL FIVE:

Washington: President Truman's valedictory. Washington: Train crashes into station. Italy: Elevation of Cardinals in Rome. New York: Mrs. Eisenhower displays inaugural gown.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 7) Scotland: Royalty attends wedding of Earl of Dalkeith. New York: Eisenhower's son home. Fort Wayne, Ind.: West trims east for cage title. Cypress Gardens, Fla.: The jump boats is a 'coming!

NEWS OF THE DAY (Vol. XXIV, No. 241) Venezuela: Inauguration of Colonel Jimenez as provisional president. Cypress Gardens, Fla.: The jump boats is a 'coming! French Alps: Slalom races at Huenz.

PARAMOUNT NEWS (No. 44) St. Petersburg, Fla.: End football's "two-platoon" system. Fort Wayne, Ind.: West trims east for cage title.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 431) Venezuela: Inauguration of Colonel Jimenez as provincial president. Cypress Gardens, Fla.: The jump boats is a 'coming!

WARNER PATHE NEWS (Vol. 24, No. 46) Scotland: Royalty attends wedding of Earl of Dalkeith. New York City: "The Jazz Singer" aids "The March of Dimes." Fort Wayne, Ind.: West trims east for cage title. Cypress Gardens, Fla.: The jump boats is a 'coming!

TELENEWS DIGEST (Vol. 7, No. 3-B) Washington: President Truman's valedictory. Bethlehem, Pa.: World's largest steel ingot poured. Basketball: Seton Hall tops Fordham.



Charles Boasberg, seated, RKO general sales manager, recently met with his sales executives in New York to discuss plans for the company's forthcoming 16-week 25th anniversary sales drive. Seen, left to right, are Michael G. Poller, assistant to Boasberg; Milton Platt, assistant to Nat Levy, eastern division sales manager; Walter Branson, assistant general sales manager; Frank Mooney, assistant sales manager, north-south division; A. A. Schubert, manager of exchange operations; Levy, and Harry Gittleston, who is the veteran assistant sales manager, western division.

IFE Opens Offices; Appoints Div. Heads

NEW YORK—With the announcement of the appointment of five division managers, Bernard Jacon, vice-president in charge of sales, I.F.E. Releasing Corporation, last week declared that the national distribution facilities of the new company are now in full operation.

Seymour Schussel, for 14 years with Columbia, former district manager for Eagle Lion and Film Classics and, most recently, sales manager for Joseph Burstyn, Inc., has been named eastern division manager and assistant to Jacon. Schussel will make his office at the I.F.E. headquarters in the Paramount building. Working as sales-exploitation men in his division will be Phil Levine, covering greater New York, Northern Jersey, and Southern New York, and Connecticut, and Ellis L. Gordon, for Boston, New Haven, and Albany.

Heading the central office at 2140 Payne Avenue, Cleveland, as division manager is Mark Goldman, who has covered that area for the past 20 years in sales executive positions for U-I, Eagle Lion, Monogram, PRC, and Gaumont-British. His territory will include Cincinnati, Indianapolis, Buffalo, Detroit, and Pittsburgh.

Hubert M. Lyons whose 26-year industry background includes positions with RKO, United Artists, and FBO, is the division manager for the southern territory, Atlanta, Jacksonville, Dallas, Oklahoma City, New Orleans, and Memphis. The southern division office is located at 115 Walton Street, N.W., Atlanta.

Centered in Chicago at 1255 Wabash Avenue, the company's midwest division is headed by Harry H. Walders, an RKO and United Artists executive for 16 years and former buyer-booker for major cir-

NATIONAL BOARD OF REVIEW

JAN. 10, 1953

SELECTED FEATURES: "The Little World Of Don Camillo" (Italian-made) (I.F.E.); "The Brave Don't Cry" (English-made) (Mayer-Kinglsey).

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

RKO

"Sword Of Venus"—For the lower half. 20TH-FOX

"Treasure of the Golden Condor"—Interesting melodrama has the names and angles.

"Niagara"—Should ride into the better money.

"Tonight We Sing"—Meritorious offering should appeal to appreciative audiences.

WB

"She's Back On Broadway"—Good musical.

MGM

"Battle Circus"—Suspensive Korean war film has the names to help.

PARAMOUNT

"The Stars Are Singing"—Pleasing musical.

culits. Walders will cover Milwaukee, Minneapolis, Omaha, Des Moines, St. Louis, and Kansas City as well as Chicago.

Alex Cooperman, former booker, office manager, and salesman for MGM, and Eagle Lion, and branch manager for Lux until its recent acquisition by I.F.E., has been appointed western division manager. He will function out of Los Angeles, where offices have been opened at 1907 South Vermont Avenue, and will supervise operations also in San Francisco, Portland, Seattle, Denver, and Salt Lake City. He will be assisted by Ed Penn, sales-exploitation man for the northwestern area, San Francisco, Portland, and Seattle.

Additional sales-exploitation representatives for the southern, central, midwest, and western offices will be announced shortly.

Current activities are primarily concerned with the company's first major releases: "Anna", American-language film starring Silvana Mangano, and "The White Line", starring Gina Lollobrigida and Enzo Stajola. Now prepping for releases are: the new Anna Magnani film, "Bellissima"; "The Pope Of Peace", American language film biography of Pope Pius X; "The Young Caruso", American-language version featuring the voice of Metropolitan Opera star Mario Del Monaco; "Times Gone By", co-starring Gina Lollobrigida and Vittorio De Sica; and "Girls Of The Piazza" directed by Luciano Emmer, and co-starring Lucia Bose, Liliana Bonfatti, and Cosetta Greco.

New Theatre TV Unit Formed

NEW YORK—Harold Azine, president, last week announced the formation of a new theatre television packaging firm, Closed-Circuit Television Company, to specialize in "off hour" commercial telecasts. Azine recently resigned as television director, Federal Civil Defense Administration, where he was instrumental in putting on three theatre television civil defense shows.

Theatre Tele-Sessions, subsidiary of Theatre Network Television, is also reported negotiating for a contract involving a large business firm.

Teleconferences, Inc., disclosed that it is receiving two or three inquiries a week from prospective clients.

Changes Revealed In RKO Ad.-Pub.

HOLLYWOOD—Changes in RKO's advertising, publicity, and exploitation setup were announced last week.

Perry Lieber will head the national publicity exploitation department and Elliston Vinson, handling the RKO account for Foote, Cone, and Belding, will head the advertising section.

Richard Condon will be in charge of the New York publicity and exploitation departments under the supervision of the west coast office.

U. S. Companies Converting

WASHINGTON—It was reported last week that American film companies under the information guarantee program operated first by the Economic Cooperation Administration and now by the State Department, have managed to convert to dollars close to \$4,900,000 of what would otherwise have been blocked earnings in Germany. Contracts have also been concluded with Yugoslavia by ECA or the State Department, but as yet no payments have been made. Another \$1,200,000 in earnings on films distributed in Germany and Yugoslavia may still be converted later under outstanding contracts.

The program was set up by Congress as part of the foreign aid program, and was designed to keep United States films, magazines, books and other information media in European circulation.

Hitting New Low

WASHINGTON—Federal general admission tax collections for 1952-53 will be the lowest for any year since 1944-45 if the Treasury's estimate is correct, according to a department report issued last week pointing out a steady decline since 1946-47.

The reports, back to 1929-30, show a drop in the depression years to an all-time low of \$1,460,000 in 1932, a steady rise until the World War II and post war boom, and a total of \$393,873,000 in the 1947 fiscal year, when the downturn started. In the 12 months ended on June 30 last year, collections were down to \$320,000,000.

Hollywood Aid Grows

HOLLYWOOD—According to a checkup revealed last week by the Hollywood Coordinating Committee, participation in patriotic and public service events here and abroad by Hollywood film and radio entertainers was nine per cent greater last year than in 1951.

George Murphy, president, said that 853 performers made 3,157 free appearances in conjunction with 680 programs. Since 1946, the HCC has booked 14,996 free appearances on 4,858 events.

Theatres Show Inaug. TV

CLEVELAND—The local RKO Palace, and the RKO Albee, Cincinnati, picked up part of the Eisenhower inaugural ceremonies in Washington last week with large screen theatre TV equipment. Permission was granted by the networks. The telecast, with no admission charge, was sponsored by The Cleveland Press and The Cincinnati Post and station WCPO-TV, Cincinnati.

Awards Ceremonies To Be Continued

HOLLYWOOD—Although Warners, U-I, and Columbia have withdrawn their financial support from "Oscar" presentation ceremonies on March 19, the program will be held, it was established last week.

Herbert J. Yates, Republic president, denying published reports that Republic would also withdraw its support, announced that the company would contribute the same share for Academy festivities as in previous years.

The Academy's proposed \$100,000 budget was killed when the three studios served notice that they would not contribute this year. MGM, 20th-Fox, Republic and Paramount agreed to continue supporting the Academy. RKO was also expected to continue its support. The decision of the three studios to step out was due in part to the Academy's refusal to meet a request that they be consulted on expenditures, according to a studio spokesman. However, the Academy, deploring the action, said that the reasons were best known to the studios themselves.

McWilliams Joins Screen Gems

NEW YORK—Harry K. McWilliams, exploitation manager for Columbia for the past eight years, has been named director of advertising and public relations for Screen Gems, it was announced last week by Ralph Cohn, vice-president and general manager of the company.

McWilliams has had a varied experience in the motion picture field, serving as publicity manager for numerous circuits including the Harry E. Huffman theatres, and Paramount Publix Theatres in Toledo, O., Denver, and Dallas. In 1936, he was named assistant to Earl Hudson, publicity manager, United Detroit Theatres, and became Columbia exploitation manager in 1944.

McWilliams is a member of the Association of Theatrical Press Agents and Managers, the Variety Club, and has, since 1950, been president, Associated Motion Picture Advertisers, Inc. During the past year, he was a leading force in launching the AMPA Showmanship School.

Charles Skouras Bedded

NEW YORK—Charles Skouras, head of National Theatres, was in Doctor's Hospital following a heart attack last weekend.

He had come east for the TOA board meeting.

A physician's report said that his condition was not serious, and that it was the result of overwork.

Reiner—Goldwyn Foreign Chief

NEW YORK—Manny Reiner was last week named foreign manager for Samuel Goldwyn Productions, resigning as vice-president in charge of sales for PSE-TV.

A veteran of 20 years in the field, Reiner started his career with Monogram, and has been associated with MGM, Paramount, and David O. Selznick, in addition to doing a stint with the government during World War II.

Council Leaders In New York Meeting

NEW YORK—Representatives of Motion Picture Councils from all parts of the country met last week for a three-day conference. A full program of activities was arranged for the more than 70 film council delegates, and the conference was also attended by the motion picture chairmen and preview chairmen of the national organizations which participate in "Joint Estimates of Current Motion Pictures."

Speakers who addressed the delegates included Eric Johnston, president, Motion Picture Association of America; Elmer G. Rhoden, president, Fox Midwest Amusement Corp.; Hulda McGinn, director, legislation and public relations, California Theatres Association; Daniel Mann, Paramount director; Richard Griffith, director, Museum of Modern Art Film Library; Arthur DeBra, director, MPAA's Community and Exhibitor Relations department; Gordon S. White, advertising code administrator; Marjorie G. Dawson, associate director, community relations department, and 20th-Fox president Spyros Skouras.

The delegates attended a meeting of the film preview chairmen, and were also briefed on the standards employed in the selection of films for the Children's Film Library. They previewed a number of features, and spent an evening at the Radio City Music Hall. Special arrangements were also made to have the delegates attend a performance of Cinerama and to witness a test demonstration of third dimension films.

Mrs. Hulda McGinn urged representatives to step up their support of better motion pictures. She stated that a continuing flow of worthwhile screen fare from the studios can be encouraged only by getting behind the meritorious films and cooperating with exhibitors.

Mrs. McGinn's talk followed a screening of MGM's "Lili" and "The Hoaxers."

Hollywood studios are giving increasing emphasis to film spectacles in the super-production class and to select stories of broad appeal which lend themselves to production on modest budgets, according to Bertram Bloch, head, eastern story department, 20th Century-Fox. Assisting Bloch were Henry Klinger, associate editor, and Miss Beth O'Shea, reader, 20th-Fox's story department.

Elmer C. Rhoden, chairman, public relations committee, TOA, and president, Fox Midwest Theatres, announced at the meeting that he would submit to the TOA's mid-winter board meeting his circuits children's vacation matinee plan.

At other sessions, the community relations conference viewed RKO's "Peter Pan", 20th-Fox's "Tonight We Sing", "Light In The Window", and a demonstration of the Stereo Corporation's three dimensional process at the Gotham.

Skouras urged immediate expansion of film outlets in the Far East "so that peoples everywhere can learn the meaning of democracy, and see for themselves the many aspects of our way of life." Welcoming visitors to a special screening of "Tonight We Sing," Skouras had as his theme the direct relationship between film exhibition and the global raising of educational and cultural standards.

Konecuff

(Continued from page 15)

counter handed us our change, she said: "I do wish they would stop playing Mario Lanza's record. I don't know what I am doing when they do. I haven't missed a picture of his yet."

The point of the whole thing is that as we walked away and counted our change, we found we were short, and she didn't know what she was doing under the Lanza influence. All of this should indicate something or other to you gentlemen.

AD NOTE: Trade ads prepared by 20th-Fox for "Niagara" and "Ruby Gentry" have been adopted for consumer use by Walter Reade Theatres, 20th-Fox has been notified. Reade liked the company's policy of having its ads informative, yet not packed with false claims and exaggerations. That's advertising the advertising.

THE METROPOLITAN SCENE: Theatre campaign kits for "Brotherhood Week", Feb. 15-22, are in process of distribution. They contain a campaign book, one sheet honor roll, 25 adult and 10 junior membership cards, a display card, and a letter from Sol Schwartz, national chairman. The campaign books, a fine job, mark the 25 years of existence of the National Conference of Christians and Jews, list easy steps for exhibitor participation, and contain plenty of ideas for theatres. . . . The entire RKO organization did an outstanding job on the Danny Kaye preem at the Palace, and the boys say biz is booming. . . . Phil Williams is leaving his post as assistant to director of TV for 20th-Fox to assume a position with Ziv Television Productions as an account executive in Texas. Health reasons dictated the change, and prexy Spyros Skouras was sorry to see him go. . . . Sam Rosen became a granddad when daughter Mrs. Jacob Yellin became the mother of a baby girl. . . . From Florida's Cypress Gardens comes word that Esther Williams has started shooting a Metro feature along with Van Johnson, Tony Martin, and Cyd Charisse. . . . A feature film patterned after the "Candid Camera" and "Candid Microphone" series is in the making for distribution abroad in the spring, Allen Funt producing. . . . From Phil Gerard, U-I eastern publicity manager, comes two pounds of special promotion kits prepared to supplement the usual pressbooks, and they are full of down-to-earth ideas that can be used by theatres everywhere. The pictures treated were "The Mississippi Gambler", "Meet Me At The Fair", and "The Lawless Breed", while a huge display sheet on "The World's Most Beautiful Girls" was added to make things pretty.

Foreign Decision Delayed

NEW YORK—No decision was reached at the MPEA board meeting last fortnight on the question of American participation in the International Film Festival in Cannes. The foreign managers also discussed participation in projected Berlin and Johannesburg festivals, distributors to make their own entries in the latter.

The International Federation of Motion Picture Producers has recommended that industry participation this year be limited to the festivals in Cannes and Venice.



John J. Fitzgibbons, right, president, Famous Players Canadian Corporation, in Toronto shakes hands with Jack Arthur, who for over 30 years was associated with the company and who recently resigned to accept a position with the Canadian National Exhibition. Among those at a luncheon in Arthur's honor are, left to right, R. W. Bolstad, vice-president; Morris Stein, eastern division manager; Arthur; Norman Robertson, director, company legal counsel, and Fitzgibbons.

International Scene

(Continued from page 17)

theatres. . . . Manager Sam Hebscher, Palace, Hamilton, effected a weekly tie-in with an important grocery chain for giveaways. . . . The territory of Steve McManus, supervisor at Hamilton, has been extended to include Brampton, where the circuit has two regular theatres and a drive-in. . . . Two Famous Players downtown assistant managers have been switched. Andy O'Reilly was moved from the International Cinema to the Capitol, and Ed Stern moved from the Capitol to the Cinema. . . . Irene Schenpf, Dominion, Vancouver, is on a four-month leave of absence to visit New Zealand.

In Montreal, Quebec, Huntz Hall was honored at the Mount Royal Hotel at a press and radio cocktail party and reception at which F. L. Vaughan, general manager, Monogram Pictures of Canada, Limited, was host.

—HARRY ALLEN, JR.

Mexico

In Mexico City, Federal Judge Ignacio Burgoa has freed Mexican theatres from the obligation to play Mexican films 50 per cent of screen time if the domestic offerings are of poor moral, technical, or story quality. At the same time, he ruled that the Mexican Department of the Interior has no authority to intervene in the distribution of Mexican films as empowered by the new motion picture law.

Judge Burgoa's ruling emphasized that the decision does not exempt exhibitors from showing national films that merit showing, and the decision as to the merit of films will be left to the National Council of Cinematographic Art, composed of industry leaders as well as government representatives. Provincial theatres have always devoted 70 to 90 per cent of screen time to Mexican films. Judge Burgoa held that government control of distribution was unconstitutional and an invasion of the rights of individuals in the industry. He held that with assured distribution, Mexican producers would have no incentive to improve film quality, but, faced with foreign competition, will have to strive for higher standards if they are to

PEOPLE

NEW YORK—It was announced last fortnight that Phil Williams, 20th-Fox director of television, had resigned to join Ziv Television Productions as account executive in Texas. He has been active on committees for the Advertising Club of New York, National Industrial Advertisers Annual Conference, and vice-president, Association of Motion Picture Advertisers.

WASHINGTON—The National Production Authority's Motion Picture and Photographic Products Division has absorbed the agency's scientific and technical equipment division, it was learned last week. Film chief Nathan D. Golden will head the new group, called the Motion Picture, Scientific, and Photographic Products Division.

NEW YORK—Russell Holman, eastern production manager, Paramount Pictures, announced last week the resignation of John Byram as play editor for the company.

NEW YORK—Mel Gold, president, National Television Film Council, last year, was last week elected chairman of the board of directors.

Webster Honored By Rep.

CHICAGO—A reception in honor of Paul Webster, recently appointed Republic midwestern sales manager, was held last week following the conclusion of the final session of the second of Republic's series of sales meetings. Among the exhibitors attending the reception were Dave Wallerstein and Duncan Kennedy, Balaban and Katz; Alex Halperin, Warner Theatres, and John Dromey, Great States Circuit.

Herbert J. Yates, company president, in addressing the session, highlighted the company's forthcoming product. James R. Grainger, executive vice-president and director of sales, presided over the business sessions. The third Republic sales meeting was held last weekend at the home office in New York.

Unions Act On Foreign Prod.

HOLLYWOOD—A resolution adopted unanimously last week by 26 unions comprising membership in the Hollywood AFL Film Council states that American producers intending to produce a picture or pictures outside the country will be expected to make arrangements with studio unions concerning the number of men to be taken along and other conditions.

keep their markets. He did not revoke the censorship sections of the new film law, which, he declared, protect the public as well as assuring a true portrayal of Mexico in films shipped to foreign markets.

India

Americo Aboaf, vice-president and general sales manager, Universal International Films, Inc., announced today the appointment of William Broun as managing director for India. Broun has been assistant manager in Bombay since March, 1952. He replaces James MacFarlane.

BETTER MANAGEMENT

Exploitation Keys To Profitable Merchandising

UA Going Limit On "Moulin Rouge"

NEW YORK—One of UA's strongest national promotion campaigns in recent years was launched last week for John Huston's "Moulin Rouge", with the Phillips-Jones Corporation, LaCrosse Manufacturing products, Random House Publishing Company, Covington Fabric Corporation, and the Lin Lite Corporation joining in the initial tieups, it was announced by Francis M. Winikus, UA national director of advertising, publicity, and exploitation.

Van Heusen will feature Jose Ferrer, star of "Moulin Rouge", in a full-color advertisement appearing in Life magazine in March. The shirt company also will place similar advertisements in other national magazines, and will supply dealers from coast to coast with a complete stock of promotional material. LaCrosse features Zsa Zsa Gabor in a series of national advertisements to appear in Seventeen, Today's Woman, Charm, and other key women's magazines.

Random House, which published Pierre LaMure's best-selling book, "Moulin Rouge", on which the Romulus production is based, will supply its outlets throughout the country with posters and other promotional aids, while putting bands advertising the picture around all copies of the book.

Covington Fabrics is making up two sets of colorful draperies featuring the Toulouse-Lautrec paintings seen in "Moulin Rouge", as well as displaying the title of the film on the draperies themselves. The Covington Company also is preparing slip cover and curtain materials with the same "Moulin Rouge" motif. Covington will launch its "Moulin Rouge" line with a full-color advertisement in Mademoiselle magazine, and, simultaneously, will work out display and other promotional tieups with leading department stores throughout the country.

Kakaya Jackets will feature Ferrer in a full-page color advertisement in Gentry magazine, and will make a series of tieups with the exclusive department stores which will sell Kakaya Jackets.

"Gambler" Help Readied

NEW YORK—Universal-International revealed last week that it had set one of the most comprehensive national promotional tieups in its history in connection with "The Mississippi Gambler." Highlighting a series of 13 national tieups is one with Camel Cigarettes. Miss Laurie and Miss Adams are featured in nine different tieups built around "Mississippi Gambler" fashions, "Cotton Week" observance, and other clothing apparel. The Penobscot Shoe Company is featuring a special "Mississippi Gambler" line of shoes; Pandora Originals is featuring a Pandora bridal gown adapted from Miss Laurie's in the



Paramount recently tied in with Star-Kist Tuna and Von's Super Markets, Los Angeles, to promote "Road to Bali" with a contest featuring sarongs and passes to see the film as prizes. Noted, left to right, are: sarong girl Nina Reis, T. M. Virgil, sales manager, Star-Kist Tuna, and W. B. Masse, Von's Crenshaw Market broker.

20th-Fox Readies Many "Taxi" Aids

NEW YORK—A \$250,000 advertising and exploitation budget has been set by 20th-Fox for "Taxi", it was announced over the weekend. The campaign will see a greater employment of point-of-sale merchandising techniques, with exhibitors gaining a multiplicity of credits to their playdates.

To be released nationally in March, "Taxi" will be paced by a comprehensive five point pre-opening campaign. Plans call for heavy utilization of billboard advertising, special newspaper teaser ads, saturation television and radio spot buys and affiliated promotions, widespread spotting of "Taxi" snipes, and an expanded co-op. advertising campaign, all geared to individual openings.

20th-Fox is making available a total of six special accessories for added playdate attention. The aids include complete campaign mats, auto bumper banners, sectional valences, and aide's badges. A free radio spot record is obtainable to exhibitors while an attractive television slide for 20-second announcements can be secured for the video division of the "Taxi" campaign.

Campaigns will receive even greater impetus through preview screenings for civic and educational leaders, clergymen, and other opinion makers, with showings for transportation officials and civic leaders.

picture; Lartogs is featuring a Piper Laurie Blouse; Terris Brothers is promoting a line of negligees, bed jackets, and pajamas featuring Piper Laurie, and Emma Domb, Inc., Junior Miss of California, Lucinda, W. J. Schminke and Associates, and De De Johnson have combined for a "Cotton Week" promotion. Hollywood Bread has a national promotional tieup featuring Miss Laurie.

Coast Market Tieup Used For "Bali"

LOS ANGELES—One of the most talked about recent exploitation stunts was the unusual three-way tieup between Paramount, Von's Markets, and Star-Kist Tuna for the opening of "Road To Bali" in this district.

The stunt, staged in Hollywood, can be duplicated. Highlight was a simple contest sponsored by Star-Kist in each of the 19 Von Markets in the Los Angeles area. Shoppers who purchased a can of tuna wrote their name and address on the label, and deposited it in a special box. Three prizes were awarded in each store, a replica of the Lamour sarong worth \$20 and easily convertible into an evening dress, dinner at the Brown Derby, and tickets to the opening of "Road To Bali."

Store displays consisted of large blow-ups of a photo of Miss Lamour and 19 live models, hired by Paramount. Streamers outside the stores ballyhooed the event.

Star-Kist Tuna officials were pleased with the results of the tieup, and reported that sales leaped 25 per cent above normal.

In addition to store displays, "Road To Bali" was plugged in several full-page ads taken out by the markets and in ads in all the metropolitan newspapers and 15 suburban dailies.

MGM Backing "Hoaxters"

NEW YORK—MGM, which is releasing its 36-minute subject, "The Hoaxters", on Jan. 30, last fortnight revealed some of its exploitation selling plans for the show.

Branch managers will screen the picture for all leading exhibitors who, in turn, will be asked to hold special showings in their own projection rooms, where possible, and arrange for representatives of the press, clergy, educational institutions, American Legion, Veterans of Foreign Wars, and figures in local and public and civic life to attend.

Special advertising accessories are being planned for the subject, which will include a special block one-sheet, a special lobby display being prepared by National Screen Service, a lobby display being prepared by MGM advertising department, and an attractive four page press-book, with one page devoted to advertising materials, another to publicity and exploitation, a third for reproduction of accessories available, and a reprint of trade reviews.

"Hiawatha" Tieup Strong

HOLLYWOOD—Allied Artists last week completed a national tieup with Gamble-Skogmo, Inc., Minneapolis, under which winners of essay contests to be held in connection with "Hiawatha" will be awarded "Hiawatha" bicycles provided by the Minneapolis firm.

The company also is making available to exhibitors lobby displays.

NEWS OF THE

Territory

BRANCHES

Atlanta

Fritz May, formerly with the Warner Theatres, Birmingham, Ala., has been appointed manager, Lyric, Prattsville, Ala. . . . Jimmie Barnett, former manager, Florida State Theatres, Miami, Fla., has been appointed as manager, Olympia. . . . The Fairfax, Jacksonville, Fla., operated by Ed Winburn and Cecil Cohen, has been reopened under the ownership of T. E. Bell, who sold his interest in the Oceanway Drive-In.

Crescent Amusement Company, Nashville, Tenn., will soon start a new drive-in near Charlotte Pike, near Nashville. . . . J. W. Morrison will soon start work on his new 300-car drive-in near Wynnburg, Tenn.

Flora and Ella Burchard are the new owners, Glades, Moore Haven, Fla. . . . On the Row were: John Moffitt, Fort Deposit, Fort Deposit, Ala.; Dan Davis, Joy-Lan Drive-In, Florence, Ala.; Dick Kennedy, Alabama and Tennessee; Rube Joiner, Joiner Booking Service; T. L. Hutchinson, Ritz, Austell, Ga.; Frank Singler, Buena Vista, Buena Vista, Ga.; John Thompson Skyview Drive-In Gainesville, Ga.; W. R. Boswell, Greenland, Greensboro, Ga.; Herman Abrams, Lumpkin, Lumpkin, Ga.; L. E. Martin, Grand Montezuma, Ga., and W. M. Green, Palmetto, Palmetto, Ga.

On the Row visiting and booking were: Nat Williams, Interstate Enterprises, Thomasville, Ga.; Spence Pierce, Knoxville Drive-In, Knoxville, Tenn., and Ed Strange, Jewel, Gordon, Ga.

It was happy birthday for Arthur C. Bromberg, president, Monogram Southern Exchanges.

It was happy birthday for R. B. Wilby, president, Wilby-Kincey Theatres. . . . Doug Williams has been added to the force at the Paramount. . . . Ted Toddy, president, Toddy, opened "Killers All" at the Roxy.

Benton Brothers Express has taken over the shipping and inspection departments of Paramount. . . . A new refreshment stand has been installed at the Dixie Drive-In, Perrine, Fla. . . . Joe Smith, manager, Alabama Drive-In, Atmore, Ala., has tied up with Cities Service Station to give patrons a gallon of free gas for operating car heaters in cold weather.

R. M. "Bob" Daugherty has been appointed general manager of the 13 indoor and outdoor theatres of the Floyd Theatres Circuit in Florida. The new general manager has had 25 years experience in the business.

The new 200-car drive-in owned by M. Solomon has been opened near Fort Myers, Fla. . . . Joe Sirugo has named

his new drive-in at Key West, Fla., the Islander Drive-In.

The Georgia Theatre Company began in the theatre business 25 years ago, and all city managers have been with the firm from 10 to 20 years. William K. Jenkins, president and co-founder, has notified them of the details of a contest to be known as the "Silver Anniversary Jubilee," to end on March 28th.

The Palm has been granted a charter of incorporation in Savannah, Ga., with authorized capital of \$60,000. . . . W. M. Richardson, president, Astor, is again a grandfather. His daughter, Mrs. Gordon Thompson, gave birth to a baby girl. This is the third daughter.

In for a booking trip were: R. E. Ziebell, Norcross, Norcross, Ga.; William Green, Glenn, Decatur, Ga. . . . Mrs. Dot Collins, formerly with Realart, returned to her home in Orlando, Fla.

Friends were pleased to learn that Emery Austin with MGM since 1941 and for the past 10 years in Atlanta, has been appointed assistant to Dan S. Terrell, publicity manager, by Howard Dietz, vice-president and director of advertising, publicity, and exploitation. He will be in charge of exploitation under the new appointment. Austin originally started as an exploiter for the company in New Orleans, and then was transferred here in a similar capacity. About a year ago, he was named divisional press representative for the southern division with six branches under his supervision, operating out of here. Prior to joining MGM, Austin was associated with the Ralph Talbot Circuit in Tulsa, Okla., for 14 years in various capacities.

Realart moved into new quarters. . . . Visiting were Dick Kennedy, Alabama and Tennessee; W. M. Snelson and Al Whitaker, Co-At-Co Theatres, Georgia, and W. R. Riggins, Jessup, Ga.

Ernie L. Patterson is the new owner, K and W Drive-In, Inverness, Fla. Former owner was J. D. Wagner. The name will be changed to Citrus Drive-In.

Al Fourmet resigned as manager, Edgewood, Jacksonville, Fla. . . . The Deland Drive-In, Deland, Fla., reopened.

In booking were: Colonel T. E. Orr, Amusement Enterprises, Albertsville, Ala.; Nat Williams, Interstate, Thomasville, Ga.; W. R. Griffin, Cullman Amusement Company; Cullman, Ala.; Charles Pitman, Pitman, Gadsden, Ala.; E. F. Ingram, Ashland, Ashland, Ala.; J. G. Snellgrove, Auto Drive-In Adel, Ga.; Alpha Fowler, Douglasville, Ga.; N. C. Robinson, New, Jackson, Ga., and O. C. Lam and O. C. Lam, Jr., Lam Amusement Company, Rome, Ga.

Added to the office force at Realart are Geraldine Lee and Marie Moore. . . . Sale of WMGO, Brunswick, Ga., by Lucas and Jenkins Theatre Company and Mrs. Alma King, theatre owner, was for a reported sum of \$100,000. The buyers, who have asked the FCC approval of the sale, have incorporated under the name of Radio Brunswick.

John E. Stembler, executive vice-president, Georgia Theatre Company, and Mrs. Stembler attended the inauguration of President Eisenhower in Washington as the house guest of Senator and Mrs. George Smathers.

The old stork passed over the home of Mr. and Mrs. James Gauge and left a little baby girl. Dad is with Realart. . . . The Beacon Drive-In, Bristol, Tenn., closed. . . . The stork dropped in at the home of Mr. and Mrs. Carl Hutton, he's owner, Melody, Jefferson City, Tenn., and left a boy.

Visiting were: J. W. Peck, Jr., Pex, Sparta, Ga.; Mr. and Mrs. J. E. Jerrell, Ritz and Roxy, Commerce, Ga., and Mack Jackson, Alexander City, Ala.

Harris Crines was added to the force at the Paramount. . . . Berry Van Brock, 55, projectionist, Princess, Gadsden, Ala., died.

Home owners in Tampa, Fla., won a second round in their fight to prevent the construction of a drive-in on Dale Mabry Highway. A rezoning petition by S. E. Britton, which would have permitted him to construct a theatre on the tract, was rejected by the county commissioners at a hearing.

Mrs. Sara Higginbotham, Tampa, Fla., will start work on a 300-car drive-in at Indian Rock, near Tampa. . . . C. C.



Seen at the recent annual convention of Allied Theatre Owners of the Gulf States at the Jung Hotel, New Orleans, were, left to right, Jack Downing, Haven, Brookhaven, Miss.; Billy Fox Johnson, Fox, Bunkie, La.; Leon J. Bamberger, RKO sales promotion manager; John J. Richards, DeLuxe, Slidell, La.; Doyle Maynard, Don, Natchitoches, La., and A. L. Royal, Royal Theatres, Meridian, Miss., and president, Mississippi Theatre Owners.

Sutton, owner, Skyvue Drive-In, St. Petersburg, Fla., has been elected temporary president, Independent Drive-In Theatre Association of Florida.

Jimmy Gaylard, owner, Starlite Drive-In, Troy, Ala., has been appointed chairman of the annual fund campaign for Pike County chapter, American Red Cross. . . . New owners of the Dania Drive-In, Dania, Fla., are George Koeliker and George Hertner, formerly of Cleveland, Tenn. John T. Woodward will manage.

William Shelton, general sales manager, AFE, announced that the new English version of the Paul Graetz production of "Devil in the Flesh" grossed a record-breaking \$12,000 during its recent engagement at the Rialto, and that, as a result, it was booked throughout the Wilbur-Kincey Circuit.

Charlotte

Katz Brothers' Kay Film Exchange moved from 300 West 3rd Street to 225 South Church Street.

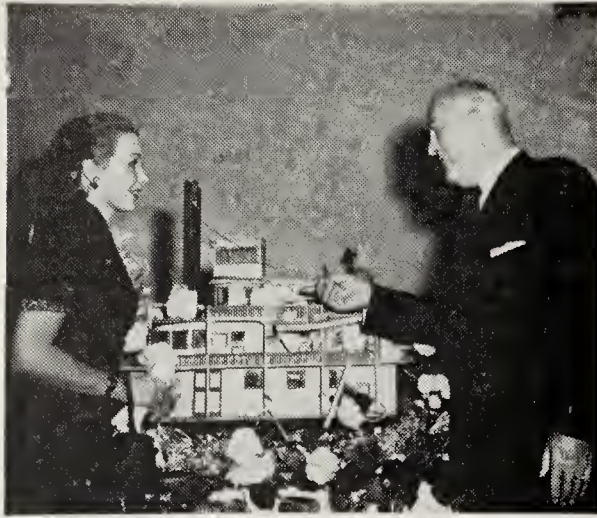
Memphis

Without a complete count of tickets to the world premiere of "The Mississippi Gambler" for the benefit of the Home for Convalescent Children, it is estimated that returns will run from \$15,000-\$18,000. The town was struck by a virus epidemic which not only cut down attendance at the show, but prevented a report of all captains selling tickets to the event. A last-minute additional show at 10:30 p.m. for Negro patrons helped boost the fund. The first floor of the Malco was made available to Negroes by M. A. Lightman, and a Negro committee sold out the house for the second show.

COLUMBIA—Norman Colquhoun, branch manager, attended a meeting in Chicago. . . . Miss Betty Bradley, secretary to branch manager, postponed her marriage due to illness. . . . Edwina King, contract clerk, was married to Don Wyckel, stationed at the NATTC Naval Base. . . . The new member of the staff is Geraldine Perry, general clerk. . . . Visitors included Pinky Tipton, Manilla, Ark.; Henry Pickens, Carlisle, Ark.; A. B. Webb, Ripley, Tenn., and J. K. Jamison, McCory, Ark.

C. V. Jones, general manager, Rowley United Theatres, Dallas, spent a day at the branch office.

20TH-FOX—Two new members have been added, Miss Peggie McKee, stenographer, booking department, and Mrs. Adelaide Simmons, telephone operator and stenographer. . . . Visitors were: Ben Jackson, Ruleville, Miss.; W. C. Kroeger, Portageville, Mo.; Gordon



U-I's Piper Laurie, participating in the recent world premiere of "The Mississippi Gambler" in Memphis for the benefit of the Variety Club's proposed home for convalescent children, is welcomed to the city by M. A. Lightman.

Hutchins, Corning, Ark.; J. W. Wofford, Eupora, Miss.; Ned Greene, Mayfield, Ky.; Paul Myers, Lexington, Miss.; J. K. Jamison, Jr., Balk Knob, Ark.; W. F. Ruffin, Jr., Covington, Tenn.; G. H. Goff, Parsons, Tenn., and Miss Louise Mask, Bolivar, Tenn.

Film Row was struck by the flu epidemic. Paramount reported that half the staff were ill as were members of all exchanges on the Row.

New Orleans

A new Negro theatre is under construction at the corner of St. Claud and Coffin Streets. Joel Bluesone will handle the buying and booking. . . . Herb Paul, Don Kay Enterprises, is concentrating on "Bring On The Girls" bookings.

Two Floridians, fugitives from a road gang, confessed to toting away the safe and its contents of \$250 from the Crescent Drive-In, also stealing from the St. Bernard Drive-In. . . . The Bayou Sorrell, La., theatre, shuttered for several years, was reopened by J. Omer Herbert. . . . Frank Francois has rejoined the family of EXHIBITOR readers. Francois' work in charge of public relations for Claiborn Towers keeps him in constant contact with the industry. . . . John Kenlo is a newcomer to the EXHIBITOR family. . . . C. J. "Jimmy" Briant is one of three vice-presidents of the Community Chest.

Piper Laurie and Julia Adams, in "The Mississippi Gambler," Joy, were the guests at a dinner at La Louisiane. The spread was hosted by U-I, with branch manager C. R. Ost and home office officials Bob Ungerfield and Alfred E. Cohen doing the honors. The guests included city and state officials headed by Mayor Chep Morrison, and newspaper, radio, film and theatre personalities.

One of the highlights of Allied Gulf's convention was the film clinic headed by L. C. Montgomery, president, Delta Theatres, Inc., and board chairman.

Exhibitors buying and booking were: Roy Pfeiffer, Istrouma, Baton Rouge, La.; Floyd Murphy, Strand, Vicksburg,

(Continued on next page)

Gulf Allied Meet Biggest in Years

NEW ORLEANS—The annual convention of Allied Theatre Owners of the Gulf States at the Jung Hotel on Jan. 13-14 was the largest, most spirited, and vigorous in the unit's six-year history, opening with a luncheon hosted by Dan Brandon, Transway, Inc.

President Abe Berenson called on the various national leaders and honored guests to take a bow. These included Wilbur Snaper, Abram F. Meyers, John M. Wolfberg, Trueman T. Rembusch, Colonel A. H. Cole, Gaston J. Dureau, A. L. Royal, Joy N. Houck, and Ben Marcus.

MGM's Henderson Richey and UA's Max Youngstein took their bows, and RKO's Leon Bamberger, the only speaker at the luncheon, spoke on the necessity of theatre and newspaper coordination.

After the luncheon, exhibitors, members, and non-members retired to the meeting room for a film clinic led by L. C. Montgomery, president, Delta Theatres, Inc., and chairman, Allied board. In the evening, industryites crowded the Harold Bailey-I. Roy Calamia Palms Restaurant for a supper party hosted by L. Robert Hoff, president, The Ballantyne Company.

The next morning was devoted to social and business visits. The general business meeting was called to order by President Berenson, who introduced the first speaker, NSS executive Burt Robbins followed by Richey.

Youngstein covered business in general. Jack Kirsch jumped up, and expressed his opinion of distribution policies. The attack and counter attack was quelled by peacemaker Berenson.

Houck was then called on to present his grievances against NSS, that trailers and accessories are not available at all times for the showmanship distributors are clamoring for. Robbins, who, in his address, invited exhibitors to present their squawks to him, told Houck that the troubles can be ironed out in friendly discussions, to which Houck replied that he has been doing that for years without results. Again Berenson brought it to a peaceable finish, at least in the room.

At the close of the general business session, officials and members retired to another room for election of officers, and by acclamation all officers and two directors were reelected, Berenson, president; F. G. Pratt, Jr., vice-president; T. G. Solomon, treasurer; Harold Bailey, secretary; L. C. Montgomery, chairman; Berenson, national director, and L. C. Montgomery, alternate national director.

The incumbent directors are Harold Bailey, Gentilly, New Orleans, and Pratt, head, Pratt's Theatres, Vacherie, La. The newly elected directors are William Butterfield, Lake Drive-In, Pascagoula, Miss., Frank deGrauw, F and R Enterprises, Abbeville, La., and Jack O'Quinn, Kaplan, La., replacing Joe Guillory, Oakdale, La.; William Lighter, Pass Cristian, Miss., and Lewis S. Watts, Oil City, La. The annual banquet brought the convention to a close.

"FUZZY" St. John, the Funny Man Is Here Again!

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Irving Kupferman, right, nationally syndicated columnist, The Chicago Sun-Times, recently visited Miami, Fla., to cover the special opening of Warners' "The Jazz Singer," and was interviewed by Russ Hodges during the telecast of the Jake Lamotta-Danny Nardico fight. He devoted the entire discussion to the film.

(Continued from preceding page)

Miss.; E. M. Jones, St. Bernard Drive-In; Mr. and Mrs. Frank Olah, Star, Albany, La.; Mrs. Tom Lupo, Lakeview; Mickey Versen, C-Wall, Morgan City, La.; W. W. Page and John Luster, W. W. Page Circuit, Robeline, La.; Al Randall, Woodville-Centerville, Miss.; Billy Fox Johnson, Alexandria, La.; S. E. Mortimore and Lyle Shiell, Skyvue Drive-In; William Shiell, Marrero Drive-In; Mrs. F. Cross, Hut, Marrero, La.; Ed Delaney, Pike, Magnolia, Miss.; Clarence Thomasie, Harvey, La.; Pete Corte, Garden; Ernest Delahaye, Maringuoin, La.; O. Gaude, Magic, Port Allen, La.; Mrs. Bertha Foster, Violet, La.; Dave Richarme, Happy Hour; John Harvey, Oberlin, La.; Alex Rosenthal, Alexandria, La., and Rene Brunet, Imperial.

J. P. Guitreau, Gonzales Drive-In, and friend Billy Morgan, Baton Rouge, La., made the rounds. . . Home office executives calling on W. Y. DeJarnette and D. M. Chambers, Altec, were president and general sales manager Douglas Netter, M. G. Thomas, district manager, and Bruce Mewborn, district sales manager. . . N. V. Schneider, formerly with Altec here, is now its field engineer in southwest Alabama and western Florida. Headquarters are at Mobile, Ala. . . Field representatives seen about were: E. E. Shinn, Charles Lamantia, and Don Wilmoth.

Among the Allied States Association officials and board members in conclave were: President Wilbur Snaper, New York; Abram F. Myers, chairman-general counsel, Washington, D. C.; John M. Wolfberg, secretary, Denver; Ben Marcus, treasurer, and the missus, Milwaukee; Stanley D. Kane, recording secretary, Minneapolis; Colonel H. A. Cole, Dallas; Trueman T. Rembusch, Franklin, Ind.; Jack Kirsch and Lou Abramson, Chicago; A. N. Beezley, Burlington, Colo.; Mr. and Mrs. Leo F. Wolcott, Eldora, Ia.; Lauritz Garman, Leon B. Back, and Elmer Nolte, Baltimore, Md.; Nathan Yamins, Boston; Allen Johnson, Grand Rapids, Mich.; Jeff Jefferies, Piedmont, Mo.; Mr. and Mrs. D. F. Blissard, Okolona, Miss.; Mr. and Mrs. Irving Dollinger, New York City;

Allied Meetings Attract Tradesters

NEW ORLEANS—Distributors attending the various social functions and general business session at the Allied Theatre Owners of Gulf States convention were: Robert Kelly, Dixie Films, Inc.; Charles Ost, U-I; Henry B. Glover, Monogram Southern; Max Youngstein, George Pabst, Alex Maillho, and Maurice J. Artigues, UA; Bob Saloy, Lippert; F. F. Goodrow, Freddie's exchange; Lucas Connor, Gus Trog, Sidney Otis, Al Boykin, and Charles Varnado, Warners; William Holliday and E. E. Shinn, Paramount; Burton Robbins, and Louis Boyer, NSS; Ike Katz, Kay; H. M. Richey, C. J. "Jimmy" Briant, Ralph Hogan, Cy Bridges, and H. P. Mosely, MGM; Lee Seicshanaydre, Republic; Milton Dureau, Masterpiece; Roger Lamantia, Tom Watson, and Bob Des-sommes, RKO, and William Briant, 20th-Fox. Buying and booking representatives attending were Joel Blue-stone, G. J. Broggi, Page Baker, and Andy Bevelo.

Among the equipment and concession dealers, equipment service representatives, and motion picture display and screen advertisers were: J. B. Dumestre; William Murphy, Jr., Southeastern Theatre Equipment; Tom Neeley, National Theatre Supply; W. Y. DeJarnette and D. M. Chambers, field representatives, Doug Netter, general sales manager, New York; M. G. Thomas, division manager, Atlanta, and F. B. Mewborn, district manager, Atlanta, all of Altec Service; Dan Brandon and Ed Langhettee, Transway, Inc.; W. A. Hodges and Paul German, Hodges Theatre Supply; R. L. Johnson, Johnson Theatre Supply, and A. E. Chaddick and C. J. Mabry, MPA; Roy King, Alexandria Film Company.

Among the Mississippi theatre owners were A. L. Royal, Meridian, MTOA president, and the missus; Mr. and Mrs. I. Oberlin, Natchez; T. E. Williams, Clarksdale; R. B. Cox, Batesville, and John Williams, Jackson. Executive

Edward Lachman, Boonton, N. J.; Robert Wile, Columbus, O.; Mr. and Mrs. Rube Shor, Cincinnati; C. F. Pfister, Troy, O.; Harold Pearson, Milwaukee; Mr. and Mrs. Sidney Samuelson, Philadelphia; Roy Feeley, Boston; Mr. and Mrs. Stephen Saunders, Boston; Lawrence Landers, Batesville, Ark.; R. Vernon McGinnis, Tulsa, Okla.; Morris Finkel, Pittsburgh, and Jay Wooten, Hutchinson, Kans. Seen about headquarters of Allied's meeting and Allied Gulf's annual session were: Stephen Saunders, Carmel, N. Y., theatre owner and publisher of *Prevue*; W. W. Page, Robeline, La.; Lew Andrews and John Kenlo, Floyd Lewis Attractions; Herb Paul, Don Kay Enterprises; William Cobb, Exhibitors Poster Exchange; Willis Houck, Joy Theatres, Inc., and George Marquis.

Warner executives in to confer with branch manager Lucas Connor and his staff were Ben Kalmenson, general sales

theatre officials were Gaston Dureau, Jr., president-general manager, Maurice Barr, secretary in charge of advertising, publicity, and public relations, J. T. Howell, buyer-booker, and Henry G. Plitt, vice-president in charge of theatre operations, Paramount-Gulf Theatres, Inc.; Arthur Schwartz, general manager and Arthur Barnett, buyer-booker, United Theatres, Inc.; Ernest A. MacKenna, and Eldon F. Briwa, Delta Theatres, Inc.; John Richards, vice-president, Slidell Theatre Corporation, and Arthur Bathancourt, general manager, Bijou, Grand, and Houma Drive-In, Houma, La. Louisiana exhibitors were Phillip Sliman, Evangeline, New Iberia; J. G. Trouilla, El Rancho Drive-In, DeRidder, and Rose, Opelousas; M. J. Guidry, Pat, Lafayette; John Harvey, Nabor, Oberlin, La.; Walter M. Christianson, Center, Franklin, and Maurice Kleinman, Open Air Theatres, Inc., Lake Charles.

Ladies joining in the social activities were: Mrs. Claude Darce and mother, Mrs. William Kreisle; Mrs. Henry B. Glover, Mrs. Bob Saloy, Mrs. Ed Langhettee, Mrs. Dan Brandon, Mrs. F. G. Pratt, Jr., Mrs. E. R. Sellers, Mrs. L. C. Montgomery, Mrs. E. F. Briwa, Mrs. Abe Berenson, Mrs. Ernest A. MacKenna, Mrs. H. M. Richey, Mrs. F. DeGraauw, Mrs. D. B. Fiske, Mrs. Lefty Cheramie, Mrs. William Butterfield, and Mrs. Milton Guidry. Others joining in the festivities were: U-I's Alfred E. Cohan, and Bob Ungerfield; Catherine Bonneval secretary to the ATOGS president, her husband and son; Edward Lachman, Boonton, N. J.; Dan J. Oliver, T. H. Gibson, and Ray Colvin.

Members of Allied Gulf seen about before and after the convention were: President Abe Berenson, William Sendy, Lefty Cheramie, E. R. Sellers, Milton Guidry, F. G. Pratt, Jr., L. E. Downing, Claude Darce, Jack O'Quinn, E. W. An-sardi, Doyle Maynard, William Butterfield, Harold Bailey, Nick Lamantia, Sammy Jackson, Donald B. Fiske, W. E. Limroth, Joe Guillory, B. V. Sheffield, Frank DeGraauw, Robert DeGraauw, W. C. McCurdy, L. C. Montgomery, T. G. Solomon, Don George, J. A. Parker, Kenneth Giddens, Ed Ortte, Clinton Vuco-vich, Locke Bolen, and Paul Brunet.

manager; Bernard Goodman, supervisor of exchanges; John Kirby, division manager, and Norman Moray, short subjects sales manager. . . Mr. and Mrs. Ernest Clinton, Monticello, Miss., visited.

Allied Artists was leading in division one of the sales campaign which will be concluded at the end of this month.

Milton Cohen, UA eastern and southern division manager, was here to confer with district manager George Pabst and manager Alex Maillho. . . L. J. "Lefty" Cheramie advised that the opening of the Jet Drive-In, Cutoff, La., was delayed due to the re-erection of the screen tower which was blown down and considerably damaged in a windstorm. Associates in the project are R. J. Soignet, Thibodaux, La., and State Representative Richard Guidry, Galliano, La.

Julie Boudreaux Auslet, stepmother of Jack Auslet, died in Thibodaux, La., on

Jan. 9. Her closest descendants are her daughter, Alys, and son-in-law Harry Boudreaux, with whom she made her home. A native of Thibodaux, she was in her 90th year.

Nat Dreyfus has been added to the Columbia sales staff. For many years he was sales representative with Pathe and Educational. . . . William Cobb's aunt Bessie Mitchell, Hammond, La., was a visitor at the Cobb home in Metarie, La.

Florida Miami

Ed Melniker, Coral Way Auto Theatre, is the new Chief Barker, Variety Club, Tent 33. . . . The Variety Children's Hospital sponsored appearance of Esther Williams at a fashion show. . . . Senator George Smathers sent a letter to the Opa-locka, Fla., City Council stating that "he was greatly relieved to learn that the city council of Opa-locka had decided to give further consideration" to the matter of granting a permit for a drive-in near the end of a runway at the Marine Corps Air Station.

Wometco set up a safety committee, with representatives both from the theatres and WTVJ as well as from the home office. Although this safety committee is to be primarily a policy-making and educational committee, the committee will also attempt to put its recommendations into operation.

The final Republic regional sales meeting was held at the Columbus Hotel. Home executives and the southern district group in session were joined by all Republic sales managers and other company executives for the world premiere of "Fair Wind to Java" at the Paramount, here, and the Beach, Miami Beach, Fla.

Pensacola

The Florida Supreme Court ruled that the Pensacola city amusement tax is valid, a decision made in connection with the case brought by Paramount-Gulf Theatres protesting the use of the amusement taxes by the city as security



Robert Mochrie, vice-president, Samuel Goldwyn Productions, recently accepted in New York a Christopher Award from Father James Keller, founder and director of the Christophers, on behalf of Goldwyn, producer of "Hans Christian Andersen"; Charles Vidor, director; Moss Hart, screenplay writer, and Myles Conolly, who wrote the original story.



Here is a closeup of one of the huge panels in front of the Palace, Jacksonville, Fla., managed by Philip A. Lentz, who received from Paramount a prize of \$200 in savings bonds for his decoration in the \$1,000 exploitation contest on Paramount's "Caribbean."

for payment of revenue certificates, funds from which were to be used for the construction of an auditorium on the Palafox Wharf.

Georgia Savannah

M. H. Haymans announced that he will soon start the construction of a drive-in with a capacity of 290 automobiles on the Metter, Ga.-Statesboro, Ga., Highway.

Mississippi Hattiesburg

A series of international motion pictures is being presented for students and faculty members at Mississippi Southern College. Planning by President R. C. Cook and an International Film Classics faculty committee is responsible for the showings.

North Carolina Asheville

Samuel Miller Edwards, 98, retired showman and a pioneer in the presentation of motion pictures in western North Carolina, died. His was the first magic lantern to entertain people in the rugged mountain area during the early days.

Durham

A default judgment in the amount of \$2,546.48 against the Parkview Drive-In was signed in Superior Court in favor of Oscar G. Barker, Marshall T. Spears, Jr., and Allston J. Stubbs, attorneys serving as trustees under a deed of assignment from the Durham Electrical Construction Company. Defendants to the action are Curtis M. Rumley, J. Wesley Thompson, and Aubrey E. Harris, individually, and trading as the Parkview Drive-In. The judgment was signed after the defendants failed to file an answer to the suit.

Manteo

H. A. Creef, local theatre owner, has been elected president, Bank of Manteo.

Mills Rivers

Samuel Miller Edwards, 98, retired pioneer exhibitor, died.



Ross McLausland, manager, Orpheum, New Orleans, and Hap Eaton, RKO field representative, set up this street stunt for the recent engagement of RKO's "Blackbeard the Pirate," using a costumed model who handed out books of games.

South Carolina Charleston

In celebration of its 35th anniversary, the Garden distributed carnations to all women attending. Albert Sottile is president, Pastime Amusement Company, which operates the theatre, which opened on Jan. 14, 1918.

Albert Sottile, president, Pastime Amusement Company, operating six theatres, advised the Chamber of Commerce that its project for a motion picture to promote the city and contracted for at \$30,000 is entirely too high, and that a suitable film could be made for less than \$10,000. In reply, Commerce President James F. Condon said he welcomed Sottile's offer of help in making the film through his connections, and indicated that no contract had yet been signed for the higher figure. He also reiterated that "it has been 20 years since a film of this type has been produced here, and 20 years is a long time to neglect this vital field of public information as one means of keeping the name of Greater Charleston before the eyes of the public. A sound, color film should be produced this year, and I am sure that the board of directors of the Chamber of Commerce would be glad to receive other constructive ideas from any interested party."

"The Tax Fight Is Your Job"

Tennessee Nashville

The appointment of Alfred Starr, president, Theatre Owners of America, as a member of the Lay Advisory Board of Medical Education, Research, and Health Services of Vanderbilt University was announced by Chancellor Harvie Branscomb of Vanderbilt. The functions of the board, consisting of 27 public-minded citizens, is to integrate a long-range program for the Vanderbilt Medical School as regards its relationship with the various hospitals in the community. Starr has for several years been a member of the Board of Alumni Advisors at Harvard University.

"Have You Held Your Tax Meeting?"

NEWS OF THE

Territory

Chicago

The closing of Eitel's Palace was indefinitely postponed, with talks between the management and the union going on in an effort to reach agreement on the scale to be paid projectionists, asking \$2 per hour per man.

George Murphy will spark the Variety Club installation dinner at the Congress Hotel on Feb. 18 as master of ceremonies. The banquet will be given in honor of Charles F. Carpentier, prominent Illinois exhibitor who was recently appointed Secretary of State. Installation of the new officers and crew will also be a part of the celebration.

Anthony Leiber, 77, former theatreman who was credited with saving lives at the Iroquois theatre fire, passed on. . . . Frank and Wesley Bloomer, Bloomer Amusement Company, Belleville, Ill., took a Florida vacation. . . . Walter Gould, vice-president, International United Productions, came in.

Dale Thornhall, Fox Midwest resident manager, held an open house inspection of the Capitol, Benton, Ill. . . . Regina Bartlett joined the Manta and Rose booking department. . . . Mr. and Mrs. J. P. Griffiths bought the Kent, Kentland, Ind., from Dallas Cannon, who had operated the house for 24 years.

Max Dreifuss, 72, in the industry 40 years, passed on. . . . Eddie Clark, El Capitan Drive-In, Metropolis, Ill., put an enclosed ramp into action. . . . Mr. and Mrs. Art Diller reopened the Lovington, Lovington, Ill.

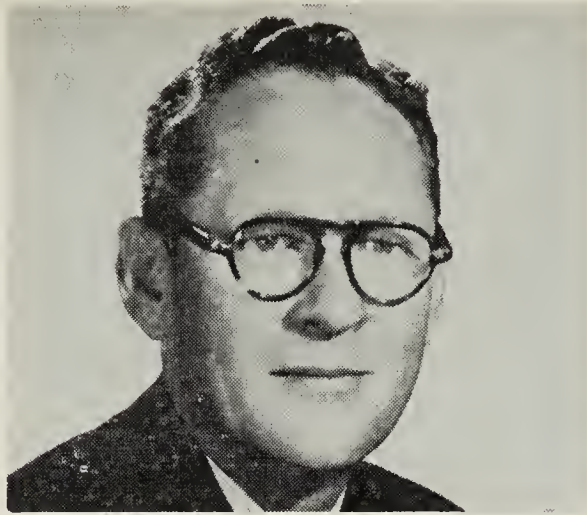
Ivan Fuldauer, division field press representative for the midwest for MGM, was in New York on vacation.

James Simons was named Ballers manager, Bluffton, Ind.

Essaness reopened the Buckingham. . . . Palace owner Otto K. Eitel is president, Chicago Convention Bureau, which went on record for the construction of a large central convention and exposition center.

Regina Bartlett joined the Indiana-Illinois Circuit as booker. . . . Through an arrangement with a noodle manufacturing concern, boxtops were taken for kiddie matinee admissions at Jimmy Coston's Jeffery. . . . Kathryn DeLee, daughter of Louis C. Odorizzi, owner, Mount Olive Drive-In, Staunton, Ill., and Robert John McEnery were wed.

The new Strand is now operating weekends. . . . Clifford King, Mount Vernon, Ill., bought the Royal, Royalton Ill., from Roy Lingenfelten. . . . The Adelpia, closed for improvements, reopened.



J. Harold Harris, former vice-president, was recently elected by the board of directors of Theatre Enterprises, Inc., Dallas, as president of the circuit when H. J. Griffith stepped down as president of the theatre company he founded. Griffith continues as chairman of the board.

Rollin Stonebrook, manager, closed Palace, was being retained on the job while Cinerama arrangements were pending.

Joseph Schermer, 64, brother of Mannie Schermer, partner in drive-ins at East Alton, Ill., and Rockford, Ill., passed on.

A woman who claims she was shot in the elbow by an unidentified person while sitting in an auto with her husband at a drive-in near suburban Glenview, Ill., filed suit for \$10,000 against the Illinois Drive-In Theatres Company.

A day's receipts at the Crown, Essaness Circuit, were handed to a needy family in the neighborhood by manager Ralph Schoenig.

Dallas

In Port Arthur, Tex., Lauritz Melchior, in cooperation with Paramount and the National Federation of Music Clubs, began his 104-city search for the two most promising young man and woman singers. Finalists from among the winners of talent auditions in each of the 104 cities will be judged by a committee consisting of Melchior, Rosemary Clooney, and Anna Maria Alberghetti, his co-stars in Paramount's "The Stars Are Singing."

The executive board of the Council of Motion Picture Organizations of Texas pledged support and services to President Dwight Eisenhower in a telegram sent to him on inauguration day. The wire was signed by Karl Hoblitzelle, Colonel H. A. Cole, H. J. Griffith, Paul Isley, R. J. O'Donnell, Edward H. Rowley, Claude Ezell, Paul Short and Kyle Rorex, Dallas, and Henry Reeve, Menard, Tex., and Jules Gordon, Beaumont, Tex.

Joe Brewer, 58, a projectionist for the past 30 years, died after a long illness. He was a charter member of Local 249.

Among those who testified at the Delman's unsuccessful anti-trust suit, in addition to I. B. Adelman, head, Tivoli Realty Company, which operates the theatre, were A. W. Smith, Jr., former general sales manager, 20th Century-Fox; Harold Beecroft, head, Paramount's

bidding department, formerly 20th-Fox's bidding manager; W. B. Williams, 20th-Fox salesman; William Zimmerman, vice-president, RKO; Douglas Desch, RKO sales manager; Benjamin Kalmenson, president, Warner Brothers Distributing Corporation; Doak Roberts, district manager, Warners; Ed Williamson, Warner branch manager; Fred M. Jack, former western sales manager, UA; Ed Laird, UA branch manager; Jack Underwood, southwestern division manager, Columbia; Frank J. McCarthy, southern division manager, U-I, and Duke Clark, Dallas, former Paramount division manager.

According to Kyle Rorex, executive director, Texas COMPO has elected the sponsorship of "The Hoaxters" as its first 1953 public relations project. Texas COMPO has made a special transcription for pre-selling "The Hoaxters" in the form of a 15-minute radio public service program, and exhibitors can add a short spot announcement.

"The March of Dimes" program for the Dallas chapter, National Foundation for Infantile Paralysis, hit the jackpot, thanks to the performance of Chill Wills, who acted as master of ceremonies on the WFAA-TV Telethon. About \$50,000 was contributed by Dallasites and the people from the surrounding territory.

Denver

The Variety Club, Tent 37, installed officers, and awarded its first Humanitarian award at a dinner-dance. The Humanitarian Award went to John Godec, Jr., head, printing department, Alexander Film Company, Colorado Springs, Colo., for his part in the establishment of a school for retarded children. The award was made by Randolph Scott, in for the opening of "Hangman's Knot" and for the opening of the National Western Stock Show and Rodeo. The recipient of the award was picked by a committee made of Alexis McKinney, assistant to the publisher, The Denver Post; Jack Foster, editor and publisher, The Rocky Mountain News, and Elmer Parson, commander, Leyden-Chiles-Wickersham American Legion post. The new crew of Tent 37 consists of Alex Murphree, drama editor, The Denver Post; Don Hammer and William Hastings, First and Second Assistants; Victor Love, Property Master, and Bernie Hynes, Dough Guy. These, the past Chief Barkers, and the following complete the crew: Fred Brown, George Allan, Henry Friedel, James Micheletti, and Joe Stone. Ralph Batschelet, immediate past Chief Barker, becomes international canvassman.

Clarence Olson, formerly branch manager for United Artists in Salt Lake City, San Francisco, and twice in Denver, has been named sales manager for Preferred, which has franchises for Souvaine, Selected Pictures, and Goodman and Kaufman releases in Denver, Salt Lake City, Kansas City, Omaha, and Des Moines. Preferred will also handle other independent products.

Frank H. Ricketson, Jr., has been named to the board of directors of the

YMCA. . . . One of the robbers that held up the manager and an aide at the Tower on Nov. 11 has been given a sentence of from 10 to 20 years in the Colorado State Penitentiary.

Harold Wirthwein, Allied Artists western division manager, was in to confer with C. J. Duer, and together the two went to Albuquerque, N. M. . . . Harry Colburn, Columbia auditor, was in. . . . Dave Warnock sold the Lake, Johnstown, Colo., to Merf Evans, who has been manager at Craig, Colo., for Gibraltar Enterprises.

Westinghouse paid \$1,000 to use the Tabor one Sunday afternoon for a traveling two-hour stage show, "It's All For You," before about 2,000 dealers and salesmen. . . . Glen B. Wittstruck, theatre man of Meeker, Colo., has gone to Florida on a vacation.

Howard Harty, Metro studio publicity representative; Ted Galanter, San Francisco, west coast press representative, and E. B. Coleman, Dallas, southwest press representative, were in for conferences, also attended by Henry Friedel, Metro branch manager, and William Prass, press representative.

Don Sanders, manager, Santa Fe, talked a couple of robbers out of forcing him to open the safe, telling them he did not know the combination. . . . Edward Anderson, 87, who formerly owned theatres in Denver, Pueblo, Greeley, Colo., and in Salt Lake City, died.

The transfer has been completed in the moving of the franchises of Astor, Favorite, and Specialty from Associated Film Exchange to the Intermountain Film Exchange, recently set up by Don Hammer. . . . Fred Brown, Black Hills Amusement Company film buyer-booker, was delayed a day by snowstorms in returning from a visit to headquarters at Rapid City, S. D. . . . Wayne Ball, formerly branch manager here for Columbia, now in a similar job in Los Angeles, was joined here by Harold Green, Salt Lake City branch manager, and with Robert Hill, Denver branch manager, they went to the Chicago sales meeting.

Seen on Film Row were: Dave Edwards, Salt Lake City; Nathan Greer and Tom Pillsbury, Santa Fe, N. M.; Moe Ruddick, Silver City, N. M.; Kenneth Powell, Wray, Colo.; Mr. and Mrs. Paul Heeney, Kremmling, Colo.; Joe Novak, Pueblo, Colo., and Owen West, Rock Springs, Wyo.

The Monaco Drive-In lost \$200 worth of candy and \$40 worth of coffee to thieves who broke into the snack bar. . . . Bruce Archer, son of A. P. Archer, president, Civic Theatres, is learning the theatre business, and has started in the headquarters of Atlas Theatres. He has just completed a stint of active duty with the Colorado National Guard air force.

Mr. and Mrs. R. D. Ervin, Kremmling, Colo., theatre owners, have gone to California on a business trip. . . . The



Erv Clumb was recently appointed manager, Riverside, Milwaukee.

Ballantyne Company established a Denver office at 929 Twenty-first Street, with Carl P. Knudsen in charge.

Des Moines

The Variety Club, Tent 15, held its first meeting with Chief Barker Bob Conn appointing the following committee chairmen: Byron Shapiro, entertainment; Bill Feld, membership; Don Conley, Heart; Don Hicks and Nate Sandler, hospital, and Sol Yaeger, publicity. . . . The Story, Story City, Ia., is dropping shows on Tuesdays and Wednesdays. . . . The Liberty, Council Bluffs, Ia., closed for redecorating, reopened. . . . Paul Webster, Republic manager, has been named a district manager, with headquarters in New York. Kenny Weldon, formerly a salesman, will take Webster's place as manager. . . . D. H. Conley, RKO manager, has been in Mercy Hospital following surgery. . . . The Pioneer Theatre Circuit announced plans for opening a drive-in near Carroll, Ia.

Kansas City

A two-day meeting of drive-in operators on March 3-4 was announced by the Kansas-Missouri Theatre Association. Display and viewing of equipment will highlight the first day, and the second day will be devoted to a school. When the board named Elmer Rhoden, Sr., Senn Lawler, and C. E. Cook, president, association, representatives to the meeting of the Theatre Owners of America board in New York the delegation was instructed to get all the information possible on the arbitration plan so that the Kansas-Missouri Association may relate its work in conciliation and adjustment with the ideas and activities of any national program. Plans are taking form for a joint meeting of the associations of St. Louis and Kansas City. The St. Louis association recently appointed a committee to work with a similar group of the Kansas-Missouri Association.

Exchanges have had absentees due to the influenza epidemic. . . . Upon his return from a sales meeting in Des Moines, Ben C. Marcus, Columbia division manager, accompanied by branch manager T. L. Baldwin, left for the meeting in Chicago. . . . Gene Autry was a visitor. . . . Sam Abend, Exhibitors Film Delivery, and Mr. and Mrs. Earl Jameson, Sr., booked reservations to

spend March in Honolulu. . . . Mr. and Mrs. Jack Braunagel, Commonwealth, and Mr. and Mrs. Beverly Miller, are vacationing in Mexico. . . . Mr. and Mrs. Herbert Jeans, who recently sold the Roxy, Warsaw, Mo., were in before moving to Columbia, Mo., where construction is under way on their new drive-in. . . . Mr. and Mrs. Dale Danielson, Russell, Kans., were visitors. Dale announced they had purchased the Russell Drive-In. They also own the Dream and Mecca, Russell. They are also the new owners of "The Snooper," part toy fox terrier and part Mexican chihuahua.

Mr. and Mrs. Stanley Durwood and two of their three children were on a cruise. He is with Durwood Theatres, Inc. . . . Virgil Harbison, Tarkio, Mo., and Billy Silver, Silver, Cameron, Mo., were visitors. . . . Don Davis, RCA Sound, advised, upon his return from New Mexico, that he had a long visit with Johnny Scott, former head booker, Republic, who is now in the plastic business.

Cle Bratton, Council Groves, Kans., is anxious for spring to arrive as his drive-in is nearing completion. . . . Ed Hartman, owner, Kansas City Booking Agency, was recuperating from an operation. . . . Earl Horton is a patient at the Veterans Hospital with a broken leg.

Shirley Cranston, former secretary to Tom Baldwin, left for San Francisco to join her husband and three children. . . . Bettie Randolph, Columbia, visited her mother in St. Joseph, Mo.

Among many others, the holiday brought greetings from Ed Kidwell, former district manager for Theatre Enterprise, now living in Roswell, N.M.; Gladys Ryan, formerly with National Screen Service, and now living in Beverly Hills, Cal.; Dona and Bob Moore, now living in Dayton, O.; Bob and Arda Biechele, and LaRue Silver, formerly at Paramount.

George Hinton, formerly with Paramount, and Mrs. Hinton were vacationing in Florida. . . . The TOA again appointed Elmer C. Rhoden to its public relations committee and Jack Braunagel to its drive-in committee.

George and J. Leo Hayob, Mary Lou and North Street, Marshall, Mo.; Charlie Knickerbocker, Liberty, Columbus, and Maywood, Galena, Kans.; Marcus and Eddie Landau, Liberty, Horton, Kans.; C. E. Cook, Rivoli, Maryville, Mo., and Homer Strowig, Plaza, Abilene, Kans., were in.

Los Angeles

M. J. E. McCarthy, manager, Allied Artists, announced the promotion of John O'Neill, former city salesman to office manager.

Henry Balk, who resigned from the sales department of Monogram a few years ago joined Allied Artists as salesman. . . . Saul Levin, brother of Irving Levin, Realart, passed away. . . . Alex Ratovich resigned as assistant shipper,

Warners. . . . Ed Penn, formerly with Lippert, joined IFE in San Francisco. . . . Eva Woods, Warner inspectress, resigned her position to serve in a similar capacity for Consolidated. . . . Alex Cooperman, IFE branch manager, has been elevated division manager for the west coast. . . . Irving Levin and Charley Kranz flew in from Chicago, where they attended a meeting of Lippert franchise holders. . . . Out-of-townners seen were: Harold Stein, Lloyd Katz, Henry Slater, Fred Siegel, Bill Sorenson, and Jack Feder.

John O'Neill, Allied Artists exchange office manager, is recovering from head injuries and a fractured collar bone following an automobile crash.

Milwaukee

Frank Hayns, Sr., and Jr., are building a 400-seat drive-in near Ashland, Wis. . . . Leo Grossman, former manager, Fox Modjeska, and now with the Manta Circuit, Chicago, was a visitor. He is in charge of the Vision, Thalia, Milo, and Rena. . . . Al Dezell, Chicago, assumed the franchise for Beverly Pictures, Inc., for Milwaukee, Chicago, Detroit, and Indianapolis.

With the formation of Baraboo Theatres, Inc., a new corporation by Jacob Eskin, head, Eskin Theatres Management Company, two theatres in Baraboo, Wis., were acquired, the Al Ringling and the Juliar. The two houses were purchased from Henry E. Ringling, a direct descendant of the famous circus family, for a price said to have been over \$150,000. The Al Ringling was built in 1915 by Albert Ringling at a cost of over \$100,000. Several exceptions are involved in the unique transaction. One of the conditions is that the new owners will not redecorate the foyers and general auditorium, because of the art and beauty of the present decorations.

Take a lesson from the modest Fox-Wisconsin Amusement Corporation folks when it comes to tooting their own horns. As good an example as any would be the recent Rock Hudson personal appearance exploitation. Miss Brunner, in charge of advertising and publicity, was the recipient of a large number of congratulations for the manner in which the affair was arranged. Rudy Koutnik, Palace manager, did a noble job caring for the press and radio interviews, he'd the press luncheon, had practically every high school editor in town for a Rock Hudson party, and had Hudson in the Palace lobby for an hour, autographing. Dave Goldman, branch manager, U-I, and staff picked up the loose ends here and there to make certain the appearance was a success.

The state board of health is building up one of the largest and finest health film libraries in the nation. The purpose is to bring the message effectively to people who otherwise wouldn't be reached. A description of all available health movies and filmstrips may be obtained by writing to the State Board of Health, Madison 2, Wis., just in case any exhibitors see possibilities.



Two Missouri University students, William Elbe, authority on authentic Indian dances, and Walter Cotton, dressed as Indians recently covered the downtown shopping district as street bally for Paramount's "The Savage," Missourui, Columbia, Mo.

Mrs. Marion Hvasta, new manager, Towne, entertained members of the Milwaukee County Better Films Council. Coowner Andy Spheeris discussed the aims of the theatre and the industry as a whole, explaining the general routine, and complimented the group on their efforts. Mrs. Hvasta covered briefly some of her extensive background within the industry, over 11 years, with office jobs at the Riverside, Strand, Wisconsin, and Palace.

The press luncheon for Robert Taylor at Chicago's Morrison Hotel, plugging "Above and Beyond," gave MGM's Lou Orlove another opportunity to swing into action. He fathered a group which included Walter Monfried, feature writer, The Milwaukee Journal; Buck Herzog, amusement editor, The Milwaukee Sentinel; Bill Nichol, EXHIBITOR, and the Reverend William P. Downey, Fox Point Lutheran Church, at the affair.

Minneapolis

"Bwana Devil" has been set for the State beginning on Feb. 12. . . . C. H. Peterson is the new assistant, RKO Orpheum, Davenport, Ia., replacing James Gillespie. Peterson formerly was with RKO Theatres in Sioux City, Ia. . . . George Hueser is the new assistant, RKO Orpheum. . . . William Lyons is the new assistant, RKO Orpheum, Des Moines, replacing Donald Robertson.

Burtus Bishop, Jr., midwest sales manager, MGM, was in. . . . Carroll Puchiato, vice-president, Realart, was in visiting Don Swartz, Realart franchise holder for Minneapolis and Milwaukee. . . . Don Palmquist, salesman, Allied Artists, was bruised in a head-on collision near Gary, S. D. . . . Orville Saewert opened his Cogswell, Cogswell, N. D. The theatre, a remodeled store, has new equipment furnished by Minneapolis Theatre Supply.

Charles Creamer, partner, Minneapolis Theatre Supply, is back from a vacation. . . . Seventeen independent neighborhood and suburban houses have joined in a two-for-one admission plan. Newspaper ads have been offering a "privilege book" for \$2 containing 68 tickets. Each ticket, when accompanied by a paid admission, admits two for the price of one.

Charles J. Howard, a branch manager, film distributor, and equipment distributor for some 25 years, died at St. Mary's, O. . . . Fire recently interrupted the show at the Grand, Sheffield, Ia. The name of the film was "Smoky." . . . Harold Engler, son of Abe Engler, Hopkins and Star, suburban Hopkins, is engaged to Elaine Blustin. . . . Oscar Henriksen, owner, Strand, Grafton, N. D., died. He had been ill for some time, and his son has been operating the theatre.

The Princess, closed recently, will be dismantled. . . . Lora Abrams is the new Columbia stenographer. . . . Shirley Mattson, receptionist, Columbia, became engaged to Richard Noggle, and they planned to be married on Jan. 24.

Recent out-of-town exhibitors on Film Row were: Grant Hatling, New London and Belgrade, Minn.; Ray Blakeslee, Medford, Wis.; Al Smith, Winona and Rochester, Minn.; George Gould, Glencoe, Minn.; Bill Danelz, Elmore, Minn.; Bob Highborst, Owen, Wis., and Frank Lesmeister, Blair, Wis.

Lois Larson, clerk, 20th-Fox, was married to Owen McKenzie. . . . The lobby of the RKO Orpheum, Sioux City, Ia., has been remodeled. . . . Ben Berger, president, Berger Amusement Company, and his wife vacationed in the West Indies. . . . Charles Aasand and Don Fadness, ex-GI's purchased the Towne, Northwood, N. D., from Jack Arnold. . . . Axel Borreson, former owner, Comfrey, Comfrey, Minn., is a new salesman for Reid H. Ray Film Industries. . . . Burglars messed up the boxoffice and concession stand of the Mandan, Mandan, N. D., but were unable to find any money.

An additional 10-day delay to defense counsel for eight major film companies and Minnesota Amusement Company in filing answers to suits being brought by two exhibitors was granted by Judge Gunnar H. Nordbye in federal district court. The cases involved are a \$2,250,000 suit being brought by Harold Field and Harold Kaplan, suburban St. Louis Park, and the \$504,000 suit filed by Charles Rubenstein and Abe Kaplan, Hollywood.

Stanley D. Kane, executive secretary, North Central Allied, attended the National Allied board meeting in New Orleans. . . . Harry Weiss, district manager, RKO Theatres, visited. . . . A wave of colds and flu hit Film Row. Among those out was C. J. Dressell, RKO branch manager.

Hy Chapman, Columbia branch manager, attended the company meeting in Chicago. . . . Ben Katz, U-I exploiteer, was in from Chicago working on "Meet Me at the Fair," Radio City. Chet Allen, 11-year-old star, was scheduled to make p.a.'s. . . . John Beahen, son of Joe Beahen, Columbia booker, is the new 20th-Fox shipper. . . . Grace Merle is the new biller at Warners.

A freight train struck the car of Vernon Adolphsen, operator, Norwood, Norwood, Minn., killing his wife, and

seriously injuring his 16-year-old daughter. Adolphsen, who was not injured, was heading for Film Row to do some booking. . . . Recent out-of-town exhibitors on the Row were Ernest Chantelois, Iron River, Wis.; George Gould, Glencoe, Minn.; George O'Brien, Melrose, Minn., and Erwin Dubinsky, Valley City, N. D.

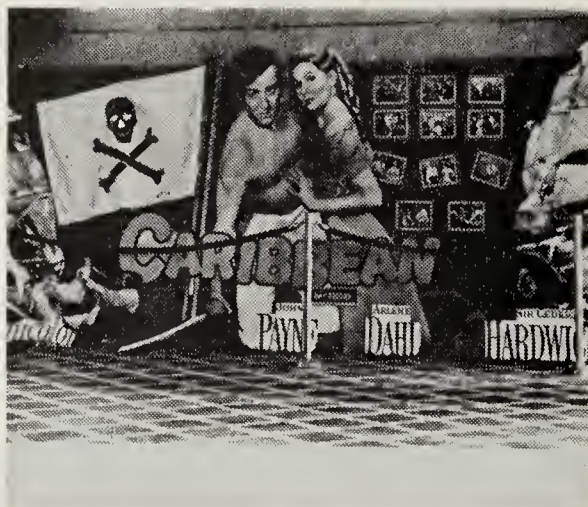
Twentieth-Fox salesmen, branch manager Saul Malisow, and district manager M. A. Levy attended the district sales meeting in Milwaukee. . . . Judge Gunnar H. Nordbye, federal district court, was considering motions by attorneys for both sides for changing the \$125,000 judgment he granted to Martin Lebedoff for damages won in the conspiracy suit against the major distributors and Minnesota Amusement Company. The defendants seek to have the amount cut to \$105,000, while the plaintiffs are asking for an increase to \$150,000 to cover attorney fees.

Oklahoma City

Construction of a 275-car drive-in at Bristow, Okla., has been announced by Henry Simpson, coowner with Mrs. Kathryn Hendrix of the Walmur and Princess. The drive-in will cost approximately \$40,000, and will be erected on a site about two miles west of Bristow.

S. W. Weaver has opened the Grand, Langley, Okla. . . . Film Row extends sympathy to the H. B. Skelton family. He was killed in an airplane crash in Amarillo, Texas. The panhandle, Panhandle, Tex., had been operated by him for a number of years.

E. M. Freiburger, Dewey, Dewey, Okla., is still in the hospital. Both of his knees were broken in an automobile accident. . . . Morris Lowenstein, Majestic, is the only business man in downtown Oklahoma City who maintains his business on the original site won during the Oklahoma run. . . . C. O. Taylor, Dequeen, Ark., purchased the Pines, Dierks, Ark., from K. Lee Williams



F. H. Stiles, manager, Uptown, Richland, Wash., was recently awarded a \$200 savings bond in Paramount's \$1,000 "Caribbean" exploitation contest for this winning lobby display.

Theatres, Inc. It will be served from Memphis.

The Chamber of Commerce, Gotebo, Okla., recently purchased the Town Hall, and will assume operation during February. The theatre has been closed.

Visitors were: Virby Conley, Ellis, Pertex, and Ranger Drive-In, Perryton, Tex.; Mrs. Elizabeth Tucker, Cimarron, Guthrie, Okla.; H. D. Cox, Cado, Binger, Okla.; R. V. McGinnis, Cove, Cozy, Tulsa, Okla.; E. B. Anderson, Riverside Drive-In, Norman, Okla., and Skyview Drive-In, Ardmore, Okla.

Mr. and Mrs. George Pomeroy, Frontier, returned from New York, where they bought several foreign films to be shown on a two-day-a-week change since they resumed the policy of art films.

Omaha

The State, Red Cloud, Neb., turned its facilities over to the high school for its annual concert. . . . County Attorney C. H. Phillips, said Kenneth Davis, 18, employed by the Bladen, died from a self-inflicted bullet wound. . . . Maude Carville, Ballantyne office manager, underwent an operation. . . . M. E.

Anderson, Paramount exchange manager, attended a meeting in New York.

Omaha took the lead for the first two weeks in the western division as U-I's 25th anniversary "Charles Feldman Drive" opened, branch manager Iz Weiner reported. Weiner, back from a Denver meeting, is now an ardent booster of Colorado weather. . . . Numerous members of Film Row have been laid low by the flu.

Ivan Fuldauer, MGM division field press representative, went to Miami Beach, Fla., for a vacation.

Irv Good, 20th-Fox salesman seven years at St. Louis, Cincinnati, Des Moines, and Omaha, will leave on Feb. 1 to go with the Searle Petroleum Company.

Joe Jacobs, Columbia branch manager, exhibited numerous sales promotions such as cigaret packages and paper weights being readied for the advertising campaign for "Salome," unveiled at the Chicago meeting.

Governor Robert Crosby promised all the support in his power to the industry at the dinner given by Nebraska film personnel for members of the legislature at the Cornhusker Hotel, Lincoln, Neb. Nearly every state senator and high elected state officer was present, but many exhibitors were forced to cancel reservations when a blizzard enveloped a large part of the state.

Jack Jorgens, Metro salesman, suffered frozen ears when he was caught in the blizzard between Walthill, Neb., and Yankton, S. D. A trucker pulled Jorgens out of a drift after the salesman froze his ears shoveling snow, with the mercury around 22 below.

Exhibitor Joseph Schmidt, Scotland, S. D., was reported in good condition after undergoing surgery in a Yankton hospital.

Evelyn Machmuller, 20th-Fox booker, is wearing a diamond. She announced her

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engagement to Leo Juszyk. . . . The Met closed at Freeman, S. D.

A 45-foot model of an aircraft carrier was displayed by the navy before the Orpheum for "Flat Top."

20th-Fox gave a farewell dinner for Roy Casey, who will leave after 22 years as cashier here at the end of the month to take a similar position in the Seattle exchange. Casey was presented with a watch and a card signed by all members of the staff. He will be replaced by Dorothy Weaver, assistant cashier. Her place will be taken by Josephine Maguire. Casey had planned to retire and live on the coast, but accepted the offer of the Seattle job.

Turnaway crowds were reported at the Admiral and Chief, which showed "Hiawatha." . . . R. Klippenstein, Friend, Neb., implement dealer, held his annual program at the Vogue free to farmers and their families. . . . The mother of Bob Kruger, Sioux City, Ia., exhibitor, is improving after illness. . . . Joyce Andersen and Marie Cogswell, United Artists staffers, were absent because of the flu.

Portland

In Pendleton, Ore., John Matlack announced the purchase of the Motor-In from R. E. Stevenson. . . . Captain Robert Anderson, again a civilian, will rejoin the John Hamrick organization. He has been stationed with the air force at Anchorage, Alaska.

A new \$80,000 drive-in will serve the Duncan, B. C., area early in April, 1953, operated by Sunset Auto Theatre Limited.

Wiring for big screen TV programs is now being installed at John Hamrick's Liberty, advises city manager Marvin Fox. . . . Evergreen theatres, including the Paramount, Orpheum, Mayfair, Oriental, and Hollywood, are expecting to have Natural Vision and possibly Eidophor in at least one house during 1953.

St. Louis

Tom Edwards and Frank Plumlee, Farmington, Mo., and Bill Williams, Union, Mo., constitute a special committee of the MPTO to cooperate with the Kansas-Missouri Theatre Association, Inc., headed by C. E. Cook, Maryville, Mo., in plans for a regional gathering of theatre owners to be held in Jefferson City, Mo., in April.

The Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois has announced that "The March of Dimes" trailers are available through National Screen Service. A number of theatre owners and managers are cooperating with the leaders of the "Mothers' March on Polio," conducted as part of "The March of Dimes" campaign.

The next meeting of the MPTO officers and directors will be held on Feb. 10 at the Paramount screening room.

Tom Bloomer, Belleville, Ill., president, Motion Picture Theatre Owners of St.

Louis, Eastern Missouri, and Southern Illinois, and Mrs. Bloomer; and Tommy James and Paul Krueger were in New York City at the Theatre Owners of America board meeting. "Doc" Cook, Maryville, Mo., president, Kansas-Missouri Theatre Association and Mrs. Cook headed the delegation from the western side of Missouri.

Lou Ansell headed a delegation from the MPTO that called on Joseph F. Holland, general counsel, Pevely Dairy Company, to present him with a token of appreciation for his services to it and the industry by serving as the master of ceremonies for its annual meeting banquets the past several years. Others in the delegation from the MPTO were Lester Kropp and Paul Krueger, co-general managers, Fred Wehrenberg Theatres, and David F. Barrett, trade paper correspondent and a long-time personal friend of Holland, who presently is being urged by many persons to become a candidate for mayor.

Edward B. Arthur, general manager, Fanchon and Marco-St. Louis Amusement Company, as Chief Barker, Variety Club, Tent 4, announced that quarters have been obtained in the Sheraton Hotel for the club's headquarters. These facilities will be ready about Feb. 1. The Variety Club has taken on as its new chief Heart Fund activity the sponsorship of day nurseries in St. Louis and St. Louis County, including plans for the erection of a new South Side Day Nursery. The contemplated building will cost upwards of \$50,000. In addition, Tent 4 also plans to continue the distribution of eye glasses to needy school children. The crew approved plans for staging a Harvest Moon Ball next fall in cooperation with merchants and other business men of St. Louis and St. Louis County.

"Bwana Devil" is to open an engagement at the Fanchon and Marco-St. Louis Amusement Company's Missouri, just north of Washington boulevard, on Feb. 12. . . . The St. Louis Amusement Company closed its West End. . . . The Palm has been closed by owner Harry Londoff. He plans to convert the structure into a recreational center that will specialize in a group of bowling alleys.

In Omaha, Ill., the Omaha closed for an indefinite period. . . . In Raymond, Ill., the Community, operated by J. R. Thompson, has been closed.

Lester Kropp, co-general manager, Fred Wehrenberg Theatres; Mrs. Kropp, and their son-in-law and daughter, Mr. and Mrs. Elmer Robert, motored to Fort Lauderdale, Fla., for a winter vacation. . . . James Brunton, Br-Anco Film Delivery Service, was injured in a fall.

Out-of-town exhibitors included: Charley Beninati, Carlyle, Ill.; Forrest Pirtle, Jerseyville, Ill.; John Rees, Wellsville, Mo.; Ken Hirth, Pacific, Mo.; Tom Edwards and Frank Plumlee, Farmington, Mo.; James Holland, LaCenter, Ky.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; Bill Waring, Jr., Cobden, Ill.; Bill Williams, Union, Mo.; Eddie Clark, Metropolis, Ill.; Mrs.

Regina Steinberg, Madison, Ill.; Russell Armentrout, Louisiana, Mo.; Pete Medley, Sikeston, Mo.; Val Mercier, Perryville, Mo.; Joe Nickolick, Mount Vernon Drive-In, Mount Vernon, Ind.; Bill Collins, DeSoto, Mo., and Herman Tanner, Vandalia, Ill.

Ike Landau, formerly with McCarty Theatre Supply, is the new cashier at Warners. . . . Cleon Crum, new lessee, Court, Vienna, Mo., previously had been serving as projectionist for Mr. and Mrs. Elmer Chambers, while they operated the theatre. . . . Lester Bona, Warner manager, and 1952 distributor chairman, reports that the final contributions in the area for the Will Rogers Memorial Hospital will probably exceed \$2000. Clarence D. Hill, Columbia, becomes the 1953 distributor chairman, with "Brotherhood Week" his first project.

The Calvary Baptist Church has made arrangements to use the Pauline for its 10:55 a.m. Sunday worship service.

The Scenic, Assumption, Ill., operated by W. Robert Johnson, is participating in the new series of free prize awards by the Assumption Booster Club, an organization of business houses designed to stimulate sales.

The parochial school hall of Our Lady of Sorrows parish was converted into a theatre, with the admission rates 25 cents for adults and 15 cents for children. The opening program included 16mm. versions. The shows each Sunday afternoon only are being shown to the parishioners and their children. There is only one theatre building in the borders of the parish, the Kingsland, 900-seater, Fanchon and Marco-St. Louis Amusement Company, dark since July 8, 1951.

San Antonio

Weldon Bell, formerly on the staff of the Majestic, is now a navy man at Portsmouth, R. I. . . . Richard Vaughan, who recently finished a tour of duty with the air force, has been named assistant manager, Aztec. . . . Eph Charninsky, head, Southern Theatre Company, announced that the Arts will be closed each Tuesday, Wednesday and Thursday, but will continue its regular picture policy Friday through Monday. Charninsky has made the facilities of the Arts available free to civic, church, and school groups each Tuesday, Wednesday and Thursday.

Arthur Landsman, head, Statewide Drive-In Theatre Circuit, announced the moving of the city office from the Majestic building to the Alamo Drive-In. . . . Roman Villareal leased the Star, and reopened with an American picture policy. . . . Oliver B. Thomas, manager, State, was recovering from a recent illness. . . . Thomas Garcia, assistant manager, Azteca Film Exchanges, is back following a visit to Laredo, Tex.

Gloria Ayala left the Azteca Film Exchange to become a bride. . . . Jose Carabaza, Carabaza Film Exchange, Laredo, Tex., was in. . . . Another visitor was Percy Bond, Lorex, Loraine, Tex.

The management of the Majestic, Fort Worth, Tex., signed a one year contract with Local 348, International Union of Operating Engineers, after the house had been picketed. The Majestic was recently purchased by Trans Texas Theatres from Interstate Circuit. . . . Julius M. Gordon, president, Jefferson Amusement Company, and Mrs. Gordon went to Los Angeles for the funeral of Mrs. Gordon's sister, Mrs. Beverly Gordon Horswell.

H. B. Skelton, 40, owner-operator, Panhandle Drive-In, Panhandle, Tex., was killed in an airplane crash. . . . Edward N. Collins, 65, manager, Lindell, which he established, died at Humble, Tex.

Albert Reid started construction on a new drive-in at Abernathy, Tex. . . . Mrs. Maggie Scott opened the new 1,250-car capacity Twin Terrace Drive-In at Odessa, Tex. . . . Ed Newman and his wife, West View and Oak Lawn Drive-Ins, Waco, Tex., attended the Eisenhower inaugural in Washington, D. C.

John O'Neill, Allied Artists exchange office manager, is recovering from head injuries and a fractured collar bone for which he received hospital treatment following an automobile crash.

San Francisco

Lorraine Stearns, secretary to North Coast district manager Graham Kislingbury, resigned, replaced by Maurice Farris. . . . E. M. Graybill opened the new 490-seat Graybill, San Miguel, Cal. Robert Clark Agency is booking. . . . Anne Belfer was paid off in extra publicity for "The Pathfinder" because she staged a theatre party at the Orpheum for Call-Bulletin newsboys. . . . The 975-seat Esquire, formerly under policy of first-run and moveover, went grind, with prices cut to 35 cents daytime and 50 cents evening. . . . Abbott Thibdeaux, former Orpheum treasurer, is now in Korea. . . . Donald Topplef, United Artists, resigned. . . . New assistant manager for Westland's Laurel, San Carlos, Cal., is Virgil Potts, Los Angeles. . . . Sam Levin, coowner, Seaview, has a broken arm, the result of an auto accident. . . . Shirley Ross, assistant, booking department, Blumenfield Theatres, resigned to await the stork. . . . New at United Artists is Mrs. Marian Isaacs. . . . L. E. Tillman, Columbia manager, was in Chicago to attend the district managers' meeting. . . . Mike Newman, Columbia, was in for "The Four Poster." . . . Murry Lafayette, United Artists publicist, was here setting up the campaign on "Moulin Rouge." . . . Jim Schiller, who returned to Allied Artists in November, was in working on "Hiawatha." . . . Graham Kislingbury will profit from Columbia's advance on "Salome," a hand painted illuminated sign atop a building at Sixth and Market, which will remain there until the picture plays the Orpheum. . . . Martha Andriole, who left Columbia six months ago, returned as a billing clerk. . . . Guy Meek, who purchased the land and partly built drive-in at the old studio grounds in San Mateo, Cal., will open the completed theatre on March 10. The



Noted at the recent Columbia sales and advertising meeting in Chicago for "Salome" are, left to right, seated, R. C. Hill, Denver branch manager; Louis Astor, home office sales executive, and L. N. Walton, Seattle branch manager, and standing, W. Ball, Los Angeles branch manager; H. Green, Salt Lake City branch manager, L. E. Tillman, northwestern division manager and James Beale, Portland.

deal included the 500-car theatre started by Lester Park, who died two years ago, and 10 acres of ground. To be called the Studio Drive-In, it boasts two auditoriums totalling 300 rocking chair lodge seats, and is only three blocks from the middle of downtown Burlingame, Cal. . . . Charles Holtz, owner, Sequoia, Sacramento, Cal., and coowner, Burbank, San Jose, Cal., closed the deal to purchase the 850-seat Colonial, Sacramento, from United-California for an estimated \$250,000. J. Leslie Jacobs handled the transaction. Holtz originally built the theatre in 1940, and was owner-manager until 1948, when he sold out to T and D Enterprises, predecessor to United-California.

Visitors were Earl Baughman, George Mann Theatres' division manager, from Modesto, Cal.; Fred Fisher, Weott, Cal.; Emil Palermo, Stockton, Cal., and Guy Meek, Palo Alto, Cal. . . . Ted Galantar, MGM publicist, was in Denver, working on "The Naked Spur." . . . The Telenews projection equipment has been altered to accommodate three-dimensional films. The management has installed two AA motiograph projector machines, supplied by B. F. Shearer Company, for use in running regular programs, and the two existing machines in the booth are interlocked by Selson motors. 4000-foot magazines replaced the normal 2000-foot magazines. John Parsons, district manager, Telenews, was in Chicago for the opening of three-dimensional in Telenews there.

Milton Weisman, Telenews Company vice-president, left San Francisco today for a trip designed to speed up newsreel coverage from Honolulu, New Zealand, Fiji, Australia, Africa, France, and London.

Northern California Theatre Owners abolished the office of president, and changed the format of meetings at the January session under the gavel of vice-president Homer Tegtmeier. The new plan calls for the association to be guided by a board of directors, headed by a chairman. Rotus Harvey, who re-

signed the presidency was elected a director for the coming year along with David Bolton, Lee Dibble, Gerald Hardy, Al Laurice, Ben Levin, August Panero, Ed Rowden, Ray Syufy, Tegtmeier, and Harry J. Weaverling.

Seattle

The Capitol adopted a new policy. It changes pictures daily and is open all night every night of the week.

Mid-State Amusement Corporation and Fay and Lloyd Honey are building a new 500-car drive-in two miles west of Richland, Wash., on Highway 410. . . . Two new XL Simplex projectors have been installed by National Theatre Supply in the Times, Seaside, Ore., owned by D. J. Callahan. . . . Visitors included Miriam Goodrich, Vista, Everson, Wash.; Glen Nalta, Lynwood, Port Blakely, Wash.; Earl Stierwalt, McClary, Wash.; Glen Spencer, Proctor, Tacoma, Wash., and Miriam Dickey, Lathrop Circuit, Fairbanks, Alaska.

"Films of Fantasy," a new film series, sponsored by the Drama Department, University of Washington, opened in the Health Sciences auditorium with the showing of "Orpheus."

Betty Hutton has been signed for a five-day engagement, starting on Feb. 27, Frank Newman, president, Evergreen Theatres, has announced. She will appear at the Paramount.

About 125 customers, Film Row personnel, and exchange and theatre representatives attended the Saffle's Theatre Service open house in new offices on the ground floor of the 20th-Fox building at 2421 Second Avenue. From Evergreen were Frank Christy, El Keyes, and William Thedford; from Hamrick came Herb Sobottka and Doug Forbes, and on hand from Sterling were John and Fred Danz, Zollie Volchok, and Jim Bonholzer. State out-of-town guests included Mrs. Fletcher, Forks; Mrs. Warner, Grandview; W. B. McDonald, Olympia; John Kane and Ron Gamble, Centralia; J. Gizen-tanner, Edmonds; Rex Thompson and George Broughton, Port Orchard; Henry Mullendore, Auburn; Chet Nielsen, Tacoma; Mr. and Mrs. Pete Higgins, Higgins Amusement Company, and Mr. and Mrs. Charles Powers, 20th-Fox, Portland.

Ted Rayment bought the Diamond, Black Diamond, Wash., from Mr. and Mrs. Charles O'Connell. . . . Elizabeth Berg, secretary to J. M. Hone, Independent Theatre Owners of Washington, North Idaho, and Alaska, is recovering following hospitalization. . . . Federal income-tax liens totaling more than \$200,000 against Walter T. Coy, White Center and Burien, Wash., theatre owner, were filed with the county auditor by the Seattle office of the Bureau of Internal Revenue. The liens are for income allegedly received from 1942 through 1951. Coy was sentenced in December, 1951, to 13 months' imprisonment, and fined \$4,000 by United States District Judge James Fee on four counts of income-tax evasion. He has been convicted of defrauding the government of \$27,000 from 1945 through 1949.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Away on business were Robert Dunbar, Warners branch manager, to Dayton, O.; Jay Goldberg, Realart branch manager, to Chicago, and Selig Seligman, Northio general manager, with Murray Baker, head booker-buyer, to Cleveland. . . . The Variety Club sent out 800 "Thank You" notes and 281 engraved "Heart Awards" to those who helped put over the club's "Old Newsboys Drive" for the Foundation for the Mentally Retarded.

Film Row was stunned by the death of popular Mrs. George Fetick. Sympathy is being extended to her husband, the independent booker and buyer, who is hospitalized.

Many model airplanes were entered by youths under 16 in a contest sponsored by the downtown Capitol and The Times-Star in a promotion of UA's "Breaking the Sound Barrier." . . . Variety Club member Arthur Van Gelder and his wife, Ruth, have had two new songs accepted by their publisher, and their "Santa Claus Lullabye" is scheduled for a big push by MGM Records next season. . . . Vacationing were Nat Kaplan, Woodlawn Drive-In manager, and his wife, at Miami Beach, Fla.; Rose Veerling, National Screen Service bookkeeper, and Edna Lack, National Screen Service booker.

Lee Pemberton is a new MGM billing machine operator. . . . Terry Siess replaces Helen Cole as secretary to Jack Fineberg, UA branch manager. . . . E. N. Howe is a new salesman for Midwest Theatre Supply. . . . Leslie Knapp, Warners cashier, resigned.

Mary Helen, daughter of James Grady, U-I Columbus, O., salesman, and Thomas McManus will be married on Jan. 31. . . . Margie Baker, Tri-State Booking Service booker-buyer, spent a weekend in Cleveland. . . . Sue Fieber, Associated Theatres bookkeeper, flew to Erie, Pa., because of illness in her family.

Scott Lett, Western Adventure Productions, and Max Rosenberg, Classic, were visitors. . . . Tri-State Booking Service is booking and buying for Harold L. Schwartz, James Auto Theatre, North Westville, O. . . . In were George Turlukis, Hamilton, O.; Fred Donahue, New Boston, O.; Robert Harrell, Cleves, O.; John Valakas, Harrison, O.; C. S. Babalis, Dayton, O.; William Settos, Springfield, O.; Raymond Young and J. N. Brandenburg, South Shore, Ky.; William Cain, Paintsville, Ky.; Bug Hughes, Manchester, Ky.; Roger G. Davis, Lancaster, Ky.; James B. Howe, Carrollton, Ky.; Don Reda, London, Ky.; J. C. Weddell, Lawrenceburg, Ind.; G. C. Porter, Beckley, W. Va.; Joe Joseph, Salem, W. Va.; John Goodnow, Hunting-

ton, W. Va.; Frank Allara, Matewan, W. Va.; J. S. Grogan, Kimball, W. Va., and J. B. Houston, McArthur, W. Va.

Cleveland

Greater Cleveland theatres will take up "The March of Dimes" collections on the evening of Jan. 29, a new policy. Heretofore, collections have been made over a period of a week. The Jan. 29 date coincides with the house-to-house canvas in the hope of concentrating the drive on a single date. Volunteer women collectors will be provided theatres upon request. Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association, has notified managers to send to him official bank checks in the amount of the collections, which, in turn, will be turned over to the MOD committee.

Ernest Schwartz was unanimously elected president, Cleveland Motion Picture Exhibitors Association, for the 30th time. Also reelected were Albert E. Ptak, vice-president, and Ted Vermes, treasurer.

Nat Barach, National Screen Service branch manager, and Mrs. Barach will celebrate their 33rd wedding anniversary on Feb. 1, and on Feb. 7 he will mark up another birthday.

Mrs. Sarah Charnas, 85, mother of Harry L. Charnas, Los Angeles; Nat Charnas, retired Toledo, O., theatre circuit owner; Philip Charnas, former owner of a theatre in Bucyrus, O., and Mrs. Jean Rosenschein, Cleveland, died. Her husband, Morris, who died in 1945, was one of the industry's earliest pioneers.

Bob Bial, Luthi Sign Studios, is vacationing in Florida. . . . Alden Brinham, who managed Skirball's Weslin, Massillon, O., for almost 10 years prior to 1945, is back at his old post.

Irwin Lesser, Commander and Pace-maker, was in to interest exhibitors in "The Sinners," Lower Mall, and "High Treason," Fairmount. . . . James A. Beidler, Smith and Beidler Toledo, O., Circuit got a royal welcome on Film Row on his first visit since he underwent a serious eye operation. . . . Frank J. Slavik, Wellington and Mount Gilead, O., was called to California by his sister's illness. . . . Bernard Rubin, head, Imperial, was in Chicago shopping for more pictures. . . . Oscar Ruby, Columbia branch manager, was another Chicago visitor.

Edward Heiber returned from Detroit to his post as U-I branch manager. He was substituting during the illness of Ben Robins. Upon the return of Heiber, Edwin R. Bergman, who occupied the managerial post on a temporary basis, returned to city salesman.

Louis B. Mayer was unable to meet his scheduled appearance in Cleveland as guest speaker at the Cleveland Chamber of Commerce dinner meeting.

Frank Murphy, Loew's Theatres division manager, chose "Today's Problems in the Movie Industry" as the subject of his talk before the January meeting of the Motion Picture Council of Greater Cleveland.

"Bwana Devil" opened at Warners' Allen. National Theatre Supply installed a new screen, and had the necessary projection machine attachments completed in time for the scheduled opening. The admission prices were upped for this engagement to \$.80-\$1 until 4 p.m., and to \$1.25 after 4 p.m.

Ted Vermes, Mercury, Yorktown, Parma, and other theatres, and son, Jimmy, are hoping that come spring, they will be able to get the boat they are building out of the family basement. . . . Bob Wile, Independent Theatre Owners of Ohio secretary, was a visitor. Wile is urging all Ohio exhibitors to show "Cheers for Chubby," sponsored by the Department of Health of the state, and available free.

Jack Vogel, well-known Wellsville, O., drive-in engineer, has been engaged by John and Bernard Gardner to supervise construction of their new 500-car outdoor theatre on Ohio Route 79 between Buckeye Lake and Hebron, O. The Gardners also own and operate ozoners in Wheeling, W. Va., and Rayland, O.

Nate Gerson, Warners' head booker, has been elected president, F-5, Local 160, to serve a two-year term. He succeeds Ed Graves. Other officers elected are: vice-president, Arthur Engelbert, Warner cashier; financial secretary, Marie Roessel, U-I cashier; recording secretary, Anne Martun, MGM, and sergeant-at-arms, Fred Dzik. John C. Wein was reelected business manager as well as delegate to the eighth district and to the AFL convention. The executive board is composed of Betty Bluffestone, Imperial; Katherine Chorlich, United Artists; Grace Dolphin, Columbia; Leah Hochheiser, United Artists; Fred Dzik, 20th-Fox, Arthur Engelbert, and Nate Gerson. On the board are: Lillian Behm, U-I; Miss Bluffestone, and Dorothy Smith, U-I.

Detroit

Earl J. Hudson, president, United Detroit Theatres; Lew Wisper, Wisper and Wetsman Theatres; Ernest T. Conlon, executive secretary, Allied Theatres of Michigan, and Allen Johnson, Grand Rapids, Mich., Michigan Allied national representative, will work together contacting Senators and Congressmen to assemble pledges for aid in defeating the federal tax.

Nat Levy, eastern division sales manager, RKO, was in. . . . Mrs. Ruth Ackerman, 66, wife of Samuel Ackerman, pioneer Detroit exhibitor, died after a short illness. Her husband operates the Eastside with his son, Al. . . . Charleton Heston, co-starring with Jennifer Jones in "Ruby Gentry," Fox, was given a luncheon by Sol Gordon, 20th-Fox. . . . Rock Hudson, U-I, was also in for a visit. . . . Columbia district manager Carl Shalit was back from a New York trip. . . . Ernest T. Conlon, Allied executive secretary, will be guest speaker at the Traverse City, Mich., Rotary Club on Feb. 14. Walter Norris, Butterfield Theatres public relations chief, will accompany Conlon.

Indianapolis

Allied Theatre Owners of Indiana announced that due to a conflict with other meetings, it was necessary to set back the Fort Wayne, Ind., film clinic and work shop until today (Jan. 28).

U-I's Rock Hudson was visiting in connection with "The Lawless Breed." . . . Ray Cormaca, Affiliated Advertising, returned from Florida. . . . The Union, Liberty, Ind., operated by Al Blankenbaker, closed. . . . Marjorie Johnson, assistant cashier, Columbia, and Donald Stonehouse will be united in holy wedlock on Feb. 28 in the Downey Avenue Christ Church. . . . Joan Strottman, secretary to manager Abe Gelman, Columbia, will tour the south on a vacation. . . . Robert Shrader, salesman, Warners, Kentucky territory, enters the hospital in Louisville, Ky., for an operation.

Manager Walter Wolverton, Circle, was confined by influenza. . . . Abe Gelman, manager, Columbia, attended a meeting in Chicago. . . . The wife of Claude Allison passed on after a lingering illness. He is the booker for the Williston Circuit. . . . Joseph Ornstein, brother of E. L. Ornstein, died after illness.

All branch managers on Film Row attended a meeting to prepare for "Brotherhood Week." Branch manager Claude McKean, Warners, presided. . . . Division manager T. O. McCleaster, 20th-Fox, visited. . . . Claude Flater, Tivoli, Spencer, Ind., passed away.

The "Brotherhood Week" committee is composed of Howard Rutherford, Loew's, exhibitor chairman; Dale McFarland, Greater Indianapolis Amusement Company, in charge of publicity, and Claude McKean, manager, Warners, distributor chairman.

The Indiana placed an order for a Walker high intensity screen and special equipment for showing three dimensional pictures.

Exhibitors seen were: Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind.; Sam Goodman, Goodman Circuit, Corydon, Ind.; J. F. Griffis, Griffis Circuit, Boswell, Ind.; Paul Love, Cozy, Dugger, Ind.; Fletcher Brewer, State, Lafayette, Ind.; Pete Dawson, Rodeo, Louisville, Ky.; William Passen, Amuseu, Jasonville, Ind., and Mrs. Eva Harris, Zionsville, Zionsville, Ind.

Pittsburgh

Jules Lapidus, Warners' eastern and Canadian division sales manager, was in.

In a bulletin, Allied Motion Picture Theatre Owners of Western Pennsylvania criticized the action of distributors in arranging trade shows without giving enough advance notice to exhibitors. Specifically, it took Paramount to task for advertising "The Stars Are Singing" in trade papers on the same day that the trade screening was being held. Richard P. Morgan points out that the organization is trying to encourage attendance at trade screenings, and that the distributors should help, too.

Paul Daniels was in to exploit "Hans Christian Andersen," Fulton. He came in five weeks in advance. When Daniels isn't a press agent, he is an actor, recently finishing a role in "I Love Melvin."

Gary McHugh, manager, Squirrel Hill, turned down the role of understudy to Charles Fredericks in the road company of "Guys and Dolls." . . . Tyrone Power, while in town for "John Brown's Body," helped out U-I by attending a luncheon for the press to plug "The Mississippi Gambler." . . . Sam Hyman had one of the largest crowds of the season for his "Family Night" at the Variety Club. An apartment building owner, he gave a month's rent free as a door prize to one of his tenants. . . . Leonard Mintz, former United Artists manager here and now independent distributor in Philadelphia, has been named Pennsylvania and Ohio distributor for 16 films by Beverly Pictures, Inc.

Leo Wayne returned to Film Row as a booker at Paramount, succeeding Melvin Mann, resigned. Wayne left the industry a couple of years ago to go into the tavern business. . . . Rock Hudson, star of "The Lawless Breed," was hosted at a luncheon in the Variety Club, where he met the press. . . . Bernie Elinoff had a busy vacation in New York seeing practically every show in town. He is a booker for the Warner Circuit.

Ted Goldsmith, veteran press representative, was back in town publicizing Jose Greco and his Spanish ballet.

National Screen Service reports a flood of orders for the new date strips and preview of "Coming Attractions," now available in color. . . . Sympathies are extended to Bill and Morris Finkel on the loss of their sister, Ida, who passed on in Boston. . . . John Zomnir was in the Presbyterian Hospital for minor surgery. He is United Artists' sales manager.

Charles Truran and Mrs. Truran celebrated his birthday by having dinner in town, and then seeing "Guys and Dolls" at the Nixon. He is Western Virginia salesman for National Screen Service.

Johnny Harris left town for Chicago and Hollywood to rejoin Mrs. Harris. She plans to resume her starring role in "Ice-Capades" on Feb. 16 in Raleigh, N. C.

Bill Shube, retired veteran Paramount salesman now residing in Florida, is reported in failing health. He lost the sight of one eye, and has a cataract on the other. . . . Al Levy, 20th-Fox branch manager, has been named distributor head of the drive for "Brotherhood Week." . . . RCA has completed a package device which can be installed on standard projection machines and sound equipment so that the present equipment can be used when the third dimensional film, "Bwana Devil," is presented. Alexander Theatre Supply will rent the equipment, and RCA service men will install it.

Film salesmen report difficulties in getting interviews with exhibitors these

days as they are busy with accountants assisting them in preparing income tax returns.

Kentucky Louisville

According to Kentucky Revenue, compiled by the Department of Finance and the Department of Revenue, tax revenue on amusement for November, 1952, was \$95,197.79, compared to \$122,247.15 for November, 1951, indicating a decrease of \$27,049.36 for November, 1952, over November, 1951. Tax revenue for July through November, 1952, was \$702,207.64, compared to \$726,024.45 for July through November, 1951, for a decrease of \$23,816.81 for 1952 over the same period in 1951.

At the recent election of officers of Local 163, the following were installed: Clarence Young, reelected president; A. A. Ansbach, Sr., vice-president, replacing Henry Kirk; Chester Demaree, reelected business agent; Henry Kirk, elected recording secretary, replacing Jack Hulett, and A. A. Ansbach, Jr., elected financial secretary, replacing Ed Williams.

Maysville

The heart of America's midwest will be blanketed with the saturation of radio and television coverage of a motion picture world premiere when the air waves carry today (Jan. 28) the festivities attending the opening of Paramount's "The Stars Are Singing," co-starring Maysville-born Rosemary Clooney. Six states, West Virginia, Kentucky, Ohio, Indiana, Illinois, and Michigan, are being tied into this radio-TV blanketing.

Ohio Columbus

Jay McGee, manager, Gayety, reported to police that the boxoffice was damaged \$500 by a vandal. . . . Earl Gratton, assistant manager, Loew's Ohio, resigned. His army call has just been received.

Pennsylvania Altoona

Jake Silverman, owner, Blair, Holidaysburg, Pa., came back from a Florida vacation, but won't be around very long. He plans to leave soon for a Mediterranean cruise.

Ray Allison, Rivoli owner, was due to leave for his annual winter vacation in Florida.

Meadville

The Academy has been experimenting with a three-minute intermission on weekend evening shows as a boost for concession sales. National Screen Service Technicolor intermission trailers as used by Fox West Coast Theatres are shown on the screen.

Rumor has it that negotiations are in progress for the sale of Dr. Winslow's Park to New York interests said to have a department store in Pittsburgh.

NEWS OF THE

Territory

Boston
Crosstown

With a New England premiere of "Flat Top" at the Paramount and Fenway, Allied Artists completed a New England saturation booking campaign. Forty New England situations booked the production, and benefitted from a comprehensive advertising, publicity, and exploitation campaign. A \$100,000 model aircraft carrier, provided by the navy, was placed on display for 10 days in a prominent spot on Boston Common. The 45-foot model, illuminated at night, was manned by a navy recruitment crew of one commissioned officer and six enlisted men. Allied Artists, in addition to lining up a series of cooperative newspaper advertisements, sold the saturation with large advertisements in the newspapers, listing theatres and playdates in the six-state drive. Harry Goldstein, Allied Artists eastern publicity representative, assisted by Blake McVeigh, completed the campaign details, and, during the next month, will visit each of the 37 cities playing the picture.

The first third-dimensional films to be shown in this city were the Tri-Opticon films brought to the Pilgrim by Samuel Pinanski, president, American Theatres Corporation. On the opening day, the show broke all house records at the Pilgrim. Bringing in the third-dimensional films is another "first" for Pinanski, who is credited with the first presentation in this city of "The Jazz Singer," which played the Modern, now the Mayflower, 27 years ago. Pinanski also presented the first televised films to this city when he equipped the Pilgrim with large-screen television two years ago so that he can easily be called "First in Sound, First in Theatre Television, and First in Third-Dimension."



Commander K. D. Ian Murray, center, noted authority on pirate lore, who is touring key cities promoting U-I's "Against All Flags," recently showed a collection in New Haven to, left to right, James Darby, manager, Paramount, New Haven; Roger Connolly, managing editor, The New Haven Register; Carl Reardon, U-I New Haven branch manager, and James Totman, WB Theatres.



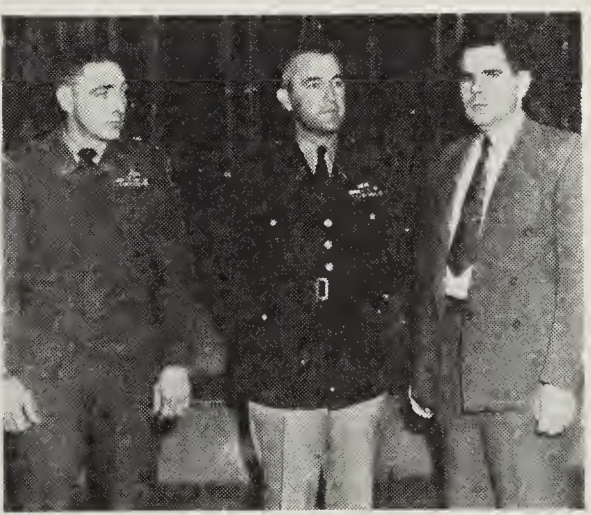
Oliver Barker, manager, Civic, Portland, Me., is seen recently presenting an entry blank to a patron for the Warner-Air France "April In Paris" contest. Winners of the national contest will be guests of the French government in Paris.

The Colony, Dorchester, Mass., booked the Gene Jones TV show using local talent, and is doing capacity business on Wednesday nights according to manager Arthur Rosenbush. The deal was made through Maurice Sidman, booker, House of Schillinger.

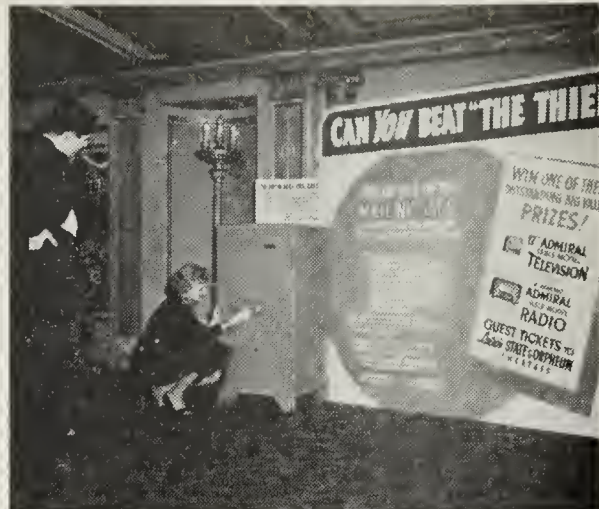
Vandals broke into the Colony. Police assume it was the work of teen-agers.

All drive-in owners and managers were invited to attend the first 1953 meeting of the New England Drive-In Theatre Association. Plans for cooperative buying, concession management, and territorywise advertising were discussed in detail, and committees were set up for the study of these various subjects. This kick-off meeting was the first of a series of such monthly get-togethers. The meeting and all future meetings are open to all who have drive-in interests whether or not they are members of the New England Drive-In Theatre Association.

Harold Case, president, Boston University, announced that Samuel Pinanski, president, American Theatre Corporation, has been named a community member of the board of directors of the newly formed University Human Relations Center for the "cultivation of the science of human relations, an imperative of our times."



Seen at the recent opening of Republic's "Thunderbirds," Uptown, Bath, Me., which was tied in with a recruiting drive of the National Guard, Battery B, 703rd AAA Gun Battalion, were, left to right, Lieutenant John H. Tourtillotte, commanding officer; Colonel Edwin W. Heywood, Adjutant General, Maine State National Guard, and city manager Nathan C. White.



Assistant manager Robert Peterson, Loew's Orpheum, looks on as a pretty Bostonian tries to open the Mielink safe in a contest arranged as a tie-in with the recent showing of United Artists' "The Thief," Loew's State and Orpheum.

Al Margolian, who has been doing promotion work on "Hans Christian Andersen," is now working on the advance of "Peter Pan" for Ralph Banghart, representative of Walt Disney Productions. . . . The Weymouth, Weymouth Landing, Mass., has been taken over by Harry Shindler, a former manager for the old M and P Circuit, who has been in the advertising business. He will reopen on Feb. 1.

Leon Levenson, head of concessions, American Theatre Corporation, recently appointed head of national concessions for the TOA, is handling the February dinner for members of the Class of 1928 at Harvard College, which celebrates its 25th anniversary in June. Industryites who are members of the class who are planning to take in the reunion this June are John Green, head, MGM music department; Charles Henderson, 20th-Fox music department; Richard deRochemont, "The March of Time" fame, and Dick Berenson, who owns several drive-ins in New England. The latter is secretary of the reunion committee for the class.

Ralph Banghart, exploitation representative, Walt Disney Productions, was in to set up the campaign for "Peter Pan," Memorial.



Lieutenant Commander K. A. Iran Murray, retired British naval officer who served as technical advisor on U-I's "Against All Flags," is seen as he recently chatted with Lieutenant Commander E. A. Peavey, Hartford, Conn., Naval Training Center, while on tour of key eastern cities for the film's openings. John McGrail, U-I exploiteer, accompanied him.

Officials and publicists of New England Theatres, Inc., made a tieup with H. P. Hood and sons, milk and ice cream dealers, for a campaign on 20th-Fox's "My Pal Gus," Metropolitan. A contest for the best letter on "Why I Enjoyed Seeing My Pal Gus" was set up, with prizes in Hood's merchandise worth \$100 split up in five different ways. The judging will be handled by the Hood Company's advertising agency. Contest blanks were distributed by the Hood dealers, and all entries must be accompanied by an ice cream bonbon label from one of the Hood dealers. In addition to the first five prizes, the theatre offered 10 pairs of guest tickets to the next winners. With 800 Hood dealers in Greater Boston, the contest blanks reached thousands of families. Another tiein was instigated by Jack Saef, publicist, NET, and Phil Engel, publicist, 20th-Fox, consisting of a tiein with Argus Camera and Jordan Marsh Company for window displays plugging the camera and stills from the film. Engel also arranged a guessing penny contest with Eastman Kodak's Statler building store. A huge bowl containing 500 pennies was placed there with one penny wrapped in silver paper. An Argus camera is offered to the one who guesses the date of the penny.

Arthur Canton, eastern MGM division press representative, was in on the "Jeopardy" TV campaign in New England. The company used an intensive promotion campaign on both WNAC and WNAC-TV launching "Jeopardy." The entire campaign was under the direction of Terry Turner. The picture opened this week at Loew's State and Orpheum here, and later in other New England cities through Feb. 11.

Film District

Louis Score, Randolph, Randolph, Me., was in the district.

Eddie Ruff and Mac Farber, Regal Pictures Corporation of New England, sold the following territories for distribution of "Miracle On Skis," Manor Films of New York; Tower Pictures Company, Washington, D. C., and Wheeler Film Company, Pittsburgh. The Albany and Buffalo territories are about to be closed as well as Philadelphia, Chicago, Detroit, Atlanta, and the west coast.

George Riel, veteran exhibitor who retired a few years ago, died at his Manchester, N. H., home. He owned the Granite Square, which has been closed for several months. He is survived by his wife, a son, and two daughters. . . . Bob Levine, head booker, Warners, is back after a siege with virus. . . . Eddie Segal has been taken off the road, and is now booking at Warners, replacing Johnny Walton, who resigned to go with Columbia as a booker.

Italian Films Export opened a Boston office at 14 Piedmont Street for distribution in the New England and Albany exchange area. Ellis Gordon, an independent distributor for the past six years in this territory, is the sales representative for the company, which has several releases coming up.



The Variety Club of New England each year provides about 1270 children shut-ins of all denominations with a bag of assorted candies, contributed by various confection firms, and bagged and delivered by the crew at Joe Cifre, Inc., Boston. Cifre and Frances Morris, his office manager, are shown preparing the candy for delivery at Christmas.

Representatives of the Office Employees Union met with representatives of branch operations of the major exchanges at an all-day meeting at U-I to negotiate for new contracts. Coming in were Larry Lescharsky, Warners; William Brenner, National Screen Service; Clarence Hill, 20th-Fox; F. T. Murray, U-I; J. E. MacMahon, Republic; J. K. Chapman, UA; A. A. Schubart, RKO, and Arthur Israel, Jr., Paramount. Local representatives were Harry Smith, RKO, president, Local F-3; Nate Oberman, trustee, MGM; Harry Spingler, Warners, and Catherine Breen, 20th-Fox.

A Requiem High Mass in memory of Richard J. Dobbyn, Jr. will be held at Our Lady Of Victories Church on Feb. 9 on the first anniversary of the death of the RKO salesman who was killed in an auto accident in New Hampshire. The memorial Mass is sponsored by the employees of RKO, and all industryites are invited to attend.

Irving and Al Cohen, known as "The Ritz Brothers" because they operate the Ritz, Lewiston, Me., made a rare visit to town. Al Cohen and his wife returned from a cruise to South America. . . . Hannah Brand, E. M. Loew office, is recovering from surgery at the Allerton Hospital.

James M. Connolly, 20th-Fox branch manager, and Ben Simon, New Haven branch manager, traveled to New York to take in the testimonial dinner for William Gehring. . . . Ralph Banghart, Walt Disney Productions, was in on the advance for "Peter Pan," Keith Memorial. Another former publicist in this area, now running a specialty shop in Newburyport, Mass., was in the district, Al Fowler, who had been with 20th-Fox and other major companies during his years in the business.

The RKO screening room was filled to overflowing for the trade screening of UA's "Moulin Rouge," which caused enthusiastic discussions among the exhibitors.

A weekend blizzard set grosses back on its heels.

Tradesters Thanked For "Jimmy" Help

BOSTON — The personnel of 700 New England theatres were honored for outstanding work during the 1952 "Jimmy Fund" drive at a luncheon given by the trustees of the Children's Cancer Research Foundation at the new "Jimmy Fund" building.

Theatre owners who served as state chairmen or co-chairmen during the drive received citations. The drive, initiated in 1948 to raise funds to support a research program under Dr. Sidney Farber on cancer in children, has become one of the industry's outstanding humanitarian efforts. The "Jimmy Fund" building houses several research laboratories and the Tumor Therapy Clinic, where children afflicted with cancer are treated.

Receiving citations were: Cornelius Russell, Sr., Bijou, Bangor, Me.; Ralph Tully, State, Portland, Me.; Lloyd Bridgman, Bridgman Theatres, and John Fagan, Strand, Dover, N. H.; Frank Vennett, Paramount, Rutland, Va.; Ernest Fitzgerald, Interstate Theatres; Walter A. Brown, president, Boston Garden, and Chief Barker, Variety of New England; Rudolph F. King, registrar of motor vehicles; Harry Feinstein, Warner Theatres of Connecticut general manager; Edward M. Fay, Fay's Theatres, Providence, R. I., and Meyer Stanzler, Stanzler Theatres, Providence, R. I.

Industry men praised theatre personnel, sports figures, police chiefs, and the children who devoted their time to making the drive a success. Co-chairmen Arthur H. Lockwood and Louis R. Perini announced that a total of \$370,025.44 was contributed to the fund during the 1952 campaign.

The shoe, leather, and allied industries presented the fund with a \$10,150 check. Dr. Farber thanked contributors, and explained what work is being done by the research foundation for children with cancer. Other citations were presented to Frank W. Bryant and Theodore Fleischer, treasurers of the drive, and Hy Fine, New England Theatre Corporation, who produced the trailers. Also honored were the Red Sox, sportscaster Curt Gowdy, Michael Kavanagh, general manager, Shubert Theatres; Joseph M. Linsey, chairman, liquor dealers of New England; Daron Mayer, president, Little Leaguers; James Mahoney, general manager, Interstate Theatre Corporation; Michael Redstone, president, Redstone Drive-In Theatres; Joseph Z. Corking, lumber industry drive chairman; Samuel Dane, appliance industry chairman; Ben H. Rosenwald, MGM branch manager, and Hatton Taylor, RKO branch manager.

New Haven Crosstown

Morris Rosenthal, Poli's, had a window display in the Army Air Force Recruiting Station near the Hotel Taft for "Above and Beyond." . . . The four Fishman houses, Dixwell, Rivoli, Howard,

New England Bowling

Theatrical Bowling League

FOURTEENTH WEEK
STANDINGS

	Won	Lost
Harry's Snack Bar	36	20
Independents	36	20
MGM	33	23
Affiliated	31	25
All Stars	21	35
United Artists	16	40
Harry's Snack Bar . 4	All Stars	1
MGM	Affiliated	3
Independents . 3	United Artists	1

High single: Serra—141. High team single: Harry's Snack Bar—500. High three single: Serra—325. High team three: Independents—1420.

INDIVIDUAL AVERAGES

J. Freeman	94.9	Sandler	88.3
Jennings	93.6	Clements	88.0
Bradley	92.6	Berlone	87.7
Hy Young	92.1	Almon	87.5
Hill	92.0	Rahilly	87.4
Serra	91.8	Owens	87.0
Smith	91.7	Trainor	86.8
Farrington	91.4	Segal	86.7
Gates	91.3	Glazier	86.4
Prager	90.6	Trask	85.1
Feinstein	89.8	L. Freeman	83.0
Field	89.2	Cohan	81.1
Larson	88.9	Pugh	78.0
Asdot	88.7	Lynde	78.0
Kapitt	88.7	McCarthy	76.9
J. Young	88.3	Rowe	76.8
Riley	74.7		

and Lawrence, used a 10-picture show to appeal to kiddies on a Saturday matinee.

Meadow Street

A meeting of personnel of all exchanges and out-of-town exhibitors to make plans for "Brotherhood Week" was set for the Bijou. Jules Livingston, Republic branch manager, is exhibitor chairman, while Harry F. Shaw, division manager, Loew Poli Theatres, is theatres chairman. . . . Blake McVeigh was in to assist on "Flat Top," Allied Artists. John Pavone, AA branch manager, said that "Torpedo Alley" would have its New England premiere at the Capitol, New London, on Feb. 13. Part of the film was made in the Whaling City. . . . Ben Simon, 20th-Fox branch manager, was in New York at the Bill Gehring testimonial dinner. . . . Harry Feinstein, Warner Theatres executive, was in New York. . . . The Carberry, Bristol, advertised that children with parents were to be admitted free on Tuesday, Wednesday, and Thursday, and publicized later that the first 25 children in line on Jan. 16-17-18 would be admitted free. . . . The Luxor, Unionville, admitted the first 15 children in line on Jan. 13-14-15 and on Jan. 19 free. . . . Five players from U-I's "Girls in the Night" were booked for personal appearances at several houses. . . . Warner Theatres used Jan. 16 as a sneak preview night. . . . Philip Schwartz, Parkway, Bridgeport, planned celebrating his 20th anniversary of his theatre by giving free admission to his customers sometime during the next two months. . . . The Plaza, Waterbury, was again dark after recent attempt to have musicals at this theatre.

Theatrical folk from near and far attended the funeral of Thomas J. Shea, IATSE assistant president, in Middletown. . . . Ruth Surowiec, handling the advertising for the Strand Amusement Company, Bridgeport, has resigned, and her place has been taken by Jean Fraunberger. . . . Lou Anger, Barnum, Bridgeport, expanded his concession counter.



For the recent New England premiere of United Artists' "Breaking the Sound Barrier," Viola Berlin, managing director, Exeter Street, Boston, invited RAF Flight Lieutenant James Dell to address the audience on jet flying. Seen, left to right, are: Lieutenant Colonel Carl U. Burbank, USAF; Leslie Barber, British consul; Dell, and Miss Berlin.

Circuits Loew Poli

Harry F. Shaw, division manager, was among those who attended the funeral of Thomas J. Shea in Middletown. . . . Lou Brown, division publicity manager, will tie up the appearance of Joe Greco, Spanish dancer, at the Shubert, New Haven, and Parson, Hartford, with "Sombbrero." . . . Bob Carney, Poli, Waterbury, assisted with the Kiwanis inauguration ceremonies in the Brass City.

Variety Club New Haven, Tent 31

The next meeting of the tent will be on Feb. 2.

Connecticut Bridgeport

The Warner had a special sneak preview of "The Man Behind the Gun." . . . Loew's Poli had five of the players of "Girls in the Night" signing autographs in the lobby of the theatre, Patricia Hardy, Jaelyne Greene, Donald Gordon, Glen Roberts, and Harvey Lembeck.

A 21-year-old displaced person was stabbed at the Bostwick by a youth sitting behind him. The assailant then fled with two or three other youths. The wounded Yugoslav was treated at St. Vincent's Hospital.



Lou Cohen, manager, Poli, Hartford, Conn., poses beside the unusual cutout he and Norm Levinson recently arranged publicizing MGM's "The Clown."

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM

Printed on both sides so that complete factual totals for one day can be kept on one 8 1/2 x 5 1/2 inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

Price per pad: 25c each

Or 10 pads for \$2.30

All sales prepaid. Please send check, money order or stamps with order. Sold under money back guarantee.

Ask for SAMPLE SHEETS!
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.

Hartford

The Hartford Theatre Circuit added the 1200-seat Colonial to the roster of circuit houses running Saturday matinee shows.

Lou Cohen and Norm Levinson, Loew's Poli, as part of the campaign on MGM's "Above and Beyond," had 10,000 hose and shoe bags imprinted with cut and lucky number contest. Five leading women's stores went along with them on the promotion. Each store donated five pairs of nylons, 25 pairs in all, for prizes, and each shop went for half of the imprinting cost. Displays were also placed in windows and counters in each downtown store. The theatre donated guest tickets to see the film, and also as prizes to lucky bag holders. Women had to appear in the lobby to check lucky number list.

Vic Morelli, Palace, Danbury, staged an opening night concert of John Philip Sousa march music, featuring the Danbury High School band, for "Stars and Stripes Forever."

Maurice Shulman, Shulman Theatres, and wife are noting their 11th wedding anniversary. . . . Another southern vacationist was Bernard W. Levy, Amalgamated Buying and Booking Service. . . . Joe Giobbi, Crown manager, named Anthony Nodolomky as his new assistant, replacing Charles Bower.

Visitors included John McGrail, U-I field man, in on "The Lawless Breed," and Floyd Fitzsimmons, MGM representative, here for "Above and Beyond," "The Bad and the Beautiful," and "The Hoaxters." . . . Bruno Weingarten, E. M. Loew's Theatres, is back from a vacation.

4 OUT OF 5
NEED AND
GET HELP

Join
THE
**MARCH
OF
DIMES**
JANUARY 2 TO 31

* ALL 5
BENEFIT

Invest In
U.S. DEFENSE BONDS
Now Even Better

The Allyn installed a 10-cent apple vending machine, first of its kind in a state theatre. Ray McNamara is manager.

Bernie Menschell, Community Amusement Corporation, announced that the completion date of new 750-car capacity drive-in being erected in Manchester is set for late April. Menschell is president, Manchester Drive-In Theatre Corporation, with John Calvocoressi, his partner in CAC, as vice-president and secretary.

Robert Nelson has been named assistant manager, Strand, succeeding Robert Maurello, who left the Warner Circuit to become manager, Star. . . . Jim McCarthy, Strand, got a number of promotion stunts in the works for "Against All Flags," working with John McGrail, field exploiter, U-I.

Hector Frascadore, manager, Farmington Drive-In, Farmington, is now house manager, E. M. Loew's, succeeding Jay Finn, shifted to the E. M. Loew's Winchester, Mass., house. George E. Landers, division manager, E. M. Loew's Circuit, said both managers will resume drive-in posts next summer, with Frascadore going back to Farmington, and Finn taking over the Riverdale Drive-In. . . . Sam Rosen, Lockwood-Gordon-Rosen Theatres, left for Florida.

Middletown

Sal Adorno, Sr., M and D Theatres, was planning to leave with Mrs. Adorno for a vacation in Arizona.

Windsor

Wilfred Howard, manager, Plaza, was held up in his office by a bandit flourishing a nickel plated revolver who made off with about \$300.

Massachusetts Holyoke

An offer has been made by a New York individual to buy the Bijou, closed except for weekends for nearly a year. Samuel Goldstein, treasurer, Derby Theatre Company a subsidiary of Western Massachusetts Theatres, Inc., confirmed the report and added that the client is interested in the property provided a liquor license can be obtained. He intends to turn the theatre into a restaurant, with the stage utilized for vaudeville.

Lynn

Veterans from Korea and reserves from the marines participated in a patriotic ceremony when "Battle Zone" opened at the Paramount. Manager James Davis used a large section of the lobby for a display of equipment. Manager Davis was given the "Bouquet of the Week" by The Lynn Item when installed as Kiwanis president.

National Guard members marched to the Capitol when "Thunderbirds" opened.

More than 1200 youngsters thronging a Saturday matinee, were ordered from the Capitol when a fire which started in a trash barrel in a basement storeroom sent smoke into the theatre auditorium. The children filed out in orderly fashion on the calm instructions of the manager, and returned 20 minutes later to enjoy the interrupted showing.

Springfield

W. Harley Rudkin, addressing 100 members of the Springfield Motion Picture Council, told his audience that "the 1952 crop of motion pictures can stand proudly beside accomplishments of any years since we first graduated from the nickelodeon." Speaking of the "so-called opposing forces of television and motion pictures," Rudkin said, "It isn't a battle to the death. It doesn't mean that one or the other has to go. The era of stability is now beginning to show itself. Television and motion pictures can exist side by side, just as radio and the phonograph record industries have been able to do." The speaker continued, "Good public relations is an asset in any business, but in the motion pictures, it is an absolute necessity." Touching briefly on censorship, the critic of The Daily News added, "Good taste is a hard thing to define, but each man, in his own heart, has his own concept, based, I believe, on a pretty stable national level of decency." Rudkin told his listeners, "Every time I go to the movies, I expect that this will be the best three hours I ever spent," and added that, "Today, there are more pictures to be enthusiastic over, and fewer to carp about than any within my memory. Lots of other years," he said "have had their highlights, but 1952 was particularly bountiful."

New Hampshire Dover

Funeral services were held in Old Town, Me., for Jessie W. Bridgham, 76, who owned theatres in New Hampshire, Vermont, and Maine. Bridgham entered the business in 1925 in Oakland, Me., He bought the former Broadway in 1930. When it burned, this was replaced by the Uptown.

Manchester

Funeral services were held for George L. Riel, owner-operator, Granite Square for 30 years. He retired in 1948.

Rhode Island Providence

A municipal censorship ordinance, moving toward adoption by City Council, was introduced as a result of the controversy raging over presentation of "Tobacco Road" on the stage at the Playhouse. The new law provides for four grounds for refusing a license for exhibition: immorality, indecency, obscenity, and profanity. The trial of Edward Gould, charged with producing an indecent and immoral play by defying the Bureau of Licences' ban and presenting "Tobacco Road," is set for Jan. 29. The action is based upon broad interpretation of a state law. Industry interest centers about the constitutionality of the statute in the light of the U. S. Supreme Court decision in "The Miracle" case.

Governor Dennis J. Roberts presided at a special luncheon meeting of all Rhode Island exhibitors at the Sheraton Biltmore Hotel in behalf of "The March of Dimes." Also attending was Robert Coyne, COMPO representative.

NEWS OF THE Territory

New York City Crosstown

Milton R. Rackmil, president, U-I, left for Hollywood for production meetings with U-I executives. Robert Palmer, studio talent head, in during the past two weeks, accompanied Rackmil.

Piper Laurie, starred with Tyrone Power and Julia Adams in U-I's "The Mississippi Gambler," arrived from New Orleans to participate in the advance promotion of the picture, which will open at Loew's State.

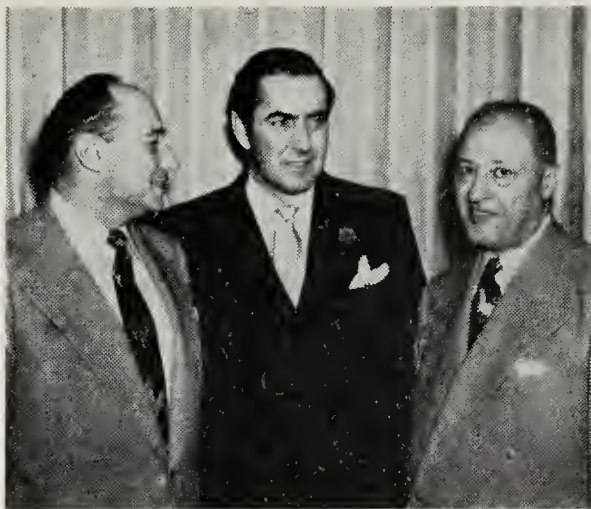
The American Veterans Committee presented a special award to Italian Renato Castellani for "Two Cents Worth of Hope," World. Presentation of the award in the form of a "scroll of merit" was made by Curtis Campaign, Jr., national chairman, AVC, to Jean Goldwurm, president, Times Film Corporation, who accepted on behalf of Castellani.

Louis I. Harris, 82, retired theatre owner, died.

Howard Dietz, MGM vice-president and director of advertising, publicity, and exploitation, and Silas F. Seadler, advertising manager, returned from several days of studio conferences and screening of new product on the coast. Also returned was Charles M. Reagan, general sales manager, who has been visiting San Francisco and the studio. . . . Arthur M. Loew, president, Loew's International, and Joseph R. Vogel, vice-president, Loew's Theatres, returned from a studio visit, where they conferred with Dore Schary, vice-president in charge of production, and others.

Charles Levy, eastern publicity director, Walt Disney Productions, left on an extended tour of key cities where pre-release openings of "Peter Pan" have already been set by RKO.

Leon J. Bamberger, sales promotion manager, RKO, addressed the National



Tyrone Power recently visited Syracuse as part of the advance promotion of U-I's "The Mississippi Gambler," and met Harry Bernstein, left, president, Cornell Theatres, Ithaca, and Harry Unterfort manager, Paramount, Syracuse.

Conference of the United Church Women at a luncheon at the Grosvenor Hotel.

New York State's official film censor, Dr. Hugh M. Flick, spoke on "The Sense of Censorship" at a meeting of the motion picture chapter, American Veterans Committee.

The Liggett-Florin Booking Service took over the buying and booking for the Middle Hope Drive-In, Middle Hope. . . . The Venus, Brooklyn, is open only on Saturday and Sunday. . . . Officers of the Film Board of Trade were installed at the law offices of Nizer, Phillips, Benjamin, and Krim. . . . Arthur Manson, MGM Canadian press representative, arrived from Toronto to become a bridegroom.

Norman Panama and Melvin Frank, producers, directors, and writers of MGM's "Above and Beyond," arrived to be on hand for the premiere at the Mayfair.

Herb Steinberg, Paramount publicity director, was honorably discharged from the army with the rank of captain.

Allied Artists was leading in division three of the sales campaign which will be concluded at the end of this month.

Times Square will become a special parade ground for units of the U. S. Air Forces on Jan. 29 when the Mayfair premiere of MGM's "Above and Beyond" launches the celebration of aviation's 50th anniversary year.



Attractive window displays for 20th-Fox's "The Thief of Venice" and its recent first-run engagement at the Mayfair were featured in Manhattan branches of the Italian State Tourist Office and Italian Air Lines, New York City.

United Cerebral Palsy announced that the recent 18-hour telethon conducted by Station WJZ-TV, key station of the American Broadcasting Company, had gone far over the top of the previously announced total, and resulted in collections of \$631,826 to date. This amount is 115 per cent of the \$553,527 in pledges and cash announced after the star-studded show ended on Dec. 7. Leonard H. Goldenson, UCP president, said, "The results exceeded our most optimistic hopes."

A six-pound, seven-ounce girl was born to Mrs. Mac Greenberg at Jewish Memorial Hospital. Father is an attorney with Warner Brothers International. The girl has been named Ellen Ruth.

David Coplan, president, International-United Film Corporation returned after a four-week European visit.

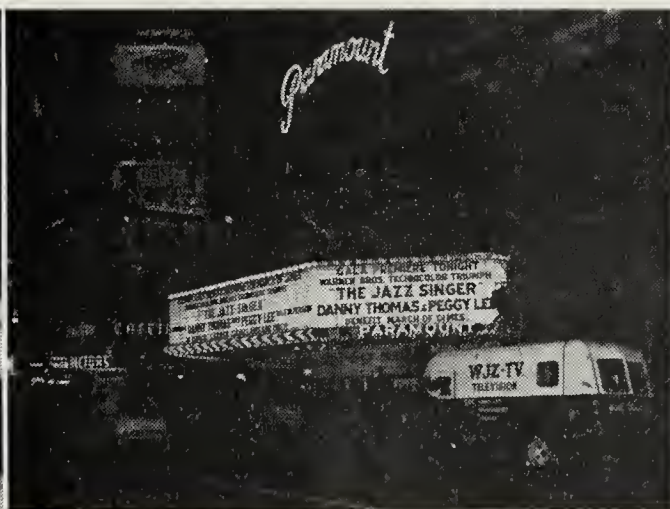
After a month in New York setting distribution details of his Italian production, "Rome, 11 O'Clock," with his United States associate, William Shelton, Paul Graetz sailed to continue production activity on his forthcoming production being made in England.

Samuel Rosen, Fabian Theatres, and Mrs. Rosen became grandparents when their daughter, Mrs. Jacob Yellin, gave birth to a girl, Rachel.

Phil Hodes, New York City distributor chairman for "Brotherhood Week," called a meeting of the co-chairmen and branch managers in the office of Spyros Skouras, Jr.



Crowds flocked to the New York Paramount for the recent gala premiere of Warners' "The Jazz Singer," proceeds of which went to the National Foundation for Infantile Paralysis. Noted, left to right, are Si Fabian entering the theatre, crowds



lining the street, and Bob Weitman presenting Earl Wilson with the check for proceeds for the Infantile Paralysis Foundation as stars Danny Thomas and Peggy Lee look on in interested fashion.



Richard Harper, executive assistant to Gerald Shea, Shea Theatre Circuit, was planning a trip through Pennsylvania, Ohio, and New York to visit circuit theatres.

INDEPENDENT THEATRE CIRCUIT—Buyer Irving Dollinger returned from New Orleans, where he attended the Allied convention. . . . Jeanette Garmeiser was ill. . . . Roy Olson was back after illness. . . . Jack Infalds, son of William Infalds, Iselin, Iselin, N. J., is engaged to Phyllis Jones, Freehold, N. J. . . . Lucien Feldman, owner, Liberty, Bernard, N. J., announced the engagement of his son, Seymour. . . . The father of Bill Basil, owner, American, Lodi, N. J., returned from an 18-month trip in his native Greece. Before leaving, he donated his house to be the first school on the Grecian island. Happy to be back home, he dropped in to see his friends at the office with gifts of olives and figs grown in his own orchard. . . . Hy Feld, Treat, Newark, N. J., was back after a sojourn in Florida. . . . Morris Fogelson, former owner, Denville, Denville, N. J., dropped in. . . . Haskell Block, former owner, Lyric, Newark, N. J., is in Irvington, N. J., General Hospital, and would appreciate hearing from his friends. . . . Sidney Stern, Columbia Amusement Corporation, spent the holidays in Florida with his family.

The third meeting of Republic's current series of sales sessions was held at the home office. James R. Grainger, executive vice-president and director of sales, presided at the meeting, which was attended by sales managers James V. O'Gara and John Curtin, these and branch managers: William Murphy, New York; Norman Silverman, Philadelphia; Jake Flax, Washington; George H. Kirby, Cincinnati; Bernard Brager, Indianapolis; I. T. Sweeney, Pittsburgh; Arthur Newman, Albany; Leon A. Herman, Buffalo; Frank Dervin, Boston; Jules Livingston, New Haven; I. H. Pollard, Cleveland, and Sam Seplowin, Detroit.

New Jersey Jersey City

The old Bergen, closed last October and taken over by Nathan V. Steinberg, who has motion picture interests in New York and Connecticut, will open next month after a \$100,000 remodeling job



Elmer Lux was recently appointed co-chairman of the New York state committee in COMPO's national tax repeal campaign.



Patricia Hardy, who makes her screen debut in U-I's "Girls in the Night," which has had its world premiere at the State, New York, posed recently with Loew's Theatre executives. Miss Hardy, in New York promoting the film, was once an elevator operator at the Loew's theatre building. Seen, left to right, are: Oscar Doob, Joseph R. Vogel, Eugene Picker, and John Murphy.

as the Pix. A Doyle Shelledy, who will manage, said it will be an intimate type theatre, appealing to adult tastes.

Newark

Joseph Michael Mikus, Jr., Irvington, N. J., and Dorothy Margaret Hock were married. Mikus is with Warner Theatres,

A general meeting of all New Jersey managers of the Warner Theatres district was held. . . . Robert Phillips, manager, Fabian, Hoboken, N. J., is back at his theatre. . . . Edward Kane, manager, Regent, Elizabeth, N. J., who underwent a major operation, is doing nicely.

New York State Albany

Nat Rosen, 20th-Fox manager, attended the testimonial dinner for William C. Gehring in New York City. . . . Ray Smith, Warner branch manager, arranged a preview of "The Jazz Singer" in the Warner Theatres screening room.

Mutual respect for persons of all religions and races will be vigorously promoted by the industry during "Brotherhood Week," Feb. 15-20. Distributor chairman Jack Goldberg and exhibitor chairman Charles A. Smakwitz are marshalling forces to obtain cooperation by every exhibitor, exchange



Harry Pimstein, RKO executive, and his wife arrive at the Capitol for the recent New York premiere of Gabriel Pascal's RKO release, "Androcles and the Lion."

employee, and theatre worker. A meeting of local industry people was scheduled. A preliminary meeting of branch managers took place in Goldberg's office. Literature and accessories for the drive is being handled by National Screen Service. Excellent results have been achieved in previous "Brotherhood Week" campaigns.

Pending legislation and the creation of a drive-in section were among the subjects scheduled for discussion at a meeting of Albany TOAA. A scheduled earlier session did not take place, one reason being the inability of an RCA representative to appear for a talk on theatre television. John Gardner, Colony, Schenectady, and Turnpike Drive-In, Guilderland, was one of those urging formation of a "group within a group," to further the interests of drive-in owners. A cooperative advertising campaign, long advocated by Lamont, and enlistment of newspaper support for a separate drive-in directory were listed among potential objectives of the outdoor segment. Area dailies do not separate drive-in from indoor copy, such as is done in several sections of the country.

Top echeloners visiting or passing through included: Martin Moskovitz, 20th-Fox division manager, and Alex Harrison, home office representative; Morey Goldstein, Allied Artists sales manager; Herman L. Ripps, Metro assistant eastern division manager, and John Scully, U-I district manager. Moskovitz and Harrison conferred with branch manager Nat Rosen and the sales staff before pushing off for New York and the dinner marking assistant sales manager Bill Gehring's 35th anniversary with the company. Harrison, a newcomer to this area, has been touring exchanges. Scully traveled from Boston to Gloversville for a two-day session with Schine Circuit toppers, including chief buyer George Lynch. Leo Greenfield, Albany manager, and Dave Miller, Buffalo manager, accompanied him to the Glove City. Ripps and Jack Goldberg, Metro manager, also trekked to Gloversville, as did Goldstein and N. Dickman, Albany chief. . . . Bill Kraemer, Schine Circuit assistant buyer-head booker, has built a beautiful home in Gloversville. . . . Charles A. Smakwitz, Warner Theatres zone manager, checked in from New York. . . . Ben Hobbs, Dannemora-Plattsburgh-Ellenburg exhibitor, and Mrs. Hobbs planned a California vacation.

Buffalo

John P. Byrne, eastern MGM sales manager, was in on the first lap of a tour of exchanges under his supervision.

Dale Robertson was the official studio representative at a hands-across-the-border premiere of "Niagara" at the Cataract, Niagara Falls, and the Seneca, Niagara Falls, Ontario. The male star engaged in a series of publicity activities, capping festivities with a stage appearance at the Cataract. A visit here, where "Niagara" opened at the Century, is also included in Robertson's itinerary.

Popcorn Regional Due in New York

NEW YORK — Business and concession firms having an interest in popcorn will hold the first New York regional educational conference on Jan. 30 in the Hotel New Yorker, with full schedule under sponsorship of the National Association of Popcorn Manufacturers. Acting as chairman of the one-day meeting is NAPM member Bert Nathan, Theatre Popcorn Vending Corporation, Brooklyn, and assisted by Irving A. Singer, Rex Specialty Bag Corporation, also of Brooklyn.

The clinic will present a panel representing the theatre group, concessionaires, manufacturers, venders, processors, brokers, distributors, and allied suppliers. Among those scheduled to speak, and their subjects, are: Nathan Buchman, American Theatre Supply Corporation, Boston, "Getting Maximum Returns From Concession Operations"; Michael Redstone, Michael Redstone Theatres, Boston, "Drive-In Theatre Concession Operations"; R. W. Smith, vice-president, Blanton Company, St. Louis, "Oil Availability and the Future Outlook"; Harold Newman, Andrews, Inc., Queens Village, N. Y., and Pat Gardiner, Supurdisplay, Inc., Milwaukee, "What About Butter Corn?"

In another phase of the program, those in attendance will hear Dave Edelman, Rex Specialty Bag Corporation, Brooklyn, on "Popcorn Bags," and Fraser Gatenby, Sutherland Paper Company, Kalamazoo, Mich., on "Popcorn Boxes." H. M. Alver, Premier Popcorn Company, Watseka, Ill., has been invited to "Evaluate the 1952 Popcorn Crop for 1953," and Thomas J. Sullivan, executive vice-president, NAPM, will talk on "What's Ahead for The Popcorn Industry."

Speaking for the NAPM will be Oliver Koeneman, Old Vienna Products Company, St. Louis, newly elected president, NAPM.

The all-day clinic will be interspersed with a luncheon served in a private dining room through the courtesy of Charles Okun, special theatre representative, The Coca-Cola Company.

Glens Falls

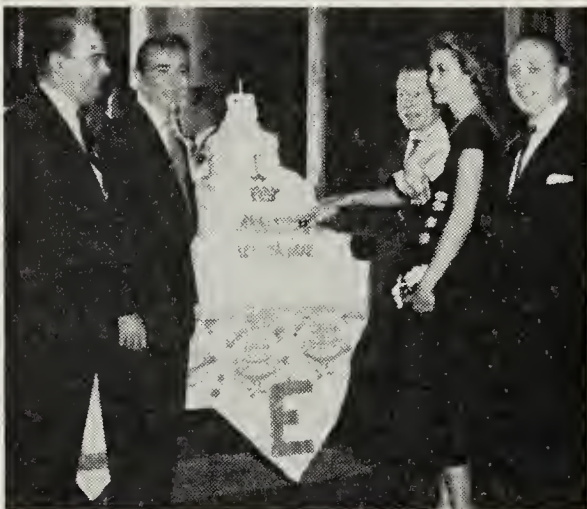
W. J. Straub, manager, Paramount, staged a real early bird matinee show for "Above and Beyond," advertising the special show for 6 a.m., and widely circularizing the event with handouts. Straub advertised that the doors would open at 5:45 a.m., for the special showing. He also bruted about free transportation to the theatre, free donuts and coffee, and all for 25 cents admission.

Rochester

Local 253 held its annual election, and the following were named: President, Louis Levine, reelected; vice-president, Burt Blackford; business representative, Allan J. Tindal; recording secretary, Lester D. Barrager; financial secretary,



Tyrone Power, aiding in the advance promotion of U-I's "The Mississippi Gambler," recently visited Buffalo, and met, left to right, Constantin Basil, head, Basil's Theatres; David Miller, Buffalo branch manager, and George McKenna, advertising and publicity head, Basil's Theatres.



Grace Kelly, star of United Artist's "High Noon," recently helped Mayor Louis Bottjer, Fort Lee, N. J., cut the first anniversary cake at B. S. Moss's Lee as manager Marvin Rosen and TV star Alan Dale, left, and Larry Morris, right, general manager, look on.

treasurer, Leon Burton, and sergeant-at-arms, reelected, John B. Cople. Robert Craig, Abe Orden, and Charles Mason, Jr., were named to the executive board, and Joseph Vecchio and Abe Orden were named delegates to the Central Trades Labor Council. Soon after Tindall was elected business representative, he took sick, and was rushed to a hospital. After a week he went home, only to be taken back to the hospital a few days later. His speedy recovery is hoped for.

Ted O'Shea, Jr., son of E. K. O'Shea, vice-president, Paramount Distributing



Sam Pearlman, manager, Loew's State, New York, recently set up this "treasure chest" street stunt to promote RKO's "Blackbeard the Pirate." The "treasure" was chocolate candy wrapped in gold foil.



Jean Goldwurm, right, president, Times Film Corporation, in New York recently received a special award from Curtis Campaign, Jr., national chairman, American Veterans Committee, for the Italian film, "Two Cents Worth Of Hope," World, which deals with the problems of a returned war veteran.



Polio poster girl Joan Brickfield recently presented Mrs. Eleanor Roosevelt with her tickets to the special premiere of Warners' "The Jazz Singer," Paramount, New York, as Bob Weitman, vice-president, United Paramount Theatres, looks on approvingly.

Corporation, has passed his bar examination, and has been admitted to active practice. His industry friends wish him well.

Syracuse

Burglars broke into the Acme, and made off with about \$100 although they failed to open an office safe containing several hundred dollars more. Samuel P. Slotnick, owner, said the burglars evidently attended the theatre, and managed to unlock a fire door near the stage.



Fred Laurens, Mohawk, Amsterdam, manager, dressed three youngsters as ancient Roman cavalymen, and had them touring the city for Paramount's "Cleopatra."

EYEING THE Exchanges

NEW YORK—Very prominent are those posters announcing the theatre party planned by the Motion Picture Bookers Club for "Hazel Flagg," set for March 5. Bookers are the ones to contact concerning tickets.

COLUMBIA — Back after a five-year absence was accountant clerk Howard Yellen after serving with the army in Korea. . . . Office assistant Bill Redmond was ill. . . . Barbara Granton, formerly with Walter Reade Theatres, took over the switchboard. . . . A dance performance will be put on Feb. 11 by typist Frances Taylor's class at the Harlem Branch YWCA in order to raise money for costumes. Get tickets from Miss Taylor.

PARAMOUNT—Print booker Gus Rolf was married on Jan. 2. Mary Lou is the new Mrs. . . . Back from Florida was salesman Lou Wechsler. . . . Ledger clerk Eva Dreyer was ill. . . . Biller Eva Cohen was back from her vacation. . . . Accountant clerk Evelyn Hirsch resigned. . . . Telephone operator Pearl Affisio



Gene Pleschette, manager, Paramount, Brooklyn, N. Y., recently won a \$200 savings bond in the \$1,000 exploitation contest on Paramount's "Caribbean" for this window display tieup with Barton Candy Stores. Pleschette was also congratulated for the excellence of his overall campaign.

was back after an attack of the virus. . . . Former Paramounter Stanley Tulnowski, presently with the army, dropped in. . . . Night shipper Johnny Sommers celebrated being a year older.

20TH-FOX — Surprise to all was the elopement of the bookkeeping department's Joan Krapkroff. . . . Bookers' secretary Sylvia Weitz was ill. . . . There was a special screening of "Tonight We Sing" at the home office for the sales force.

MGM—New typist-clerk Marion West is from Chicago. . . . Feature print booker Estelle Green was ill. . . . Ethel Silver, booking department, made her farewells before taking leave. . . . Birthday cards are due for salesman Edward Richter on Feb. 22. . . . Clerk Marie Alfano gave a shindig for the servicemen of her old group in town. . . . Night shipper Charles Gurne has a birthday coming up.

MONOGRAM — Former booker Hank Feinstein, presently with the navy, was in helping Etta Segall with bookings. . . . Hopes are flying high for victory in the "Razz Goldstein Drive." . . . Salesman Meyer Solomon expected his wife back from her Florida vacation. . . . Cashier Norman Benchick's father was operated on. . . . Secretary Cina Piscitelli was ill.

RKO—Telephone operator June Jacobson was due to become an aunt. . . . Ruth Hirsch, secretary to the branch manager, was recovering. . . . In to renew old acquaintances was Adele Roberts. . . . Booker Charles Raffaniello was ill.

REPUBLIC—Renee Goldstein is the new shop steward for Film Exchange Employees Union Local H-63. . . . Clerk Helen Bailey resigned.

UNITED ARTISTS — Booker Ben De Augusta was recuperating from his operation. . . . Boxoffice clerk Sophie Bocilio was ill. . . . Telephone operator Merle McKinna was back after illness.

RAMBLIN' 'ROUND—Cashier Carmella Tramontano resigned after 10 years with Warners. . . . Ed Berkson, treas-

BUFFALO EXCHANGE LISTING

CLARK FILM
505 Pearl Street—MO 6544
Manager—John Pauly
Booker—Ann Murphy

COLUMBIA
505 Pearl Street—WA 3523-4
Manager—Ben Felcher
Bookers—Barbara Hartman, William Abrams

LIESER
505 Pearl Street—MA 3856
Manager—Lewis J. Lieser
Bookers—Minna Zackem, Rose Roberts

MGM
294 Franklin Street—WA 1224-5-6
Manager—Jack Mundstok
Bookers—Betty Wingo, Marian M. Ryan

MONOGRAM
505 Pearl Street—CL 2145-6
Manager—Harry Berkson
Bookers—Bud McDonough, H. W. McPherson

NATIONAL SCREEN SERVICE
505 Pearl Street—MO 1331-2
Manager—Harold Bennett

PARAMOUNT
464 Franklin Street—GA 1707-8-9
Manager—Ed. C. DeBerry
Bookers—Tony Mercurio, Ed. Balsler

RKO
505 Pearl Street—CL 0742-3-4
Manager—John Chinell
Bookers—Sara Weil, William J. Cuddy

REPUBLIC
505 Pearl Street—CL 2421-2
Manager—Leon Herman
Bookers—Catherine Turano, Tony Gawinski

20TH CENTURY-FOX
290 Franklin Street—CL 0784
Manager—Charles B. Kosco
Bookers—Ed. Jauch, William A. Graham, Ed. Nowak

UNITED ARTISTS
505 Pearl Street—WA 1500
Manager—Mannie Brown
Booker—Conrad A. Gruzca

U-I
301 Franklin Street—MA 2016
Manager—Dave Miller
Bookers—Jerry Yogerst, Dick Carroll, Frank Neumeister

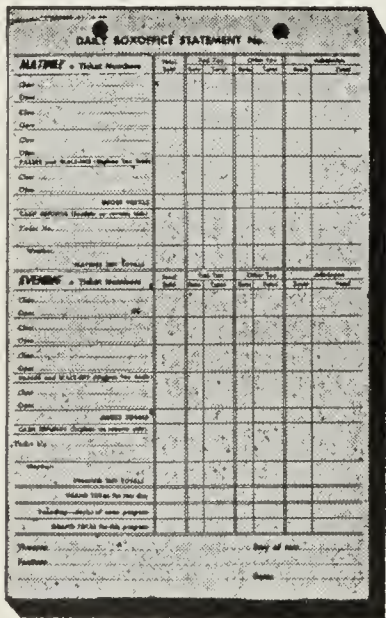
WARNERS
470 Franklin Street—LI 2700-1-2
Manager—C. G. Eastman
Bookers—Ruth Rappaport, Bert Kemp, Arthur Pflieger

MOTION PICTURE THEATRE OWNERS
505 Pearl Street—WA 7772
President—George Gammal
Secretary—Marian Gueth
Treasurer—H. Dillemath
Vice-President—Robert Hayman

urer, Screencraft, became the proud father of a daughter, Laurie Ann. . . . Charles Blum, Newark, N. J., Lyric, was in the hospital for a check-up. . . . Realart booked "Cairo Road" into the RKO Circuit. . . . Japanese buyer M. Komatsu, Tokyo, spent a week with Nayfack. . . . Nayfack is distributing a three-reel French short, "Weekend In A Nudist Camp," said to have had a big success in Paris. . . . Joe Brenner booked "Secret Affair" into the Apollo. . . . Screencraft's Trucolor "Riders Of The Pony Express" is being shipped to England, where D. M. Angel will distribute. Nayfack acted as broker.
—J. A. D.

BOX OFFICE STATEMENTS

— a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM



Price: 25c per 50-sheet pad (or 10 pads for \$2.30)

Printed on both sides so that complete factual totals for one day can be kept on one 8 1/2 x 5 1/2 inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

Ask for **SAMPLE SHEETS!**
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.



NEWS OF THE

Territory

Philadelphia
Crosstown

Frank Fogel, well-known lawyer, has moved to the Bankers Securities building.

An experienced manager is available for part time or relief work, either three days a week or weekends. Call EXHIBITOR's editorial department for details.

Despite reports to the contrary, the Wynne is staying open. Manager Dave Rubin made the announcement.

A regional meeting of the National Association of Popcorn Manufacturers will be held here on Feb. 5 at 2601 Parkway. All theatre concessionaires in the Philadelphia, Baltimore, Md., and Washington areas are invited to attend. Reservations may be made through Larry Goldmeier, Poppers Supply Company, 1211 North Second Street, who will act as chairman.

Jack Selig Goldman, 51, member of Local 307 and long time projectionist at the Forum, died suddenly. He is survived by his wife and two sons. . . . Sam Waldman, Garden, Eighth Street, was up and around after an operation.

RKO has been putting on a high scale promotion and publicity campaign for the premiere of "Hans Christian Andersen," which bows at the Midtown on Feb. 3. Highlight of the campaign is the Valentine Day store promotion with Gimbels, angled around the key tune. "No Two People," with a big series of ads set to break in February and street level displays featuring cutouts of Danny Kaye and color scenes. Martin Davis, assistant advertising-publicity chief for Samuel Goldwyn, was in to set plans with Hank Howard, RKO field man, and special "Hans Christian Andersen" publicity representative Irving Shiffrin, assigned to handle the premiere campaign. Joey Walsh, 14-year-old juvenile star of the show, toured the sector, and appeared on eight top TV and radio shows. He also was spotted on "The March of Dimes"-WFIL-TV program and coast-to-coast Paul Whiteman "Teen Club Show" televised by WFIL-TV over the ABC Network.

The Eureka has been rented several weekends recently for showings of Greek and Polish films.

Elaine Stewart, who appears in MGM's "The Bad and The Beautiful," was in doing publicity interviews accompanied by Frances Lane.

William Shelton, general sales manager, AFE Corporation, announced that the Paul Graetz production of "Devil in the Flesh" had been passed by the Pennsylvania State Censor Board.

Nearing the end of his 12-city promotional tour which started in Denver and which concluded in Washington, U-I's

Philly MOD Collections
Scheduled For Feb. 6-12

PHILADELPHIA — Area participation in "The March of Dimes" will take place from Feb. 6-12, instead of the dates given in the National Foundation letter, it was announced by Sidney Samuelson and Edward Emanuel, co-chairmen for the industry's participation.

Audience collections are urged, and exhibitors wishing to cooperate are asked to send cards to Emanuel at 246 North Clarion Street specifying the dates on which they wish assistance. He will see to it that cooperating women's organizations assign lady collectors to the theatres.

Rock Hudson was in. Accompanied by Jack Diamond, U-I studio publicity staff, Hudson has been promoting "The Lawless Breed" and "Seminole," both in Technicolor. He has been making lobby appearances in theatres for autographing parties.

Vine Street

Milt Young, Columbia exploiteer, postcarded from New Orleans.

Mrs. Edna Carroll, head, Pennsylvania State Board of Censors, was tendered a luncheon and gifted by fellow board members on her birthday.

Bernard Golden, from the home office, is a new booker at U-I exchange.

U-I branch manager Joe Leon, distributor chairman for "Brotherhood Week," held a meeting at the U-I exchange attended by branch managers or their representatives. Plans were made for local participation in the week with an opening drive meeting scheduled for the Erlanger on Jan. 26 at 11 a.m., to which exhibitors and distributors were invited to discuss participation in the drive, and to outline how the salesmen will participate.

Rita Kraft, secretary to UA office manager Elizabeth V. Ziegler, will wed John McDonough, Jr., on Feb. 14. . . . Dave Rosen's latest acquisitions are three Screencraft Richard Arlen re-releases. . . . Jack Bloom, from the home office, was a visitor at 20th-Fox. . . . Johnny Schaeffer, Boxoffice sales manager, is back after illness.

Trade Mourns Death
Of Perry Hoffman

ALLENTOWN, PA. — The trade last week mourned the passing of Perry Hoffman, 51, veteran area industryite, who died in Valley Forge Heart Institute, from which point he had been operating his two theatres, the Park, Williamsport, Pa., and the local 19th Street.

Shortly before his death, he had spoken on the telephone to several bookers of various distributors in Philadelphia.

At one time, he was associated with L. J. Chamberlain in the operation of many upstate theatres. He is survived by his wife and two daughters.

John Golder, Jam Handy representative, was back.

Joseph Ehrlich, short subjects publicity manager, RKO, was in to set the promotion campaign for RKO's "Operation A-Bomb," Stanley.

Circuits
Stanley-Warner

Bill Charles, sound chief, was back after a long illness looking fit as a fiddle. . . . Joe Ehrlich, RKO, was in to work with Mort Levine, manager, Stanley, on "Operation A-Bomb," in color, which is getting the same exploitation treatment as a full length feature. . . . The Daily News column, "Sock," by Lanse McCurley, carried an item that "Irv Blumberg looked like a Notre Dame fullback going through the Reading Terminal crowds during the car strike." . . . Jerry

The Deborah Sanatorium Needs Your Help, NOW!

Rush your contributions
to Deborah Sanatorium

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**NEW JERSEY
MESSENGER SERVICE**

250 N. Juniper Street

PHILADELPHIA

LO 7-4822

LO 7-4823

MEMBER NATIONAL FILM CARRIERS, INC

Moffett, prexy, mail room, received his draft notice, and went for a physiscal.

Lou Kaufman, home office film buyer, was in for a confab with Ted Minsky and Dan Triester. Incidentally, is the latter's new hat gray or taupe? Information from any authority on the subject will be greatly appreciated. . . . Strike or no strike, Reesa Cooper Oppenheim, formerly of the booking department, managed to get to town for a visit with the girls. She is "expecting" in June. . . . Helen Faber Ralston and daughter, Jeanna, were in for a visit during the holidays, and were disappointed to find the office had closed early.

District of Columbia Washington

Bigwigs were bustling around the town like mad, escorting Hollywood stars here for the inauguration. . . . At MGM, southern division sales manager Rudolph Berger was back from a trip to Jacksonville, Fla.; bookers' clerk Hazel McCarthy celebrated a birthday, and booker Henry Ajello was home after an operation at Sibley Hospital.

At 20th-Fox, booker Jack Kohler was back at his desk, his broken hand almost as good as new, and Miss Aileen Poe joined the staff as a cashier's clerk.

At RKO, the staff had a birthday party for bookers stenographer Audrey Weaver. . . . Miss Shirley Brown, clerk-typist, joined RKO. . . . RKO inspectress Ola Reinsmith was back after being sick.

Residents of a small section of South Arlington are wrestling with the problem of how to block a drive-in about to be built within a stone's throw of their homes but across the line in Alexandria, where their protests carry no legal weight. The center of the controversy is the proposed drive-in to be built by Arlandria Drive-In Corporation on a tract of about seven acres on the west side of Mount Vernon Avenue, Alexandria, and immediately south of Four Mile Run, the dividing line between Alexandria and Arlington County. Alexandria City Council already has granted the firm a special-use permit for part of the tract, but, to complete the project, about three more acres must be rezoned from residential to commercial use. In the interest of harmony between Alex-

All Area Exhibitors Invited To Va. Meeting

RICHMOND, VA.—The Virginia Motion Picture Theatre Association will take over all the facilities of the Chamberlin Hotel for the annual convention on May 5-7.

Convention co-chairmen Syd Gates, Norfolk, and Leonard Gordon, Newport News; President Sidney L. Bowden, Norfolk, and executive secretary Carlton Duffus met to lay preliminary plans, and it was decided the scope of the convention be enlarged to cover the entire Washington, D. C. distribution area.

Invitations are extended to all exhibitors in the District and Maryland. Details of the convention may be secured by writing Carlton Duffus, Virginia MPTA, 202 East Cary Street, Richmond 19.

In addition to general meeting rooms for all exhibitors, there will be separate rooms provided for Maryland and District private meetings. Membership in the association is not mandatory for this convention. All Virginia exhibitors will be welcome.

andria and Arlington, the complaining residents of Arlington will be given "every consideration" at the zoning hearing, said Mayor Marshall J. Beverley. Meanwhile, Frank Boucher, president, Arlandria Drive-In Corporation, said the Arlington residents have nothing to fear from the proposed entertainment center.

Allied Artists was leading in division two of the sales campaign which will be concluded at the end of this month.

Exhibitor Cecil Curtis, Rex, Galax, Va., dropped in for the inauguration. . . . Paramount cashier's clerk Anna Bernd was sick. . . . Shipping clerk Robert Diamond, NSS, was recovering nicely from an operation in Sibley Hospital.

At Republic, contract clerk Mrs. Doris Musselman and boxoffice clerk Mrs. Joyce Kriso were sick, branch manager Jake Flax went to New York for a sales meeting, Pat Palmer started as a contract clerk, and inspectress Alice Klein resigned to work for the government.

S-W Men Divide Drive Prize Money

PHILADELPHIA—As the men of the Stanley-Warner Theatres zone made preparations last fortnight to enter the second phase of the "Showmanship Crusade," which runs until May 30, the winners of the "Showman's Attack To Bring 'Em Back in 1952" were announced.

Winners of grand prizes were Syd Poppay, Majestic, Gettysburg, Pa., \$500; Bill Morgan, Stanley, Chester, Pa., \$250, and Nat Warshaw, Fairmount, \$150. Larry Graver, Mastbaum, won the Harry Kalmine award of one week in New York, all expenses paid, and the winner of the Ted Schlanger district manager award was A. J. Vanni.

Winners of extra prizes were Ronald Moray, Palace, \$500 bond; Mort Levine, Stanley, \$100; Sam Phillippe, Circle, \$100; John Purtell, Leader, \$100, and Ray O'Connell, Capitol, Lancaster, Pa., \$100. Many awards ranging from \$100 down to \$25 were made monthly to managers for promotions, exploitation, service, housekeeping, kiddie activities, concessions, etc.

Awards of \$125 each, for increased grosses in the first quarter, went to Bill Morgan, State, Chester, Pa.; Morris Conner, Orpheum; Graver, Mastbaum; and Rube Robinovitz, Lindy; for the second quarter to Elmer Pickard, Boyd; Joe Forte, Waverly, Drexel Hill, Pa.; Charles Cohen, Wynne; and Bert Leighton, Grand, Lancaster, Pa.; for the third quarter to Graver, Mastbaum; Moray, Palace; Jack Allen, Fern Rock; and George Kemble and Dave Kaplan, split for Atlantic City, N. J.; and final quarter, Graver, Mastbaum; Ben Blumberg, 69th Street; Maurice Goldberg, Model, and Edward Kenly, Towne, Wilmington, Del.

At Equity, branch manager Bernie Mills returned from New York. . . . Kay representative Joe DiMaio returned from a business trip in Roanoke, Va. . . . G. H. Watts, Riverside Drive-In, Roanoke, Va., paid a visit.

At Columbia, cashier Alice Sauber, ill for several months, was back on the job.



The Variety Club, Baltimore, Md., Tent 19, installed its new officers and board of directors at a recent meeting. Seen are, first row, left to right: I. M. Rappaport, James Pollack, new Chief Barker; Jake Flax, Lou Becker, and John Voltz; second row, Milton Schwaber, Aaron Seidler, Cy Bloom, Joseph Walderman, and Richard Dubin, and third row, Barry Goldman, retiring Chief Barker, and Rodney Collier, Earl Lewis, and William G. Myers.



Robert Taylor and Eleanor Parker, stars of MGM's "Above and Beyond," were interviewed recently by Philadelphia critics B. Wilson, The Inquirer, and Chuck Melvin, The News, in New York, as guests of MGM and S-W Theatres.

. . . At Sandy, salesman Jerry Sandy was in Roanoke, Va., and branch manager Fred Sandy had a visitor, Bert Stearn, Pittsburgh.

At the Variety Club, plans are under way for the Valentine party on Feb. 14. . . . The VC board meeting will be on Feb. 2.

Eight women representatives of the armed services of seven countries belonging to the North Atlantic Treaty Organization will be guests of honor at the world premiere of "Never Wave At A WAC" at the RKO Keith tonight, (Jan. 28). Five members of the military contingent from the United Kingdom, France, Norway, Turkey, and Denmark arrived in New York from Paris, and were greeted by two United States WACS and one Canadian, who will join them in a three-week tour of the country. The tour, which will cover Boston, Cleveland, Pittsburgh, Cincinnati, Detroit and Chicago, in addition to New York and Washington, has been arranged by RKO with the cooperation of NATO and the Department of Defense. Engagements of "Never Wave At A WAC" in each of those cities will coincide with the tour. The overseas group, who visited Generals Gruenther and Ridgeway at SHAEF headquarters outside Paris before departing, brought a message of greeting from President Auriol of France to President Eisenhower, and another from the mayor of Paris to New York Mayor Impellitteri. The eight women had an intensive schedule of premiere activities set for them here. Principal functions were the presentation of the greeting to President Eisenhower and a press luncheon in their honor to be attended by Colonel Irene Galloway, commander, Women's Army Corps, her official staff, representative Edith Roger, and former WAC Commander Oveta Culp Hobby. They also paid formal visits to the embassies of all NATO countries. At the premiere of "Never Wave At A WAC," the NATO group will participate in stage ceremonies with General Omar N. Bradley.

Martin Davis, assistant director of advertising and publicity, Samuel Goldwyn Productions, was in here and in Baltimore, Md., to set plans for openings of "Hans Christian Andersen."

Norman Z. McLeod, director, "Never Wave At A WAC," arrived from Holly-

wood, to participate in the intensive promotion campaign set by RKO for the world premiere at the RKO Keith.

—RICK LAFALCE

Delaware Wilmington

A. J. Belair, president, Rialto Theatre Company, and Mrs. Belair were vacationing in Massachusetts. . . . Ben Shindler, manager, Ace, was vacationing in Florida, and Miss Jane Hall was taking care of the theatre. . . . Dr. John O. Hopkins, Sr., and his son John O. Hopkins, Jr., manager, Hopkins, were in Washington for the inauguration of President Eisenhower. . . . Edgar J. Doob, manager, Loew's Aldine, and Robert E. Diem, assistant manager, were enthused about "Above and Beyond," for which they had a special preview. . . . Eva Wilson, formerly of the Crest, Woodcrest, Del., joined the S-W Towne. . . . The trade was saddened by the death of Howard W. Rouke, Sr., 60, veteran projectionist at the old S-W Savoy before he retired in 1942. . . . Mrs. B. Jacqueline Phillips, S-W Ritz, was assisting William H. Doerflinger, manager, Playhouse, at the Playhouse business office. . . . Peggy A. Hayden, S-W Ritz, returned to work after a 10-day absence, during which Elizabeth C. Malloy was pinch-hitting. . . . Earle G. Finney, manager, S-W Ritz, celebrated a wedding anniversary. . . . Mrs. John Koczak, Earle, New Castle, Del., had the grippe.

—H. L. S.

Maryland Baltimore

Elaine Stewart who appears in MGM's "The Bad and The Beautiful," accompanied by Frances Lane, MGM's publicity department, was in to do publicity interviews.

An appeal seeking reversal of the Maryland Board of Motion Picture Censors' refusal to license "Love Moods" has been withdrawn by the petitioner, John Rose, Washington distributor. A city court judge granted Rose's request after the attorney general's office had sought dismissal of the appeal on grounds the film, in its present form, differs from that acted upon by the censors. Rose said the film in its altered form, will be resubmitted to the censor board.



The first invitation to the world premiere of RKO's "Never Wave at a WAC" at the RKO Keith, Washington, was recently delivered to Colonel Irene O. Galloway, WAC director, by Lieutenant Olive F. G. Marsh, secretary to General of the Army Omar Bradley, who makes his acting debut in the film.

Jack Pollack, Chief Barker, Variety Club, arranged a mammoth wrestling show for Feb. 19 to aid the club's charity, the Police Boys' Clubs. . . . Isador M. Rappaport, Town and Little

for your convenience . . .

A LONGCHAMPS CREDIT CARD

When entertaining a friend . . . or lunching alone . . . you will find a Longchamps credit card a great convenience.

You merely sign the check, and we bill you monthly.

Write or telephone for your application for a credit card which may be used in any of our fine restaurants in Philadelphia, Washington or New York.

RESTAURANTS LONGCHAMPS

18th & Walnut Sts., Philadelphia
14th St. at New York Ave., N.W., Washington,
10 Convenient Locations in New York



Joey Walsh, featured in Samuel Goldwyn's RKO production, "Hans Christian Andersen," was recently in Philadelphia to promote the opening of the picture at the Midtown. Left, Walsh meets Charles Zagrans, RKO Philadelphia branch manager, and, right, he is greeted by Jay Emanuel, EXHIBITOR publisher.

THE NEW TELEVISION INSTALLATIONS
AT THE
STANLEY THEATRE, PHILADELPHIA
STANLEY THEATRE, CAMDEN
AND STANLEY THEATRE, CHESTER
WERE CONTRACTS HANDLED BY
PROGRESSIVE ELECTRIC CONSTRUCTION CO., Inc
240 N. 13th Street Philadelphia 7, Pa.

WANTED — Assistant Manager
small Virginia city. Starting salary
\$50.00 Opportunity for advancement.
State age, experience, references.
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owner, was confined with a virus infection. So was the Town's manager, Irving Cantor. . . . Roy Knight, Warner sound expert, was here in preparation for "Bwana Devil," Stanley. . . . Miss Caryl Hamburger is the new assistant manager, Little, coming from the Hilltop Musical Company. She succeeds Adam Laumann, who resigned following a heart attack. . . . The city issued a permit for repairs to the Hippodrome, which has been closed since a fire caused damage a couple years ago.

—G. B.

Hagerstown

Dr. Peter Buys, leader, Hagerstown, Md., Municipal Band, a member of Sousa's band, was interviewed, with the story appearing in newspapers simultaneous with "Stars and Stripes Forever," Henry's. . . . The Hancock, Md., Drive-In will open in March, say owners I. W. Linebaugh, E. B. Sterling, and J. K. Ridenour. . . . Ralph L. Bowen, Maryland aide, enlisted in the navy, and was sent to Naval Training Center, Bainbridge, Md.

—L. S. McW.

Leonardtwn

John Levy is new at the Plaza, Lexington Park, Md. . . . T. L. Harrison, Jr., manager, Plaza, Lexington Park, Md., attended the Golden Bombers football team banquet at the Patuxent River U. S. Naval Air Station. The theatre and a cooperating merchant annually presents gold football trophies to the team and five of its outstanding players for their excellence.



Seen at the recent Columbia meetings in Chicago to discuss sales and advertising policies for "Salome" were, left to right, Ben Felcher, Buffalo branch manager; Saul Trauner, New York branch manager; Harry Weiner, division manager, and Lester Wurtele, Philadelphia branch manager.

**New Jersey
Port Norris**

Jacob Rosenfeld, Colonial, donated the entire proceeds of a Wednesday matinee to "The March of Dimes" campaign fund. He was commended in an editorial in The Cumberland County Advertiser Press for his public spiritedness.

**Pennsylvania
Easton**

George Kilpatrick's Wilbor closed.

Hamburg

Edward A. Schlear, owner-manager, Strand, was reelected a director of the National Bank of Hamburg, and was also named secretary to the board.

Reading

Delayed from last fall, the annual "Football Night" was held in the Astor. Preceded by a parade headed by the Reading High School Band, and with students and fans in line, the affair marked the presentation of grid trophies to the 1952 outstanding back and the best lineman in Reading High's football squad. The custom was established long ago by Dr. H. J. Schad, president, Schad Theatres, Inc., Astor and Strand. In previous years only one trophy was awarded,



Seen are Ben Lourie, Chicago branch manager; Louis Weinberg, home office sales executive, and S. A. Galanty, mid-eastern division manager, at the recent Columbia meetings in Chicago dealing with advertising and sales plans for "Salome."

TRADE SCREENINGS

PHILADELPHIA

MGM—(1233 Summer) Feb. 2, 2, "I Love Melvin" (Donald O'Connor, Debbie Reynolds, Dean Miller) (Technicolor).

WARNERS—(230 North 13th) Feb. 4, 2, "I Confess" (Montgomery Clift, Anne Baxter, Karl Malden).

but this year the Schad management decided to make it two, and will hereafter honor two players each year. J. Lester Stallman, Astor manager, made the presentation on the stage.

The New Era, labor weekly, urges the lessening of the tax burdens on theatres. The newspaper editorially recommends in a current issue the reduction or elimination of the federal 20 per cent tax and the city 10 per cent tax, "to make it unnecessary for theatres to increase admission rates."

Tax bills for 1953 will be issued shortly at City Hall. Except in the case of the houses whose assessments were raised and not reduced on appeal, theatres will pay the same city tax as in 1952.

York

Paul J. Harvey, manager, Southern, reported a safe burglary which netted the thieves approximately \$435.

**Virginia
Richmond**

The Byrd and National picked up the Eisenhower inaugural ceremonies over the large screen TV equipment. The telecast was carried from 11:30 until about 2 p.m., with no admission charge. Both theatres reported almost capacity attendance. . . . All first-runs were showing "The March of Dimes" trailer. . . . Tripple Caldwell, Colonial projectionist, was very sick. . . . Charlie Smith, State, was out on account of illness. . . . John Zenner resigned as manager, Westhampton. . . . Herman Nowitsky, Fabian maintenance chief, was in.

Mrs. Robert Coulter, wife, Byrd manager, was in Stuart Circle Hospital for a check-up. . . . Mrs. Peter Lichtman, wife of the District Theatres official, is recuperating from illness. . . . Mary Mathews, Byrd, was out with the flu. . . . A stage show has been booked into the Hippodrome for Feb. 2. . . . Pete Lichtman says that he and his wife will be heading for their annual vacation in Miami Beach, Fla., in about 13 weeks.

—S. T.

Variety Club

Tent 13, Philadelphia

A supper party is planned by the tent in conjunction with the ladies auxiliary on Jan. 31 at 6 p.m. Following the repast will be cards, "Bingo," etc. Tax is \$2.50 per person. Reservations are limited.

"The Stooge" was screened courtesy of Paramount and "The Hoaxters" through the courtesy of MGM.

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ALLIED ARTISTS

Star Of Texas
(5232)

WESTERN
67M.

ESTIMATE: Okeh western.

CAST: Wayne Morris, Rick Vallin, Robert Lee Bice, Jack Larson, Mickey Simpson, Paul Fix, George Wallace, William Fawcett, John Crawford, Stanley Price, Frank Ferguson. Produced by Vincent M. Fennelly; directed by Thomas Carr.

STORY: Texas Rangers Wayne Morris and Rick Vallin investigating the death of another Ranger, know the men they are after recruit members by freeing them from jails. After the new members have served their purpose, they kill them to collect rewards. Morris, posing as a wanted man, is arrested, and is sprung from the jail by gang leader Paul Fix and his crew, Mickey Simpson, Robert Lee Bice, and Jack Larson. Closely shadowed by Vallin, the gang takes Morris to their headquarters in a private residence cared for by deaf mute William Fawcett. Each member of the gang has a job as a cover-up. Morris works several robberies, and manages to hold off Vallin until he can find out the brains. To recruit another member, the gang gets outlaw George Wallace out of jail. Vallin becomes suspicious of sheriff Frank Ferguson, and is shot when he accuses him of being in with the gang, but not before Vallin wired for more Rangers. Morris, suspecting a planned bank robbery is a trap, plays on the sympathies of the youngest member of the gang, Larsen, and sends him to the sheriff, whom Morris does not as yet suspect, for help. The sheriff kills Larsen, and warns Fix. Morris is in a tight spot during the bank robbery. Suspicious, he lets Wallace go out of the bank first, and Wallace is shot down by Ferguson. The Rangers Vallin wired for, arrive, the gang is rounded up. Morris and another Ranger corner Ferguson, and he is shot.

X-RAY: This western opus is a trifle above the average. There is plenty of action, and it is dressed up in almost documentary style with off-screen narration. Performances are satisfactory by the all male cast, with Ferguson turning in the best. The story is by Dan Ullman.

AD LINES: "Proud To Wear 'The Star Of Texas'—The Fighting Texas Rangers"; "An Actionful Story Of Old Texas"; "A Clever Plot Foiled By Smart, Swift Action Of The Texas Rangers."

Tangier Incident
(5316)

MELODRAMA
78M.

ESTIMATE: Espionage melodrama will fit into the duallers.

CAST: George Brent, Mari Aldon, Bert Freed, Dorothy Patrick, Richard Karlan, Shepard Manken, Alix Talton, John Harmon, Dan Seymour, Mike Ross, Joseph Mell, Albert Taylor, Charlie Wagenheim, Benny Rubin, Eve Marley, Dayton Lummis. Produced by Lindsley Parsons; directed by Lew Landers.

STORY: George Brent, posing as a black market operator in Tangiers but actually an American intelligence operative, is awaiting for some atomic scientists to meet there to trade secrets. A Communist group headed by Bert Freed is also after the same information. Wealthy tourist Mari Aldon makes a play for Brent, and later English girl Dorothy Patrick, who can identify one of the scientists who has had a facial transformation, is captured by the Russians, who have Alix Talton pose as her. Brent gets wise to this, but Talton

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The original *Pink Section* evaluation of features, short subjects.

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escapes. So does Patrick. Eventually, Aldon is unmasked as the chief Communist in the spy ring, several people are killed, and Brent is triumphant, with the aid of the local police.

X-RAY: While this has topical angles it is destined for the duallers. The plot keeps tripping over itself, with the players doing their best in a familiar, if somewhat confusing, script. Performances are standard throughout as are direction and production. The story was written by George Bricker. Selling the atomic secret angles and the intrigue of Tangiers seems the best bet.

AD LINES: "Unmasked . . . The Espionage Behind The Atomic Secrets"; "He Risked His Life . . . To Unmask The Atomic Spies"; "The World Held Its Breath . . . While He Fought The Atomic Spies."

COLUMBIA

Prince Of Pirates
(524)

ADVENTURE DRAMA
80M.

(Color by Technicolor)

ESTIMATE: Swashbuckler will fit into the duallers.

CAST: John Derek, Barbara Rush, Carla Balenda, Whitfield Connor, Edgar Barrier, Robert Shayne, Harry Lauter, Don Harvey, Henry Rowland, Glase Lohman, Gene Roth, Bob Peoples, Sandy Sanders, Joseph F. McGuinn, Al Cantor, Edward Colemans. Produced by Sam Katzman; directed by Sidney Salkow.

STORY: Leading Dutch volunteers in league with France against Spain, John Derek is fighting in southern France when he hears of the death of his father, the king of Haagen. Derek's older brother, Whitfield Connor, assumes the throne, and makes alliances with Spain. When Derek returns home, he opposes the alliances, and is made a prisoner. Prime Minister Robert Shayne, pretending to be his friend, releases him, but Shayne is only interested in uncovering Derek's sympathizers. The plan works, and Derek and friends are sent to a fortress by ship. When a fire sweeps the ship, Derek and his men head for the fortress, and, in a surprise attack, take over. When the Spanish princess, Carla Balenda, arrives at the fortress for the marriage with the king, the princess, having never seen Connor, marries Derek, masquerading as the king for the purpose of learning Spain's future plans. When the fortress is attacked, Derek, men, and countess Barbara Rush, in love with Derek, escape to their ship. Derek and band destroy Spanish supply

ships. When the main fleet arrives, he sets his own ship afire, and heads it at the oncoming fleet, destroying it. In the action, the king and Balenda are killed. The French army arrives to help liquidate the enemy.

X-RAY: With plenty of swordplay, fights, and intrigue in this swashbuckler, it should satisfy the action fans, with Derek and Barbara Rush holding up the romantic end, acting and directing are sufficient for the scope. The screen play was written by John O'Dea and Samuel Newman.

TIP ON BIDDING: Program price.

AD LINES: "This Action Spectacle Will Leave You Enthralled"; "A Blazing Technicolor Saga Of Romance And War"; "Flashing Swords, Intrigue, And Romance In . . . 'Prince Of Pirates'."

Savage Mutiny
(539)

ADVENTURE DRAMA
73M.

ESTIMATE: Routine series entry.

CAST: Johnny Weissmuller, Angela Stevens, Lester Matthews, Nelson Leigh, George Robotham, Paul Marion, Gregory Gay, Leonard Penn, Ted Thorpe, Charles Stevens, Tamba. Produced by Sam Katzman; directed by Spencer G. Bennet.

STORY: With Jungle Project X planned and preparations made for dropping of the first atom bomb in Africa, Johnny "Jungle Jim" Weissmuller is given the assignment of getting the natives off an island designated as the site of the atomic explosion. Accompanied by a doctor An-

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gela Stevens, Weissmuller has difficulty persuading them to vacate. Meanwhile, enemy agents Gregory Gay and Leonard Penn, try their cunning to prevent the natives from moving. Unsuccessful, they play upon the superstitions of the tribesmen. With cameras set to record the event, they plan to use it as a propaganda issue. The enemy agents spread radio activity in the area of the encampment, and the natives become ill. Blaming the American and Weissmuller for their sickness, the natives move back toward the island. However, Weissmuller speeds to the landing, and pushes their boats out to sea. The natives are about to kill Weissmuller, Stevens, and scientist Nelson Leigh, when the gigantic atom explosion is seen. The natives are grateful that their lives were saved, the project is a success, and the enemy agents are defeated.

X-RAY: In sepia, this series entry should please the action fans. The atom bomb sequence, of course, is something new amid the usual incidents. The screen play was written by Sol Shor.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Jungle Jim Foils Spy Ring's Sabotage"; "Jungle Jim Aids The First Atom Bomb Explosion In Africa"; "Excitement And Thrills For The Jungle King In . . . 'Savage Mutiny'."

Winning Of The West (571)

WESTERN
57M.

ESTIMATE: Routine Autry.

CAST: Gene Autry, Smiley Burnette, Gail Davis, Richard Crane, Robert Livingston, House Peters, Jr., Gregg Barton, William Forrest, Ewing Mitchell, Rodd Redwing, George Chesebro, Frank Jaquet, Charles Delaney. Produced by Armand Schaefer; directed by George Archainbaud.

STORY: Gene Autry, territorial ranger, is sent to protect crusading editor, William Forrest, who is exposing the criminal operations of Bob Livingston, head of a protective association. When Forrest is shot down by the outlaw brother of Autry, Richard Crane, Autry is dishonorably discharged from the Rangers because he failed in his duty. Smiley Burnette, working as a printer for the paper goes to bring the daughter of the slain editor, Gail Davis, to take over management of the paper. The stage on which they are riding is attacked by bandits, but Autry, who has taken the job of stagecoach guard, manages to bring the coach to town safely. Determined to get the men behind the lawlessness, Autry agrees to keep an appointment with his renegade brother, who was sent to kill him. Autry learns from his brother about a raid on a trading post, and is able to get the cavalry to the place in time to save the defenders, but not before Livingston and his crew had looted the strong room. Crane throws his lot in with his brother, and it is learned that a wagon train of loot is headed for the border. Crane is killed, but with a quickly organized posse Autry manages to round up the outlaws. Autry is restored to the ranks of the Rangers.

X-RAY: In sepia, this provides the expected amount of riding, shooting, action, and romance with a few songs thrown in. Some of the songs heard are: "Five Minutes Late And A Dollar Short", "Cowboy Blues", "Fetch Me Down My Trusty 45," and "I'm A Cowpoke Poking Along." The story and screen play are by Norman S. Hall.

TIP ON BIDDING: Usual series price.

AD LINES: "Gene Autry In Another Thrilling Story Of The West"; "Gene Autry Fights Dishonor In . . . 'Winning Of The West'"; "Brother Against Brother."

MGM

Battle Circus

MELODRAMA
90M.

ESTIMATE: Name draw should help heroic story of army medical staff in Korea.

CAST: Humphrey Bogart, June Allyson, Keenan Wynn, Robert Keith, William Campbell, Perry Sheehan, Patricia Tierman, Adele Longmire, Jonathan Cott, Ann Morrison, Helen Winston, Sara Selby, Danny Chang, Philip Ahn, Steve Forrest, Jeff Richards, Dick Simmons. Produced by Pandro S. Berman; directed by Richard Brooks.

STORY: Nurse lieutenant June Allyson arrives at the medical field hospital back of the front lines in Korea, where surgeon Humphrey Bogart is in charge. The medical mobile unit is equipped to move as the front advances or recedes. Bogart, once married, makes a play for Allyson, but she insists on marriage. When she turns him down, he goes on a bender, and is confined to quarters. However, his superior, Robert Keith, gives him another chance. The front line is drawn back, and, thanks to the heroic work of the men in the unit, all the wounded men are taken care of safely. Allyson and Bogart walk away together.

X-RAY: Covering a heroic phase of the current Korean goings-on, this is topnotch when it covers the activities of the surgical staff in the field, but slows down when it makes room for some romantic moments. Because the work of the field medical staff in the Korean action, has been untouched in films to date, this offers big opportunities for selling, tieups, co-operation with local blood banks, etc. The manner in which the hospital packs up, and moves on, a la circus train, and which gives the film its title, should be impressive for all. Performances are good throughout, with special notice for Keenan Wynn, the sergeant in charge of the actual moving operations. The climax of the film is especially suspenseful. This has considerable merit, and, with the proper attention, could land with the better grosses. The story is by Allen Rivkin and Laura Kerr.

TIP ON BIDDING: Better price.

AD LINES: "The Story Of America's Heroic Medical Men In The Field"; "This Was The Greatest Show Of All . . . With Lives In The Balance"; "See . . . For The First Time . . . The True Story Of The Medical Men Behind The Front Lines In Korea."

Confidentially Connie

COMEDY
71M.

ESTIMATE: Pleasing programmer for the duallers.

CAST: Van Johnson, Janet Leigh, Louis Calhern, Walter Slezak, Gene Lockhart, Hayden Rorke, Robert Burton, Marilyn Erskine, Kathleen Lockhart, Arthur Space, Barbara Ruick, June Whitley, Dick Sands. Produced by Stephen Ames; directed by Eddie Buzzell.

STORY: Although his father, Louis Calhern, is a wealthy cattle man from Texas, Van Johnson prefers to teach in a small Maine college, where he lives with his pregnant wife, Janet Leigh. Although Leigh loves steaks, they come too high. Calhern, wanting to retire, arrives to influence Johnson, who is adamant in his teaching decision. Before he leaves, Calhern has subsidized local butcher Walter Slezak to give Leigh steak, and has generally turned the town into an uproar, at the same time insuring that college

dean Gene Lockhart will not give Johnson a needed promotion. When Johnson hears this, he flares up, and when he learns that an anonymous donor has helped raise all teachers salaries \$1000 he hits the ceiling. But Calhern, on his way home to Texas, explains that his donation was because he really understood the financial plight of teachers. Johnson accepts the clarification, and everyone is happy. When the baby, named for Calhern, is born, Johnson and Leigh go to the ranch for their vacation.

X-RAY: A pleasant tidbit, this will fit into the duallers. Made on a modest budget, it is the sort of thing that audiences should enjoy even though not of a nature to cause any boxoffice commotion. The story is light, the people are capable, and the whole thing comes off well, especially for the meat packers. Performances are as needed, with Calhern, as usual, having a field day. The story was written by Max Shulman and Herman Wouk.

TIP ON BIDDING: Fair program price.

AD LINES: "Connie Wanted A Steak . . . But All She Got Was Pills"; "Pop Was A Cattleman . . . But His Daughter-In-Law Couldn't Afford Steak"; "What's An Expectant Mother To Do When Her Appetite Is Bigger Than Her Budget?"

Ivanhoe (307) COSTUME MELODRAMA

106M.

(Color by Technicolor)

(Made in England)

ESTIMATE: High rating adventure entry.

CAST: Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, Emyln Williams, Robert Douglas, Finlay Currie, Felix Aylmer, Francis De Wolff, Norman Wooland, Basil Sydney, Harold Warrender, Patrick Holt, Roderick Lovell, Sebastian Cabot, John Ruddock, Michael Brennan, Megs Jenkins, Valentine Dyall, Lionel Harris, Carl Jaffe and Guy Rolfe. Produced by Pandro S. Berman; directed by Richard Thorpe.

STORY: Robert "Ivanhoe" Taylor searches for King Norman "Richard the Lionhearted" Wooland, who is found by Taylor in an Austrian prison being held for a ransom which his brother, Guy Rolfe, is reluctant to raise, preferring to gain the throne for himself with the help of Norman knights. Taylor returns to England to seek advice from his father, Finlay Currie, a loyal Saxon knight, but he bids him be gone. Taylor finds that his sweetheart, Joan Fontaine, Currie's ward, still loves him. Later, he rescues elderly Jew Felix Aylmer from attack, and the two become friends, Aylmer pledging help toward raising the ransom. Taylor also meets Aylmer's daughter, Elizabeth Taylor, who falls in love with him. She gives him her jewels so that he may ride in dueling contests between Saxon and Norman knights. Taylor beats four knights, but is himself wounded by the fifth, George Sanders. Elizabeth Taylor cares for Robert Taylor while Currie forgives him. Rolfe orders Taylor to be taken captive, but, when he gets away, agrees to take the others, Currie, Aylmer, Elizabeth Taylor, and Fontaine, as hostages, hoping to get Taylor. Later, Taylor rides in to Sanders' castle to surrender while an army of bowmen await his return. Failing this, they attack, and eventually win. The only Norman who gets away is Sanders, taking Elizabeth Taylor as his hostage. Rolfe is incensed. While Currie travels to Austria with the king's ransom, Rolfe orders Elizabeth Taylor put on trial as a witch. The outcome is obvious until Taylor steps in to challenge any member of the court in an effort to have the verdict determined by the outcome of the fight. Rolfe chooses

Sanders to fight Taylor. Sanders chooses a mace while Taylor uses an axe. The latter is wounded, but succeeds in remaining in the fight until he fatally wounds Sanders. Elizabeth Taylor is freed as the king rides up with his followers.

X-RAY: An outstanding film from many angles is this fine version of the historical novel familiar to young and old alike. It should be a huge factor boxoffice-wise with its absorbing well-told story, its fine characterizations by an extremely competent cast, its moving and talented direction, and its overall advantage of getting the eye-filling presentation across in colorful Technicolor and this is one of the better film presentations of the year. The action-packed screen play is by Noel Langley, adapted by Aeneas MacKenzie, and based on the novel by Sir Walter Scott. (First reviewed in THE SERVICSECTION in July, 1952, this is being reprinted since it is now being regularly released on the 1952-53 MGM schedule.)

TIP ON BIDDING: Higher bracket.

AD LINES: "A Great Novel Brought To The Screen In Thrilling And Absorbing Fashion"; "Action, Adventure, And Romance When Knights Fought For The Favors Of Women Or For Kingdoms"; "Thrill With Adventure As A Knight And A Kingdom Seek Their King."

Jeopardy (317)

MELODRAMA
69M.

ESTIMATE: Name draw will help taut melodrama.

CAST: Barbara Stanwyck, Barry Sullivan, Ralph Meeker, Lee Aaker. Produced by Sol Baer Fielding; directed by John Sturges.

STORY: American Barry Sullivan, wife Barbara Stanwyck, and son Lee Aaker vacationing in Mexico, stop on a deserted beach to fish and rest. Sullivan's foot gets caught underneath some concrete piling at low tide, and Stanwyck takes her car to try and get aid. On the way, she meets Killer Ralph Meeker, who takes over, eluding police as they flee. At first trying to fight Meeker, Stanwyck later uses her wiles and other strategy. Meeker then consents to aid Sullivan, and the latter is pulled out just in time. Meeker, seeing the affection between Stanwyck and her husband, lets her stay with him as the police close in. Stanwyck, reviewing her sacrifice to bring aid to her husband, wonders what any woman would have done.

X-RAY: A taut, tense melodrama, this is suspenseful all the way, the four principal players good in their roles. Rightly directed and played, it is the sort that word-of-mouth should help. The film is swiftly paced after a slow start, and interest of audiences should be held throughout. The draw of the players will be the main factor, and this offers other angles for the selling. The story was written by Maurice Zimm. There is an adult note in Stanwyck's sacrifice to save her husband's life which should arouse discussion, as well.

TIP ON BIDDING: Fair program price.

AD LINES: "A Man Killer Stood Between Her Husband And Death"; "Barbara Stanwyck . . . Risking Everything For The Man She Loves In 'Jeopardy'"; "The Year's Most Thrilling Film."

PARAMOUNT

The Stars Are Singing (5214) COMEDY WITH MUSIC
98M.

(Color by Technicolor)

ESTIMATE: Pleasing musical has names to help.

CAST: Rosemary Clooney, Anna Maria Alberghetti, Lauritz Melchior, Bob Williams, Tom Morton, Fred Clark, John Archer, Mikhail Rasumny, Lloyd Corrigan, Don Wilson, Red Dust. Produced by Irving Asher; directed by Norman Taurog.

STORY: Orphaned Polish refugee Anna Maria Alberghetti escapes from a ship in New York harbor, and lands in the apartment of one time Metropolitan Opera star Lauritz Melchior, an old friend of her family. The search starts for her, but she is befriended by singer Rosemary Clooney, dancer Tom Morton, and dog act owner Bob Williams. Clooney, seeing that Alberghetti has a wonderful voice, figures that handled right, the lass, Clooney, Morton, and Williams can be sold as a package. However, when Alberghetti's real identity is made known to agents, they don't want to handle her. Clooney, whose sweetheart is John Archer, a law professor, gets Alberghetti on a TV talent show while Archer seeks Washington help for the girl. Alberghetti clicks, and the immigration authorities get closer. To save Melchior from jail, Alberghetti gives herself up, but, thanks to publicity by disc jockeys and others, Alberghetti is able to stay in the country. Clooney, who by now is sorry that she tried to use Alberghetti for her own ends, winds up in a clinch with Archer, and everyone is happy.

X-RAY: Molded as a vehicle for the talents of Clooney and Alberghetti, this is a pleasant musical that uses a light story on which to hang songs, production numbers, and comedy, with the result a film that family audiences should particularly like. The comedy doesn't gain too much from the competition of a dog act, but there are other laughs distributed. Clooney, as a hot number in music circles, should help the draw, and the Alberghetti voice should be appreciated by all. Melchior has a couple of songs as well. The story was written by Paul Hervey Fox. Songs include: "Lovely Weather For Ducks", "I Do, I Do, I Do", "Haven't Got A Worry To My Name", "My Kind O' Day", "The R-Ruff-f Song", "Voices Of Spring", "Fal La Nana Bambin", "Una Voce Poco Fa", arias from "Traviata", "Polliochi", and "Because."

TIP ON BIDDING: Better than average price.

AD LINES: "Now You Can See Her . . . Rosemary Clooney . . . In 'The Stars Are Singing'"; "The Stars Are Singing . . . And You'll Be Laughing"; "New Stars Are Born In 'The Stars Are Singing'."

RKO

Peter Pan FEATURE CARTOON
76½M.

(Color by Technicolor)

ESTIMATE: High rating Disney.

CREDITS: The talents of Bobby Driscoll as "Peter Pan", Kathryn Beaumont as "Wendy"; Hans Conreid as "Captain Hook", Bill Thompson as "Smee", Heather Angel as "Mrs. Darling", Paul Collins as "Mr. Darling", Tommy Luske as "John", Candy Candido as "The Indian Chief", Tom Conway as the narrator; produced by Walt Disney; directed by Hamilton Luske, Clyde Geronimi, Wilfred Jackson.

STORY: Peter Pan, a fabulous boy, appears to English lass Wendy and her two younger brothers, John and Michael, teaches them to fly, and takes them to the Never Land, where many adventures ensue as the result of Captain Hook's enmity for Peter Pan. Tinker Bell, pixie friend of Peter Pan, is trapped by Captain Hook, and forced to tell Peter Pan's hiding place. Everyone, except Peter Pan, is captured by the captain. Peter Pan outwits

Captain Hook, captures the pirate ship, and sails away with Wendy, John, Michael, and the others, and Captain Hook is chased by his arch enemy, the crocodile. At home, Wendy awakens from her dream as her mother and father return from an evening out, and indicates she is now ready to grow up. The family then looks at the moon, and sees a ship faintly receding across its face.

X-RAY: Walt Disney has taken the J. M. Barrie work, and has made of it a creation that all children should enjoy, and so should a lot of grownups. This is Disney at his best, and once again, as has happened in the past, the boxoffice difference will depend on how the adults go for it. This time, however, because of the nature of the Barrie work, there is reason to believe that there will be a stronger pull for the adults. This is in the usual Disney tradition, with perhaps more of a bow toward boxoffice values than in some other of his works. He has made this an adventure story throughout, with emphasis on laughs and action, and variations from the original as needed. Songs include: "The Elegant Captain Hook", "What Makes The Red Man Red", "You Can Fly—You Can Fly—You Can Fly", "Your Mother And Mine", "A Pirate's Life", "Tee Dum, Tee Dum", and "Never Smile At A Crocodile."

TIP ON BIDDING: Better price.

AD LINES: "A New Achievement In Entertainment"; "James M. Barrie's Famous Work . . . Now Presented By The Master Creator . . . Walt Disney"; "For All The Family . . . 'Peter Pan'."

The Sea Around Us DOCUMENTARY
61M.

(Color by Technicolor)

ESTIMATE: High rating commentary.

CREDITS: Produced by Irwin Allen, assisted by George E. Swink; based on the book by Rachel L. Carson; continuity and commentary written by Irwin Allen; music by Paul Sawtell; musical director, C. Bakaleinikoff; film editors, Frederic Knudtson, ACE, and Dean Harrison; photographic effects by Linwood Dunn, ASC; commentary spoken by Don Forbes and Theodor Von Eltz.

STORY: A saga of life beneath the waters of the many oceans of the globe, this covers the span from microscopic studies of minute sea life to the supreme majesty of the largest creature alive, the whale. Portrayed brilliantly are the creation of the earth and the oceans. Undersea cameras photographed ocean depths at 17,000 feet down.

X-RAY: In brilliant color, this brings new prestige to the screen as a medium of education combined with entertainment values. The color photography is magnificent, and any patron should be visibly impressed with the filming, editing, and production. This can be listed as one of the more important contributions to the service of the public by the industry.

TIP ON BIDDING: Depends on the situation.

AD LINES: "Thrill To The Mysteries Of The Ocean Depths"; "Revealed For The First Time In Gorgeous Technicolor"; "Undersea Wonders At A 17,000 Foot Depth"; "A Fascinating Scientific Documentary."

Sword Of Venus ADVENTURE DRAMA
73M.

ESTIMATE: Okeh for the lower half.

CAST: Robert Clarke, Catherine McLeod, Dan O'Herlihy, William Schallert, Marjorie Stapp, Merritt Stone, Renee de Marco, Eric Colmar, Stuart Randall. Produced by Aubrey Wisberg and Jack Pollexfen; directed by Harold Daniels.

STORY: Robert Clarke, son of the Count of Monte Cristo, is a playboy whose escapades get him into scrapes causing his invalid father heartache. When it is impressed upon Clarke that his father's life depends upon his actions, Clarke promises to leave the temptations of Paris for the family castle. However, a scheming trio, Catherine McLeod, Dan O'Herlihy, and William Schallert, has designs upon the fortune of Monte Cristo, and plan to get rid of him. McLeod makes the acquaintance of Clarke, and lures him into her bedroom, where, as planned, "the jealous husband" challenges him. Clarke is made to believe that he killed the man, and O'Herlihy kills one of his men to provide the corpus delicti. Clarke's framing is complete when he is sent to prison. However, he escapes, and, making his way to Paris learns that his father had died, and that his fortune is about to change hands. Arriving at the castle, he is able to put an end to the scheme. O'Herlihy is slain and McLeod, who has come to love him, goes off with Clarke.

X-RAY: This will have to depend upon its romantic and adventurous background for best results, and generally it will fit into the lower half. The intrigue and acrobatic swordplay should interest action audiences. The screen play was written by Aubrey Wisberg and Jack Pollexfen.

TIP ON BIDDING: Low bracket.

AD LINES: "The Son Of Monte Cristo In Another Tale Of Intrigue And Adventure"; "Excitement And Thrills Galore In The Adventures Of The Son Of Monte Cristo"; "Lured Into A Trap By A Beauteous Woman."

20TH-FOX

Niagara (306) MELODRAMA
89M.

(Color by Technicolor)

ESTIMATE: Should ride into the better money.

CAST: Marilyn Monroe, Joseph Cotten, Jean Peters, Casey Adams, Denis O'dea, Richard Allan, Don Wilson, Lurene Tuttle, Russell Collins, Will Wright, Lester Matthews, Carleton Young, Minerva Urecal, Sean McClory. Produced by Charles Brackett; directed by Henry Hathaway.

STORY: Honeymooners Jean Peters and Casey Adams meet Joseph Cotten and wife, Marilyn Monroe, while staying at the same motel on the Canadian side of Niagara Falls. Cotten is a psychopath, and Monroe is playing around with Richard Allan. Peters learns of Monroe's doings, but keeps it to herself. Later, Monroe arranges to have Cotten killed by Allan, but collapses when the battered body pulled out of the river is that of Allan. However, the police believe the body is that of Cotten. Peters learns that Cotten is alive, and tells police. Cotten corners Monroe in the carillon tower, and kills her. Later, while Peters and Adams are on an outing with Adams' employer, Don Wilson, and wife, Lurene Tuttle, Cotten steals Wilson's yacht after Peters has gotten on, and tries to escape. The engine conks out, and the boat heads for the falls. Cotten scuttles the craft, making it possible for Peters to escape on a rock in the river, where a helicopter rescues her. Cotten goes over the falls in the boat.

X-RAY: With plenty of melodramatics to aid the Monroe draw, this should ride into the better money. Monroe's star is on the rise, and she has been given plenty of directorial and photographic attention, with the word-of-mouth certain to help. In addition, the murder angles and suspenseful finale are bound to react to the boxoffice's benefit. Monroe acquits herself well, while Cotten, Peters, Adams, and

others are good, also. A thriller of a different kind, using some eye-filling shots of Niagara Falls in Technicolor, this is a film that has plenty for the showmen. The story was written by Charles Brackett, Walter Resich, and Richard Breen. There is one song, "Kiss Me."

TIP ON BIDDING: Better price.

AD LINES: "A Raging Torrent Of Emotion"; "She Laughed In His Face On Their Honeymoon Night"; "He Wanted To Be Her Only Man . . . Not One Of The Many She Wanted."

Taxi (305) COMEDY DRAMA
79M.

ESTIMATE: Mild comedy drama.

CAST: Dan Dailey, Constance Smith, Neva Patterson, Blanche Yurka, Kyle MacDonnell, Walter Woolf King, Anthony Ross, Mark Roberts, Harry Clark, Jack Diamond, Stubby Kaye, B. S. Pulley, Bert Thorn, Curtis Cooksey, Bill Neil, Frank McNellis, Elliott Sullivan, Hilda Haynes, James Little, Ann Dere, Geraldine Page, Rex O'Malley, Bruno Wick, Art Hanes, De Forest Kelley, Melville Ruick, Henry Jones, Ralph Dunn, Betty Buehler, Virginia Vincent, Mario Siletti, John Kullers, Glenn Hardy, Jonathan Hale, Al Eben. Produced by Samuel G. Engel; directed by Gregory Ratoff.

STORY: New York taxicab driver Dan Dailey picks up Irish Catholic lass Constance Smith, who comes to New York with her infant child to find her husband, a writer she had married in Ireland, but who hadn't written to her for six months. Dailey sticks with Smith as all roads to find her husband are fruitless, so he finally takes her home to his mother, Blanche Yurka. When Smith sees the commotion she causes, she leaves, but Dailey finds her again. They then learn of her husband's new address. Smith goes there to ascertain that he had been married before he had met her, but had separated from his wife. Smith is also told that her husband has lost interest in her, and that it would be best not to pursue him further. She accepts this, and goes back to Dailey, who is finally happy taking her home, the presumption being that her difficulties will be ironed out, and that she will marry Dailey.

X-RAY: While this has moments of entertainment, the abrupt ending probably won't satisfy most. Dailey is acceptable as the cab driver, and, while Smith's role isn't too well defined, she does her best. Inclusion of such characters as Jack Diamond, B. S. Pulley, and others from the New York cast of "Guys And Dolls", as cab drivers, lends color, and the New York backgrounds are interesting. For the most part, this will fit into the duallers. The screen play is by D. M. Marshman, Jr., and Daniel Fuchs and screen story by Hans Jacoby and Fred Brady, from "Sans Laisser D'Adresse", by Alex Joffe and Jean Paul Le Chanois, is really the weak spot in the whole thing.

X-RAY: Program price.

AD LINES: "He Was A Tough Cab Driver . . . But He Had A Heart Of Gold"; "He Didn't Want To Get Married . . . But He Fell For A Mother And Baby"; "Taxi" . . . This One Carries A Load Of Laughs."

Tonight We Sing AUTOBIOGRAPHICAL
DRAMA
WITH MUSIC
109M.

(Color by Technicolor)

ESTIMATE: High calibre entertainment for appreciative audiences.

CAST: David Wayne, Ezio Pinza, Roberta Peters, Tamara Toumanova, Anne Bancroft, Isaac Stern, Byron Palmer, Oscar Karlweis, Mikhail Rasumny, Steven Geray, Walter Woolf King, Serge Per-

rault, John Meek, Eda Reis Merin, Russell Cantor. Produced by George Jessel; directed by Mitchell Leisen.

STORY: When David Wayne "Sol Hurok" is boy of 10, a music teacher tries his best to teach him the mastery of a variety of instruments with small success, but that doesn't keep Wayne from wishing to become a part of the world that entertains. When he is fired from a job in a hardware store, he talks Ezio "Feodor Chaliapin" Pinza into naming him his American manager and Wayne finds out that this is just an empty title after he gets to America to prepare the way for Pinza. He gets a job as a street car conductor, and boards with Oscar Karlweis, meanwhile putting on shows for a settlement house. Anne Bancroft joins him from Europe, and they are married. Later, he goes to Paris to see Pinza, but the latter still refuses to come to America. Wayne, instead, discovers young singer Byron Palmer, and brings him back. He also meets violinist Isaac Stern, persuades him to allow him to book a tour for him in America, and is assisted by Karlweis. Successful, Wayne soon has other famous artists but never gives up writing to Pinza, who finally comes when a revolution occurs in Russia, and Wayne signs him to a 10-year contract. Pinza is successful and soon Tamara "Pavlova" Toumanova is also under Hurok's management. Bancroft gets fed up with Hurok's broken promises of going away together on a belated honeymoon, and leaves him. He tries to find her with little success. His enterprises are costing more than they bring in, and he faces bankruptcy. Bancroft then returns. Pinza helps out by giving Wayne cash and the impresario is in business again. At the end, the honeymoon is once again interrupted when Wayne is about to discover talent, this time a cab driver.

X-RAY: There is much talent in this lavish, colorful production designed to entertain, and quality audiences should appreciate the efforts of Pinza, Peters, Toumanova, Stern, and others as they help present the story of Hurok, known for his presentation of the best in talent. The film is packed with many numbers from noted works and operas, and those who appreciate classical, semi-classical, opera, and ballet should duly applaud the biography, based on a book by Hurok and Ruth Goode. The players get across the story in a fashion which ties together the various musical works, with Pinza stealing the show. The direction is in the better class and the production values are fine. The screen play was written by Harry Kurnitz and George Oppenheimer. Music credits include: "Moonlight", "Sweet and Low", "Menuetto", "The Swan", "Matti-nata", "Pas De Deux", "Schoen Rosmarin", "Valse Caprice", "Zigeunerweisen", and excerpts from "Madame Butterfly", "Boris Goudenov", "La Traviata", and "Faust". The voice of Jan Peerce is heard, while the violin music is played by Stein.

TIP ON BIDDING: Higher bracket for spots which can appreciate it best.

AD LINES: "The Greatest Voices, The Greatest Music"; "Everyone Enjoys Fine Music . . . Everyone Will Enjoy 'Tonight We Sing'"; "Never Before Such Artistry . . . Never Before Such Thrilling Performances."

Treasure Of The Golden Condor (308) MELODRAMA
93M.

(Color by Technicolor)

ESTIMATE: Okeh meller.

CAST: Cornel Wilde, Constance Smith, Finlay Currie, Walter Hampden, Anne Bancroft, George Macready, Fay Wray, Leo G. Carroll, Konstantin Shayne, Louis Heminger, Tudor Owen, Gil Donaldson, Ken Herman, etc. Produced by Jules Buck; directed by Delmar Daves.

STORY: When George Macready, wealthy French nobleman, discovers that his dead brother left a son, he has the lad taken from Walter Hampden, a gunsmith who raised him, and brought to the chateau, where he is made to serve in the stables. Macready fears loss of title and fortune. As time passes, Cornel Wilde, the rightful heir, is in love with Macready's daughter, Anne Bancroft. Stranger Finlay Currie arrives with a map purporting to show the way to ancient Mayan treasure, in Guatemala, and asks curate Konstantin Shayne to translate it. Shayne at first refuses, but when Wilde tangles with Macready, and has to leave, Shayne agrees to translate if Currie will take Wilde with him. They arrive to find Currie's daughter, Constance Smith, waiting for them. They locate the treasure, and, as they take out part of it, the rock cave collapses, and Currie is injured. Since recovery will take several months, he urges Wilde to return to France to claim his rightful place while he and Smith remain with the Indians. Wilde returns, and enlists the aid of government minister Leo G. Carroll, who, for a price, agrees to investigate the story. When Wilde sees Bancroft, she double crosses him, and has him arrested. Wilde is found guilty of striking Macready, for which he can hang, but Carroll shows up to save him with evidence that he should be in Macready's place. Wilde leaves his lands in the hands of Hampden and other friends, and returns to Guatemala and Smith.

X-RAY: An interesting entry, with its adventure, intrigue, action, suspense, and backgrounds filmed in Guatemala, this has a steady pace, and the direction and production are adequate. It should please meller fans. The screen play is by Delmar Daves, based on the novel by Edison Marshall.

TIP ON BIDDING: Better than average price.

AD LINES: "He Had To Find Out His Real Identity—The Hard Way"; "The Search For Gold Led To Adventure, Thrills And Romance"; "Colorful Adventure . . . Loads Of Action."

WARNERS

She's Back On Broadway MUSICAL 95M. (WarnerColor)

ESTIMATE: Good musical.

CAST: Virginia Mayo, Gene Nelson, Frank Lovejoy, Steve Cochran, Patrice Wymore, Virginia Gibson, Larry Keating, Paul Picerni, Ned Young, Jacqueline de Wit, Condos and Brandow, Douglas Spencer, Mabel Albertson, Lenny Sherman, Cliff Ferre, Ray Kyle, Sy Melano. Produced by Henry Blanke; directed by Gordon Douglas.

STORY: Virginia Mayo, a Hollywood star whose last few features have been failures, takes the lead in a Broadway musical upon the advice of her agent and would-be suitor, Larry Keating, and also after hearing that Steve Cochran is to direct. Cochran had given her her first break in show business. When Cochran hears from producer Frank Lovejoy that Mayo is to return to Broadway, he hits the ceiling, remembering that she walked out on a play and him six years before. There is friction between Mayo and Cochran from the start despite Mayo's willingness to do her best. As the show progresses, Cochran learns that Mayo needs a hit. Feeling that if it is successful, Mayo will walk out again, he walks out himself. Mayo smooths things out, they realize they are in love, and he agrees to return to the show. Patrice Wymore, a specialty dancer

in love with Cochran, sees him slipping from her. The show opens out of town, and receives bad notices. Mayo gets an offer of a long-term contract, and asks Cochran whether to accept or not. He sends her on her way, realizes he loves her too much, and goes after her, and the show opens with revisions.

X-RAY: An entertaining musical, this has some good dance and musical numbers, the usual story, a good pace, okeh direction and production. The names of Gene Nelson, Virginia Gibson, and others will also help. There are colorful sets, comedy, and a proper theatrical atmosphere, and the use of color helps. The screenplay was written by Orin Jannings. Among the tunes heard are: "I'll Take You As You Are", "You Ought To Be In Pictures", "Behind The Mask", "Breakfast In Bed", "Too Marvelous For Words", "Baby Face", "Shadow Waltz", "My Wild Irish Rose", "Sunrise And You", "Do, Do, Do", "A Little Bit Of Heaven", "One Step Ahead Of Everybody", "Ties That Bind", "Don't Cry Baby", "I Only Have Eyes For You", "Blues In The Night", "I'm Just Wild About Harry", "Nagasaki", "Good Green Grass Of Home", "I May Be Wrong But I Think You're Wonderful", "Some Sunday Morning", "I Love A Parade", "Dancing With Tears In My Eyes", and "You Must Have Been A Beautiful Baby."

TIP ON BIDDING: Better price.

AD LINES: "All The Stars Go From Hollywood To Broadway"; "The Big Swing Is To Entertainment On Broadway"; "Here's A Colorful Musical Packed With Tunes, Pretty Gals, Drama, And Romance."

FOREIGN

Anna DRAMA 100M.

(IFE)

(Italian-made) (Dubbed in English)

ESTIMATE: Mangano draw and selling angles should get this plenty of attention.

CAST: Silvana Mangano, Gaby Morlay, Raf Vallone, Jacques Dumesnil, Vittorio Gassmann, Patrizia Mangano, Natascia Mangano, Dina Romano, Rosita Pisano, Bianci Doria. Produced by Carlo Ponti and Dino De Laurentis; directed by Alberto Lattuada.

STORY: Although Sister Silvaná Mangano becomes a novice and worker in a large hospital under unusual circumstances, her gentleness and ability make her important. When her sister, Patrizia Mangano, brings in her old love letters, Mangano asks the Mother Superior to let her take her final vows immediately, but the Mother Superior says Mangano is still too attached to the world. An injured man is brought in, and Mangano is shocked to see that it is her former fiance, Raf Vallone. Against orders, she goes to the Opera House to fetch head surgeon Jacques Dumesnil. During the operation, Mangano thinks of her past as a night club entertainer and mistress of bartender Vittorio Gassmann. Mangano visits Vallone, a gentle farmer, who loves her deeply. At first, she refuses his proposals, but finally agrees after telling him about Gassmann. At the farm, Gassmann arrives before the wedding. When she refuses to return, he attacks her. Vallone enters, and, in the fight, Gassmann is killed. Vallone turns on Mangano, who decides to become a nun. Vallone recovers, and asks Mangano to return to marry him. She is torn between her love for Vallone and her new way of life, but when the hospital fills with victims of a train wreck, she knows her life is dedicated to the sick.

X-RAY: A hospital serves as the background for this well-made Italian import,

with the film's strongest selling point its three stars, Mangano, Vallone, and Gassmann. Mangano, who scored heavily in "Bitter Rice", dominates with her beauty and ability. One song heard is "Baion." The screen play is by Giuseppe Berto, Dinó Risi, Ivo Perilli, Franco Brusati, and Rodolfo Sonogo. (Originally reviewed in THE SERVICESECTION of July, 1952, this is reprinted due to its now being dubbed in English and other changes made, which add to its attractiveness for the general run of houses. —Ed.)

AD LINES: "Silvana Mangano, The 'Bitter Rice' Sensation, In A New Role"; "A Woman Who Gave Her Love To One Man, But Could Only Give Her Body To Another"; "A Strange And Compelling Tale Of Violence And Faith."

Wide Boy

MELODRAMA
67M.

(Realart)
(English-made)

ESTIMATE: Import will fit into the lower half.

CAST: Sydney Tafler, Susan Shaw, Ronald Howard, Melissa Stribling, Colin Tapley, Laidman Browne, Helen Christie, Gerald Case, Glyn Houston, Ian Wallace, Dorothy Bramhall, Martin Benson. Produced by W. H. Williams; directed by Ken Hughes.

STORY: Sydney Tafler, a small-time moocher, picks up small change selling illegal goods via the suitcase trade in London. A small time larcenist, he is constantly heckled by his girl, Susan Shaw, into trying for better things. He finds the opportunity when, after rifling the purse of socialite Melissa Stribling, gets an incriminating letter linking her to an illicit affair with Colin Tapley, a married man of high professional standing. Tafler tries blackmail, and finds he has apparently an unlimited source of income until the victim rebels, and Tafler kills him. Scotland Yard investigator Ronald Howard is assigned the case. Finally, as Howard and his girl friend look on, Tafler hangs from a railway trestle, and falls into the path of an oncoming train.

X-RAY: This English "crime-does-not-pay" meller is ordinary stuff. The punches are plainly signaled all along the way, the only question being how long the criminal will be able to get away with his racket. Tafler is good as the petty crook turned killer, and the rest of the cast turn in ordinary performances. In the parlance of British police, the term "Wide Boy" means a petty criminal. The screen play is an original by Rex Rienits.

AD LINES: "His Female Inspiration Led Him To His Death Instead Of Her Arms"; "Her Lust For Money Was Insatiable—And She Didn't Care How Her Man Got It For Her"; "From Petty Larceny—To—Blackmail—To Murder."

MISCELLANEOUS

Children Of Loneliness

PSYCHOLOGICAL
DRAMA
59M.

(Jewel)

ESTIMATE: Exploitation entry has the angles.

CAST: Wallace Morgan, Luana Walters, Jean Carmen, Sheila Loren, Allan Jarvis, Wayne Lamont, John Elliott. Directed by Richard G. Kahn.

STORY: Psychoanalyst Wayne Lamont interviews patient Luana Walters, who tells of a fear of having men touch her. She also tells him of a girl, Jean Carmen, with whom she lives who is friendly and thoughtful to an abnormal degree. The

doctor advises her to dispossess the girl whom he thinks has an unnatural love for Walters. Walters, who works at the same lawyer's office as Carmen, tells her to go. Lawyer Allan Jarvis, having special work to do, asks Walters to help him. They go to the country place of senior law partner John Elliott, where the pair eventually fall in love. Elliott's daughter, Sheila Loren, is in love with an artist, Wallace Morgan, but the love is not returned, since he is unable to love a woman. Carmen begs Walters to let her live with her again. Refused, she tosses acid at Walters. Jarvis throws the acid back at Carmen, blinding her, and, walks out into a car, and is killed. Walters clinches with Jarvis. Morgan commits suicide.

X-RAY: This exploitation piece may find an audience despite the ineptness of the acting, directing, screen play, etc. The topic of homosexuality is approached without taste, producing a film which is generally unsuitable to average audiences. The screen play was written by Howard Bradford, suggested by Hadcliffe Hall's book, "The Well Of Loneliness."

AD LINES: "A Startling Topic Never Before Approached With Such Frankness"; "A Tale Of Strange Love"; "From The Famous Novel 'The Well Of Loneliness'."

Love Island

ADVENTURE DRAMA
66M.

(Famous)
(Cinecolor)

ESTIMATE: Tropical adventure will fit into the lower half.

CAST: Paul Valentine, Eva Gabor, Malcolm Lee Beggs, Kathryn Chang, Dean Norton, Frank McNellis, Bruno Wick, Richard Shankland, Howard Blaine, Vicki Marsden. Produced by Hall Shelton; directed by Bud Pollard.

STORY: Navy flier Paul Valentine parachutes from his crippled plane over a South Sea island. Spraining his ankle, he is aided by native girl Eva Gabor. It is love at first sight, but Valentine gets competition from Malcolm Beggs, a rich native with designs on Gabor. Playing on Gabor's love for her father, Frank McNellis, Beggs confronts the father with a misdeed for which he can be executed. McNellis refuses the offer, but Gabor having overheard the conversation, agrees to give up her lover for her father. Prior to Gabor's wedding, Valentine, with the help of a friend, Dean Norton, is smuggled into her house in a large chest. Beggs, however, learns of the ruse, ordering the chest thrown into the river. Norton gets into a fight with Beggs, during which he is mortally wounded, but, before dying, unlocks Valentine, who tosses Beggs into the chest, which his men unwittingly toss into the river. All ends happily, Gabor going back to the United States with her lover.

X-RAY: With action, color, beautiful girls in sarongs, and the atmosphere of the tropics, the insignificance of the story, acting, and direction may be overlooked by some. Valentine, starring in the current Broadway musical, "Wish You Were Here," sings "Loneliness", while Gabor is good window dressing. Daniel Kusell was responsible for the screen play.

AD LINES: "The Tempestuous Eva Gabor In . . . 'Love Island'"; "A Story Of Tropical Adventure And Romance"; "Seething Romance In The Tropics."

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The Shorts Parade

THREE REEL

Color Cartoon

THE NIGHT BEFORE CHRISTMAS. Artkino. 25m. Magi-Color. With a story taken from the writings of Nikolai Gogol, guided along by the music of Rimsky-Korsakoff, this animated cartoon is pleasant enough although the style and manner do seem a bit strange to a western culture.

Story is of a little devil whom a blacksmith forces to help him get a pair of the empress' slippers. After gaining the favor of the empress, he returns to his beloved to claim her hand and live happily ever after. **GOOD.**

Color Nature Study

BEAR COUNTRY. RKO—True Life Adventures. 22½m. The Technicolor camera records the events in a year in the life of the American black bear. A blanket of snow falls, and bears are nowhere to be seen as they are still hibernating. Others not so fortunate have to leave their winter hideouts to search for food. Among these are field mice and gophers, who are attacked from the air by hungry birds. When the snows melt, and spring is in the air, the bears leisurely emerge from their winter quarters. The new born cubs gleefully explore the world around them, mixing with other woodland inhabitants, some friendly, some not. The mating season brings on battle royals between the males, and the cubs seek safety high in the trees. When the cubs are considered grown sufficiently, the mother bears walk off, and the youngsters are on their own. Comes winter and snow again, and the well-padded bears once again seek a comfortable lair to relax and rest until spring. **EXCELLENT.** (32901).

TWO REEL

Color Drama

FLAG OF HUMANITY. Warners—Specials. 19m. When first reviewed in *THE SERVISECTION* of October, 1940, it was said: "The story of how Clara Barton helped further the cause of the Red Cross in this country, and how, after many trials, she succeeded, is loaded with dramatic punch. On all counts, it deserves the highest rating. **EXCELLENT.**" (9004).

Documentary

CONQUEST OF UNGAVA. RKO—Special. 15m. The rich iron deposits of eastern Canada, so long undeveloped are, through the initiative and efforts of businessmen, being worked now. Sites are chosen for digging, towns go up for the new army of workers, and the railroad is built to carry the ore to the St. Lawrence River where it will be transported to the smelting furnaces to be converted into iron and steel. **GOOD.** (33105).

FARMS AND TOWNS OF SLOVAKIA. U-I—The Earth And Its Peoples. 20m. Life in a small isolated mountain village in Slovakia is the subject of this interesting short. The camera follows one family through a normal day's routine. Without the aid of modern machinery, the farm is worked as it has been for centuries. Seen, too, is picturesque Bratislava, industrial center of the country, and the famous water artery that leads to the outside, the Danube. **GOOD.** (8362).

AN INDUSTRIAL LAKE PORT, BUFFALO, U.S.A. U-I—The Earth And Its Peoples. 20m. Seen is the movement of ships and cargoes through the Great Lakes. The lighthouse keeper in Buffalo's harbor directs the lake vessels carrying the iron ore from the shores of Lake Superior to the smelting furnaces of industrial Buffalo. Shown also is the lowering and rising of ships in the Soo Canal between Lake Huron and Lake Erie.

OUT OF THE EARTH. U-I—Specials. 18m. Shown is the work of American oil men in the Saudi Arabian desert in extracting the valuable crude oil deposits from the earth. The industrial and cultural development of this backward country is a result of the applied ingenuity of these American businessmen, and some exciting shots of the oil drilling and the transportation of the crude oil to ports via pipelines are given. Shown, also, are some of the schools for native children created by the riches from the oil deposits. **GOOD.** (8201).

Drama

STAR IN THE NIGHT. Warners—Classics Of The Screen. 20m. When first reviewed in *THE SERVISECTION* of October, 1945, it was said: "J. Carrol Naish, disillusioned auto court owner, puts a huge electric star above his place, and it is lit on Christmas eve. A forlorn hitchhiker, Donald Woods, arrives, and asks for a few minutes of warmth and a cup of coffee, but Naish is not softened by the time of the year, and refuses. He has trouble with a cranky female tenant who objects to the singing of carols, with an irate customer whose shirts came back poorly done by the laundry, and with some tenants over some extra blankets, etc. Finally, a young couple enter, and ask for a cabin so that the pregnant wife can get some rest. Naish tells them none is left. His wife, Rosina Galli, however, makes them at home in the hay strewn barn, and everybody pitches in when the baby makes an early arrival, changing Naish's mind about the world in general, with everyone forgetting his selfishness. The crowning touch is the arrival of three cowboys at the desert camp with some unexpected baby gifts. Naish sends Woods on his way with his own jacket for warmth. **EXCELLENT.**" (9104).

ONE REEL

Color Cartoons

THE BASHFUL BUZZARD. Warners—Blue Ribbon Hit Parade Reissues. 7m. When first reviewed in *THE SERVISECTION* of September, 1945, it was said: "A mother buzzard, with an Italian accent, sends her brood out to bring back some food, and all are successful with the exception of one bashful offspring. Finally, after many unsuccessful tries, he, too, returns with a catch, the biggest of them all, a prehistoric dinosaur. **FAIR.**" (9306).

HECKLE AND JECKLE IN PILL PEDDLERS. 20th Century-Fox-Terrytoons. 7m. The talking magpies, selling pills on the street in front of the Body Building school, take customers away from instructor bulldog. A lengthy chase ensues, and, just as Heckle and Jeckle believe they have reached safety, the bulldog catches up with them. **FAIR.** (5308).

JERRY AND JUMBO. MGM—Cartoons. 7m. When a baby elephant falls off a train and lands in Tom's home, Jerry makes the most of the opportunity to confuse Tom by disguising the elephant as a big mouse. To top it off, the mother elephant arrives, and Jerry uses her to mix Tom up even more. **GOOD.** (W-439).

KISS ME CAT. Warners—Looney Tunes. 7m. The bulldog, having more than passing devotion for a small cat which is unable to cope with a mouse, finally gets to the point where he takes over the assignment of chasing away the mouse himself. This is above the usual average. **GOOD.** (9710).

SNOW BUSINESS. Warners—Looney Tunes. 7m. Tweetie and Sylvester are marooned in a cabin in a big snow, and the only food is bird seed. Sylvester tries to make a meal of Tweetie, and a hungry mouse tries to eat Sylvester. This is the background for plenty of laughs, and the windup finds Sylvester eating bird seed. **GOOD.** (9708).

TERMITES FROM MARS. U-I—Woody Woodpecker Cartoons. 6m. An invasion from Mars is reported, but instead of Martians come swarms of termites. Attacking Woody's forest home, they devour everything in sight. There is nothing that can be done until Woody discovers one of the termites caught on Scotch tape. He succeeds in controlling the invasion by help of the tape, and becomes rich by

turning their talents toward useful purposes like pencil sharpeners and can openers. **GOOD.** (8321).

WHAT'S SWEEPIN'? U-I—Woody Woodpecker Cartoons. 6m. Woody Woodpecker is a disgruntled street cleaner envious of the job of a local cop, Wally Walrus. Woody takes a cop's uniform from his trash can, and begins a new career. He does all right until he runs into Wally at the circus where a furious fight ensues. Wally finally gets Woody under control, and sends him back to his street cleaning job. **FAIR.** (8322).

Novelty

GET A HORSE. U-I—Variety Views. 9m. Some of the displeasures associated with driving, when the automobile was yet young, are shown. The peculiar, annoying traffic regulations and statutes designed to protect the horses and discourage motor-ing provide some laughs. **GOOD.** (8342).

KING WINTER. U-I—Variety Views. 9m. The noted nine-day winter carnival

at St. Paul, Minn., in honor of King Winter is the theme, and seen are the fun, festivities, fancy floats, and shapely carnival queens which make this Mardi Gras of the north a must. The Dionne Quintuplets are also cheered by the crowds. **GOOD.** (8341).

Sports

ALL JOKING ASTRIDE. RKO—Sportsopes. 9m. Invited to learn how to ride, a neophyte goes through part of the training, winding up by winning the door prize at a riding meet. This has some humorous touches along the way. **FAIR.** (34309).

WILD BOAR HUNT. RKO—Sportsopes. 8m. Gliding across the meadowlike swamps of the Florida Everglades in a boat propelled by an airplane motor, hunters aided by their dogs search out wild boar. The dogs corner the animals until their masters can get a shot at them. The thrilling boat ride and hunt have their hazards, however, for alligators and poisonous snakes are plentiful. Back on land, everyone feasts on the freshly roasted boar. **FAIR.** (34310).

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ALPHABETICAL GUIDE To 243 Features Reviewed Since The Aug. 27 Issue

(This Index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A	
ABBOTT AND COSTELLO MEET CAPTAIN KIDD—70m.—Warners	3423
ABOVE AND BEYOND—122m.—MGM	3413
AFFAIR IN TRINIDAD—98m.—Columbia	3365
AGAINST ALL FLAGS—84m.—U-I	3423
ALLEGHENY UPRISING—81m.—RKO	3369
AMAZING MONSIEUR FABRE, THE—89m.—Futur	3383
ANDROCLES AND THE LION—98m.—RKO	3407
ANGEL FACE—91m.—RKO	3431
ANGEL STREET—80m.—Commercial	3416
ANGELO IN THE CROWD—82m.—Continental	3400
ANNA—100m.—IFE	3457
ANNIE OAKLEY—91m.—RKO	3370
APACHE WAR SMOKE—67m.—MGM	3381
APRIL IN PARIS—101m.—Warners	3416
ARMY BOUND—61m.—Monogram	3368
ASSIGNMENT—PARIS—85m.—Columbia	3365
B	
BABES IN BAGDAD—79m.—UA	3432
BACHELOR AND THE BOBBY SOXER, THE—94m.—RKO	3431
BACHELOR MOTHER—82m.—RKO	3431
BAD AND THE BEAUTIFUL, THE—118m.—MGM	3421
BATTLE CIRCUS—90m.—MGM	3454
BATTLE ZONE—82m.—Allied Artists	3413
BATTLES OF CHIEF PONTIAC—72m.—Realart	3417
BEAUTY AND THE DEVIL—95m.—Davis	3373
BECAUSE OF YOU—95m.—U-I	3391
BECAUSE YOU'RE MINE—103m.—MGM	3367
BELA LUGOSI MEETS A BROOKLYN GORILLA—74m.—Realart	3386
BERLINER, THE—80m.—Burstyn	3409
BEWARE MY LOVELY—77m.—RKO	3370
BIG JIM McLAIN—90m.—Warners	3372
BIG SKY, THE—122m.—RKO	3370
BLACK CASTLE, THE—81m.—U-I	3399
BLACKBEARD, THE PIRATE—99m.—RKO	3422
BLAZING FOREST, THE—90m.—Paramount	3389
BLOODHOUNDS OF BROADWAY—91m.—20th-Fox	3408
BOMBA AND THE JUNGLE GIRL—70m.—Monogram	3430
BONZO GOES TO COLLEGE—79½m.—U-I	3372
BLUE CANADIAN ROCKIES—58m.—Columbia	3413
BRANDY FOR THE PARSON—75m.—Mayer-Kingsley	3383
BRAVE DON'T CRY, THE—90m.—Mayer-Kingsley	3423
BREAKING THE SOUND BARRIER—109m.—UA	3415
BWANA DEVIL—87m.—Natural Vision	3433
C	
CADETS OF GUASCOGNA, THE—103m.—Continental	3400
CANYON AMBUSH—53m.—Monogram	3398
CAPTAIN BLACKJACK—90m.—Classic	3373
CAPTAIN PIRATE—85m.—Columbia	3365
CAPTIVE WOMEN—65m.—RKO	3390
CARIBBEAN—97m.—Paramount	3369
CASQUE D'OR, THE STORY OF A BLONDE—95m.—Discina	3384
CASTLE IN THE AIR—90m.—Stratford	3433
CATTLE TOWN—71m.—Warners	3423
CHILDREN OF LONELINESS—59m.—Jewel	3457
CLEOPATRA—104m.—Paramount	3445
CLIFF OF SIN, THE—94m.—Continental	3440
CLOUDED YELLOW, THE—89m.—Columbia	3366
CLOWN, THE—92m.—MGM	3438
COME BACK, LITTLE SHEBA—99m.—Paramount	3430
CONFIDENTIALLY CONNIE—71m.—MGM	3454
CRIMSON PIRATE, THE—104m.—Warners	3373
CURTAIN UP—93m.—Ronk	3384
D	
DANCE HALL GIRLS—67m.—Bell	3384
DANGEROUS ASSIGNMENT—67m.—Famous	3374
DEATH OF AN ANGEL—65m.—Famous	3384
DERBY DAY—84m.—Wilcox-Neagle	3424
DESPERADOES' OUTPOST—54m.—Republic	3398
DESPERATE SEARCH—71m.—MGM	3421
DEVIL MAKES THREE, THE—90m.—MGM	3367
E	
EIGHT IRON MEN—80m.—Columbia	3397
EVERYTHING I HAVE IS YOURS—92m.—MGM	3389
F	
FACE TO FACE—89m.—RKO	3414
FAITHFUL CITY—86m.—RKO	3370
FARGO—69m.—Monogram	3381
FATHER'S DILEMMA—80m.—Davis	3409

FEUDIN' FOOLS—63m.—Monogram	3368
FLAT TOP—85m.—Monogram	3406
FLOWERS OF ST. FRANCIS—80m.—Burstyn	3401
FORCE OF DESTINY, THE—100m.—Screen Arts Soles	3409
FOUR POSTER, THE—103m.—Columbia	3397
FOUR STEPS, THE—110m.—Metaxas	3416
FRENCH WAY, THE—74m.—Manor	3384
G	
GAMBLER AND THE LADY—71m.—Lippert	3429
GIRLS IN THE NIGHT—82m.—U-I	3446
GODS OF BALI, THE—61m.—Classic	3409
GOLDEN HAWK, THE—83m.—Columbia	3366
GRAND CONCERT, THE—100m.—Artkino	3385
GUEST WIFE—87m.—UA	3372
GUNFIGHTER, THE—84m.—20th-Fox	3422
H	
HANGMAN'S KNOT—81m.—Columbia	3405
HANS CHRISTIAN ANDERSEN—111m.—RKO	3422
HAPPY TIME, THE—94m.—Columbia	3366
HIAWATHA—79m.—Monogram	3430
HITCH HIKER, THE—71m.—RKO	3445
HOAXTERS, THE—37m.—MGM	3429
HORIZONS WEST—81m.—U-I	3383
HOOR OF 13, THE—80m.—MGM	3389
HOUSE OF DARKNESS—66m.—Realart	3433
HURRICANE SMITH—90m.—Paramount	3381
I	
I BELIEVE IN YOU—96m.—Rank	3385
I DON'T CARE GIRL, THE—78m.—20th-Fox	3439
IMPORTANCE OF BEING EARNEST, THE—95m.—U-I	3440
INVASION, U. S. A.—74m.—Columbia	3429
IRON MISTRESS, THE—110m.—Warners	3400
IT GROWS ON TREES—84m.—U-I	3408
IT'S IN THE BAG—87m.—UA	3372
IVANHOE—106m.—MGM	3454
J	
JAZZ SINGER, THE—108m.—Warners	3446
JEOPARDY—69m.—MGM	3455
JULIUS CAESAR—90m.—Brandon	3433
JUST FOR YOU—104m.—Paramount	3369
K	
KANSAS CITY CONFIDENTIAL—98m.—UA	3415
L	
LADIES OF THE CHORUS—61m.—Columbia	3397
LADY GODIVA RIDES AGAIN—98m.—London	3385
LADY VANISHES, THE—95m.—UA	3372
LAST MISSION, THE—81m.—Finos	3401
LAST OF THE COMANCHES, THE—85m.—Columbia	3437
LAST TRAIN FROM BOMBAY—72m.—Columbia	3366
LAWLESS BREED, THE—83m.—U-I	3432
LEONARDO DA VINCI—70m.—Pictura	3424
LIFE BEGINS TOMORROW—86m.—Mayer-Kingsley	3433
LIMELIGHT—141m.—United Artists	3399
LITTLE WORLD OF DON CAMILLO, THE—96m.—IFE	3447
LOOK WHO'S LAUGHING—79m.—RKO	3370
LUSTY MEN, THE—113m.—RKO	3390
LOVE ISLAND—66m.—Famous	3458
M	
MAGIC BOX, THE—103m.—Mayer-Kingsley	3401
MAGIC SWORD, THE—90m.—Ellis	3401
MAN BEHIND THE GUN, THE—82m.—Warners	3440
MAVERICK, THE—71m.—Monogram	3438
MEET ME AT THE FAIR—87m.—U-I	3432
MEMBER OF THE WEDDING, THE—91m.—Columbia	3437
MERRY WIDOW, THE—105m.—MGM	3367
MERRY WIVES OF WINDSOR, THE—92m.—Central Cinema	3402
MILLION DOLLAR MERMAID—115m.—MGM	3414
MINE WITH THE IRON DOOR, THE—66m.—Columbia	3366
MIRACLE OF OUR LADY OF FATIMA, THE—102m.—WB	3373
MISSISSIPPI, GAMBLER, THE—98½m.—U-I	3446
MONKEY BUSINESS—97m.—20th-Fox	3371
MONTANA BELLE—81m.—RKO	3407
MONTANA INCIDENT—54m.—Monogram	3368
MOULIN ROUGE—118m.—UA	3439
MR. DENNING DRIVES NORTH—93m.—London	3385
MR. WALKIE TALKIE—65m.—Lippert	3437
MY COUSIN RACHEL—98m.—20th-Fox	3439
MY MAN AND I—99m.—MGM	3368
MY PAL GUS—83m.—20th-Fox	3408
MY WIFE'S BEST FRIEND—87m.—20th-Fox	3391
N	
NAKED SPUR, THE—91m.—MGM	3445
NEVER WAVE AT A WAC—87m.—RKO	3438
NEW CHINA, THE—103m.—Artkino	3402
NIAGARA—89m.—20th-Fox	3456
NIGHT WITHOUT SLEEP—77m.—20th-Fox	3391
NIGHTMARE IN RED CHINA—63m.—Friedgen	3417
NO HOLDS BARRED—66m.—Monogram	3406
NO TIME FOR FLOWERS—82m.—RKO	3431
O	
ONE MINUTE TO ZERO—105m.—RKO	3371
OPERATION SECRET—108m.—Warners	3400
ORIENTAL EVIL—65m.—Classic	3386
OUTPOST IN MALAYA—86m.—UA	3416

P	
PATHFINDER, THE—78m.—Columbia	3437
PETER PAN—76½m.—RKO	3455
PIRATE SUBMARINE—69m.—Lippert	3367
PLYMOUTH ADVENTURE—104m.—MGM	3406
PONY SOLDIER—83m.—20th-Fox	3408
PRINCE OF PIRATES—80m.—Columbia	3453
PRISONER OF ZENDA, THE—100m.—MGM	3397
PROMOTER, THE—88m.—U-I	3385
R	
RAIDERS, THE—80m.—U-I	3399
RAINBOW 'ROUND MY SHOULDER—78m.—Columbia	3366
REDHEAD FROM WYOMING, THE—80m.—U-I	3440
RIDE THE MAN DOWN—90m.—Republic	3407
ROAD TO BALL—90m.—Paramount	3421
ROBINSON. CRUSOELAND—82m.—Franco-London	3386
ROGUE'S MARCH—84m.—MGM	3438
RUBY GENTRY—82m.—20th-Fox	3439
S	
SAVAGE MUTINY—73m.—Columbia	3453
SAVAGE, THE—95m.—Paramount	3382
SAVAGE TRIANGLE—112m.—Burstyn	3402
SCOTLAND YARD INSPECTOR—79m.—Lippert	3405
SEA AROUND US, THE—61m.—RKO	3455
SEEDS OF DESTRUCTION—83m.—Astor	3374
SHE'S BACK ON BROADWAY—95m.—Warners	3457
SKIPPER NEXT TO GOD—83m.—Excelsior	3441
SKY FULL OF MOON—73m.—Metro	3406
SNOWS OF KILIMANJARO, THE—114m.—20th-Fox	3382
SOMEBODY LOVES ME—97m.—Paramount	3369
SOMETHING FOR THE BIRDS—82m.—20th-Fox	3399
SOUTH PACIFIC TRAIL—60m.—Republic	3414
SPRINGFIELD RIFLE—93m.—Warners	3392
STAR OF TEXAS—67m.—Allied Artists	3453
STAR, THE—89m.—20th-Fox	3446
STARS AND STRIPES FOREVER—89m.—20th-Fox	3415
STARS ARE SINGING, THE—98m.—Paramount	3455
STEEL TRAP, THE—87m.—20th-Fox	3399
STOOGE, THE—100m.—Paramount	3398
STOP, YOU'RE KILLING ME—86m.—Warners	3432
STORY OF MANDY, THE—93m.—U-I	3423
STORY OF ROBIN HOOD, THE—83m.—RKO	3371
STRANGE FASCINATION—80m.—Columbia	3389
STRANGE ONES, THE—98m.—Kingsley-Moyer	3374
STREETS OF SORROW—75m.—Union	3424
SUDDEN FEAR—110m.—RKO	3371
SWORD OF VENUS—73m.—RKO	3455
T	
TANGIER INCIDENT—78m.—Allied Artists	3453
TARAS SHEVCHENKO—102m.—Artkino	3386
TARGET—HONG KONG—66m.—Columbia	3429
TAXI—79m.—20th-Fox	3456
THIEF, THE—85m.—UA	3382
THIEF OF VENICE, THE—91m.—20th-Fox	3415
THIRST OF MEN, THE—83m.—Union	3417
THUNDER IN THE EAST—98m.—Paramount	3406
THUNDERBIRDS—99m.—Republic	3414
TONIGHT WE SING—109m.—20th-Fox	3456
TOO MANY GIRLS—85m.—RKO	3371
TOPAZE—114m.—Discina	3417
TORPEDO ALLEY—84m.—Allied Artists	3413
TOUGHEST MAN IN ARIZONA—90m.—Republic	3398
TREASURE OF THE GOLDEN CONDOR—93m.—20th-Fox	3456
TRIP TO AMERICA—75m.—Lewis	3409
TROMBA, THE TIGER MAN—63m.—Lippert	3405
TROPIC ZONE—94m.—Paramount	3431
TROPICAL HEAT WAVE—74m.—Republic	3390
TURNING POINT, THE—85m.—Paramount	3382
TWO CENTS WORTH OF HOPE—100m.—Times	3447
U	
UNDER THE RED SEA—67m.—RKO	3390
V	
VENETIAN BIRD—95m.—Ronk	3424
VOODOO TIGER—67m.—Columbia	3405
W	
WAC FROM WALLA WALLA, THE—83m.—Republic	3407
WAGON TEAM—61m.—Columbia	3381
WAY OF A GAUCHO—91m.—20th-Fox	3391
WHALE HUNT, THE—55m.—Artkino	3434
WHEREVER SHE GOES—80m.—Mayer-Kingsley	3441
WHITE LINE, THE—74m.—Lux	3441
WIDE BOY—67m.—Realart	3457
WILLIE AND JOE IN BACK AT THE FRONT—87m.—U-I	3383
WOMAN'S ANGLE, THE—85m.—Stratford	3434
WINNING OF THE WEST—57m.—Columbia	3454
WORLD FESTIVAL OF SONG AND DANCE—78m.—Artkino	3434
WYOMING ROUNDUP—53m.—Monogram	3421
Y	
YANKEE BUCCANEER—86m.—U-I	3383
YELLOW SKY—98m.—20th-Fox	3422
YOUNG CHOPIN—98m.—Artkino	3447
YUKON GOLD—62m.—Monogram	3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

Pictures in order of release, with principal players, are placed in the month of this page. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
DECEMBER Hiawatha V. Edwards, Y. Dugay, S. Chase (Cinecolor) Bomba And The Jungle Girl J. Sheffield, K. Sharpe The Maverick W. Elliott, P. Coates, M. Healey	DECEMBER Eight Iron Men M. Castle, E. McMahon, B. Calleano Strange Fascination C. Moore, H. Haas, M. Barrie The Happy Time C. Boyer, L. Jourdan, M. Hunt, B. Driscoll Invasion, U.S.A. P. Castle, G. Mohr, E. Blythe	DECEMBER Gambler and The Lady D. Clark, N. Chance (English-made) Sky Full Of Moon J. Sterling, C. Carpenter, K. Wynn	DECEMBER Million Dollar Mermoid E. Williams, V. Mature, W. Pidgeon (Technicolor) Cleopatra C. Colbert, W. William, H. Wilcoxan (Reissue)	DECEMBER The Blazing Forest J. Payne, A. Moorehead, S. Morrow (Technicolor) Hans Christian Anderson D. Kaye, Jeanmarie, F. Granger (Technicolor) (Goldwyn) Captive Women R. Clarke, M. Field, G. Saunders The Bachelor And The Bobby Soxer Bachelor Mother (Re-releases)	DECEMBER Blackbeard The Pirate R. Newton, L. Darnell, K. Andes, W. Bendix (Technicolor) The Thief Of Venice M. Montez, P. Christian (European-made) My Cousin Rachel O. DeHavilland, R. Burton The I Don't Care Girl M. Gaynor, D. Wayne, O. Levant (Technicolor) Ruby Gentry J. Jones, C. Heston, K. Malden The Gunfighter Yellow Sky (Re-releases)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) Monsoon U. Thiess, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Babes In Bagdad P. Goddard, G. R. Lee, R. Ney (Donziger) (Made in Spain)	DECEMBER My Pal Gus R. Widmark, J. Dru, G. Winslow, A. Toller Stars And Stripes Forever C. Webb, R. Hussey, D. Pagel, R. Wagner (Technicolor)	DECEMBER Kansas City Confidential J. Payne, C. Gray, P. Foster (Small) Monsoon U. Thiess, G. Nader, D. Douglas (Made in India) (Technicolor) (Film Group) Babes In Bagdad P. Goddard, G. R. Lee, R. Ney (Donziger) (Made in Spain)	DECEMBER The Black Castle S. McNally, P. Cordoy, R. Green, B. Korloff, L. Choney Against All Flags E. Flynn, M. O'Hara, A. Quinn (Technicolor)	DECEMBER Cattle Town D. Morgan, R. Moreno, P. Carey Abbott and Costello Meet Captain Kidd B. Abbott, L. Costello, C. Laughton, H. Brooke (SuperCinecolor)
JANUARY Torpedo Alley M. Stevens, D. Malane, B. Williams Fangs of the Arctic K. Grant, I. Borg, Chincok Stars Of Teax W. Morris, R. L. Brice, S. Jolley	JANUARY The Four Poster R. Harrison, L. Palmer The Pathfinder G. Montgomery, H. Carter, E. Verdugo (Technicolor) Winning Of The West G. Aulry, S. Burnette, G. Davis	JANUARY Above And Beyond R. Taylor, E. Parker, J. Whitmore The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan The Clown R. Skelton, J. Greer The Hoaxters Documentary Desperate Search H. Keel, J. Greer	JANUARY Road To Bali B. Crosby, B. Hope, D. Lamour (Technicolor) Thunder In The East A. Ladd, D. Kerr, C. Boyer, C. Calvet Tropic Zone R. Reagan, R. Fleming, Estelita (Technicolor)	JANUARY Androcles And The Lion J. Simmons, A. Young, V. Mature, R. Newton Never Wave At A WAC R. Russell, M. Wilson, P. Douglas No Time For Flowers V. Lindfors, P. Christian (Made in Austria)	JANUARY Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Tricolor) Guerilla Girl H. Dantine, Marionno (Foreign-made) (Christian) Luxury Girls S. Stephen, A. M. Ferrero, R. Podesta (Italian-made) (Riviera)	JANUARY The Lawless Breed R. Hudson, J. Adams, M. Castle (Technicolor) The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicolor) Meet Me At The Fair D. Dailey, D. Lynn, C. Allen (Technicolor)	JANUARY The Thief Of Venice M. Montez, P. Christian (European-made) My Cousin Rachel O. DeHavilland, R. Burton The I Don't Care Girl M. Gaynor, D. Wayne, O. Levant (Technicolor) Ruby Gentry J. Jones, C. Heston, K. Malden The Gunfighter Yellow Sky (Re-releases)	JANUARY Guerilla Girl H. Dantine, Marionno (Foreign-made) (Christian) Luxury Girls S. Stephen, A. M. Ferrero, R. Podesta (Italian-made) (Riviera)	JANUARY The Lawless Breed R. Hudson, J. Adams, M. Castle (Technicolor) The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicolor) Meet Me At The Fair D. Dailey, D. Lynn, C. Allen (Technicolor)	JANUARY April In Paris D. Day, R. Bolger, C. Dauphin (Technicolor) Stop, You're Killing Me B. Crawford, C. Trevor (WarnerColor) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicolor)
FEBRUARY Kansas Pacific S. Hayden, E. Miller, B. McLene (Cinecolor) Tangier Incident G. Brent, M. Aldon The Homesteaders B. Elliott, B. Allen, R. Lowry	FEBRUARY Last Of The Comanches B. Crawford, B. Hole (Technicolor) Target Hong Kong R. Denning, N. Gates, R. Loo	FEBRUARY The Tall Texan L. Bridges, M. Windsor, L. J. Cobb Jeopardy B. Stonwyck, B. Sullivan Rogue's March P. Lowford, J. Rule The Naked Spur J. Stewart, R. Leigh, R. Ryan (Technicolor) Ivanhoe R. Taylor, E. Taylor, J. Fontaine (Technicolor)	FEBRUARY The Stooze D. Martin, J. Lewis, P. Bergen, E. Mayehoff Come Back, Little Sheba B. Loncoaster, T. Moore The Stars Are Singing R. Clooney, A. M. Albergheetti, L. Melchior, J. Archer (Technicolor)	FEBRUARY Peter Pan Disney cartoon feature (Technicolor) Angel Face R. Mitchum, J. Simmons, M. Freeman Sword Of Venus R. Clarke, C. McLeod, R. DeMarco	FEBRUARY Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates The Flying Squadron M. Serato, D. Sassoli, U. Spadaro (Italian-made) San Antonio R. Cameron, A. Whelan, F. Tucker	FEBRUARY LimeLight C. Choplin, C. Bloom (Chaplin) The Magnetic Monster R. Carlson, J. Byron, K. Donovan (A-Men) Bandits Of Corsica R. Greene, P. Roymond, R. Burr (Small)	FEBRUARY Niagara M. Monroe, J. Cotten, J. Peters (Technicolor) The Silver Whip R. Colhoun, K. Crowley, D. Robertson The Treasure Of The Golden Condor C. Wilde, C. Smith, F. Currie (Technicolor)	FEBRUARY The Mississippi Gambler T. Power, P. Laurie, J. Adams (Technicolor) Girls In The Night P. Hardy, J. Holden, L. Freeman	FEBRUARY The Jazz Singer D. Thomas, P. Lee (Technicolor) She's Back On Broadway V. Moyo, G. Nelson, F. Lavejoy, P. Wymore (WarnerColor)	

OBSERVANCES

Feb. 12—Lincoln's Birthday
Feb. 18—Ash Wednesday
Feb. 22—Washington's Birthday

REALART

January—The Vanishing Body—N. Karloff, B. Lugosi (Reissue)
Calling Dr. Death—L. Chaney (Reissue)
The Missing Head—L. Chaney (Reissue)

WARNERS

February—Mr. Pip—W. Hull, P. Holmes (English-mode) (Reissue)
The House Of The Seven Gables—G. Sonders, V. Price (Reissue)
Johnny Comes Marching Home—D. O'Connor, A. Jones (Reissue)
Private Buckaroo—H. James (Reissue)

**All over the country "Against
All Flags" is taking its place
with U-I's top grossers of 1952**

**"BEND OF
THE RIVER"**

**"THE WORLD
IN HIS ARMS"**

**"BECAUSE
OF YOU"**

AGAINST ALL FLAGS

EARLIEST OPENINGS:

Topped "Bend", "World", "Because of You" at Spreckles Theatre, San Diego... **Bigger** than "Bend" and "World", Astor Theatre, Reading, Pa.; DeAnza Theatre, Riverside, Calif.; Paramount Theatre, Waterloo, Iowa. **Out-grossed** "World" and "Because of You", Esquire, Tower, Del Paso Theatres, Sacramento... **Playing to absolutely top grosses**, Crawford Theatre, Wichita; Florida Theatre, Pensacola; Broadway Theatre, Portland; Palace Theatre, Akron; Esquire Theatre, Stockton.

BLOCK OUT PLENTY OF PLAYING TIME!

ERROL
FLYNN
O' MAUREEN
HARA

AGAINST ALL FLAGS

COLOR
BY



Technicolor

with

ANTHONY QUINN • ALICE KELLEY • MILDRED NATWICK

Directed by GEORGE SHERMAN • Screenplay by AENEAS MacKENZIE
and JOSEPH HOFFMAN • Produced by HOWARD CHRISTIE
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